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The one-stop-product-photography-studio
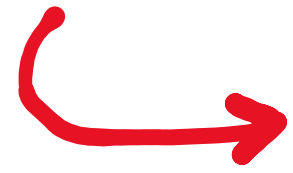
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Founders?

Nathalie & Yo

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Our personal irritation...

Founders?

Nathalie & Yo

What is your top irritation when researching products online?

Poor product description	**43%**
Lack of photos or videos	**20%**
No product reviews	**18%**
Arrival time	**9%**
Not enough product reviews	**7%**
No user submitted content like photos or videos	**3%**

5% 10% 15% 20% 25% 30% 35% 40% 45% 50%

2017 Compete with Amazon and Win | 19
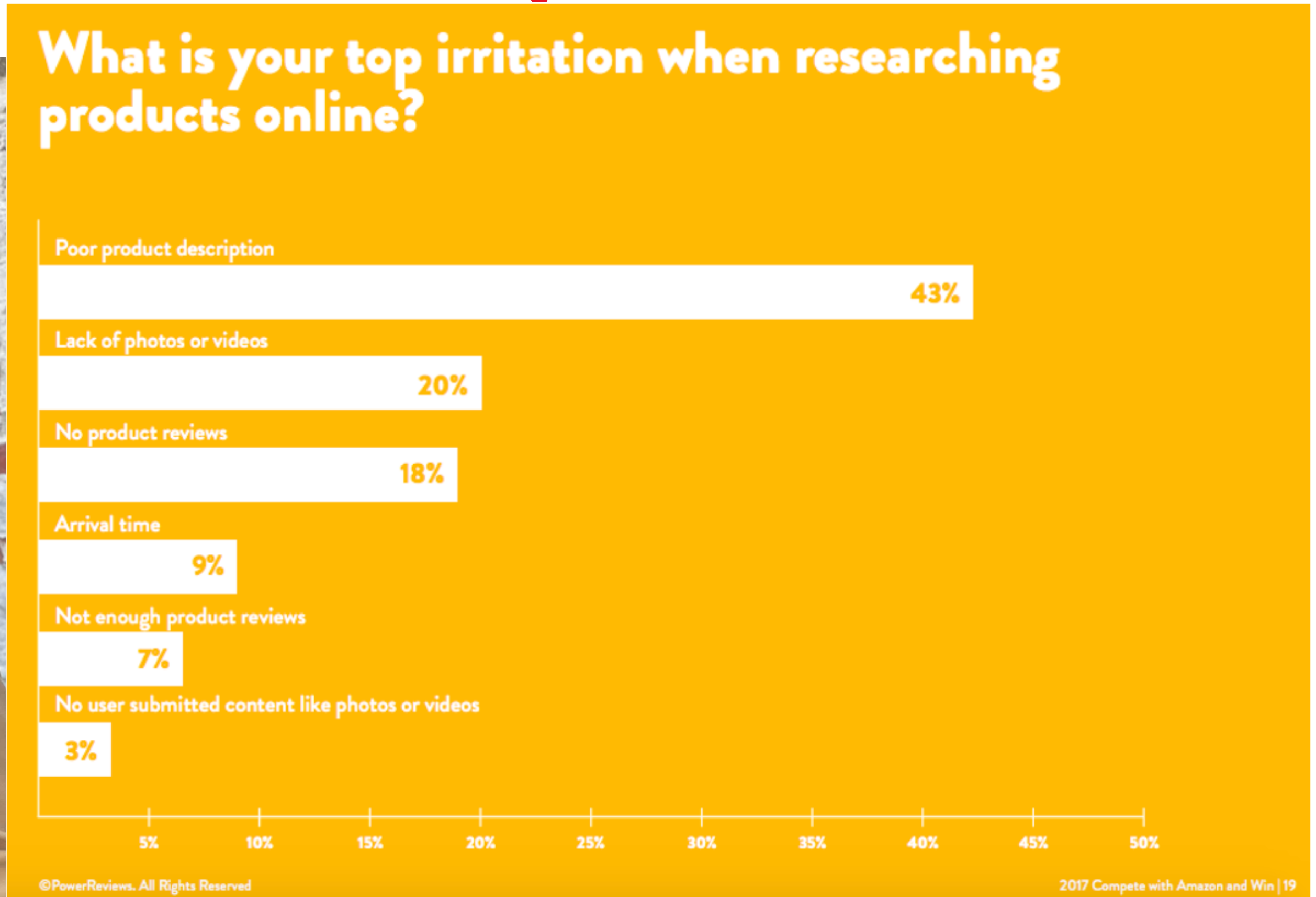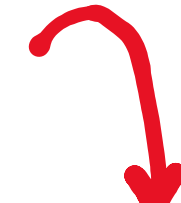
WHAT IS PRODUCT VISUALIZATION

WHAT IS PRODUCT VISUALIZATION

Any way the product is presented where the product is the hero.

This can be:

Packshots

This can be:

Packshots
<mark>360° spins</mark>

![studio360 logo]

This can be:

Packshots
360° spins
Flats

studio**360**

This can be:

Packshots
360° spins
Flats
Stills on models

studio**360**

This can be:

Packshots
360° spins
Flats
Stills on models
Video packshots

This can be:

Packshots
360° spins
Flats
Stills on models
Video packshots
Hero images

studio360

This can be:

Packshots
360° spins
Flats
Stills on models
Video packshots
Hero-images
Settings

This can be:

Packshots
360° spins
Flats
Stills on models
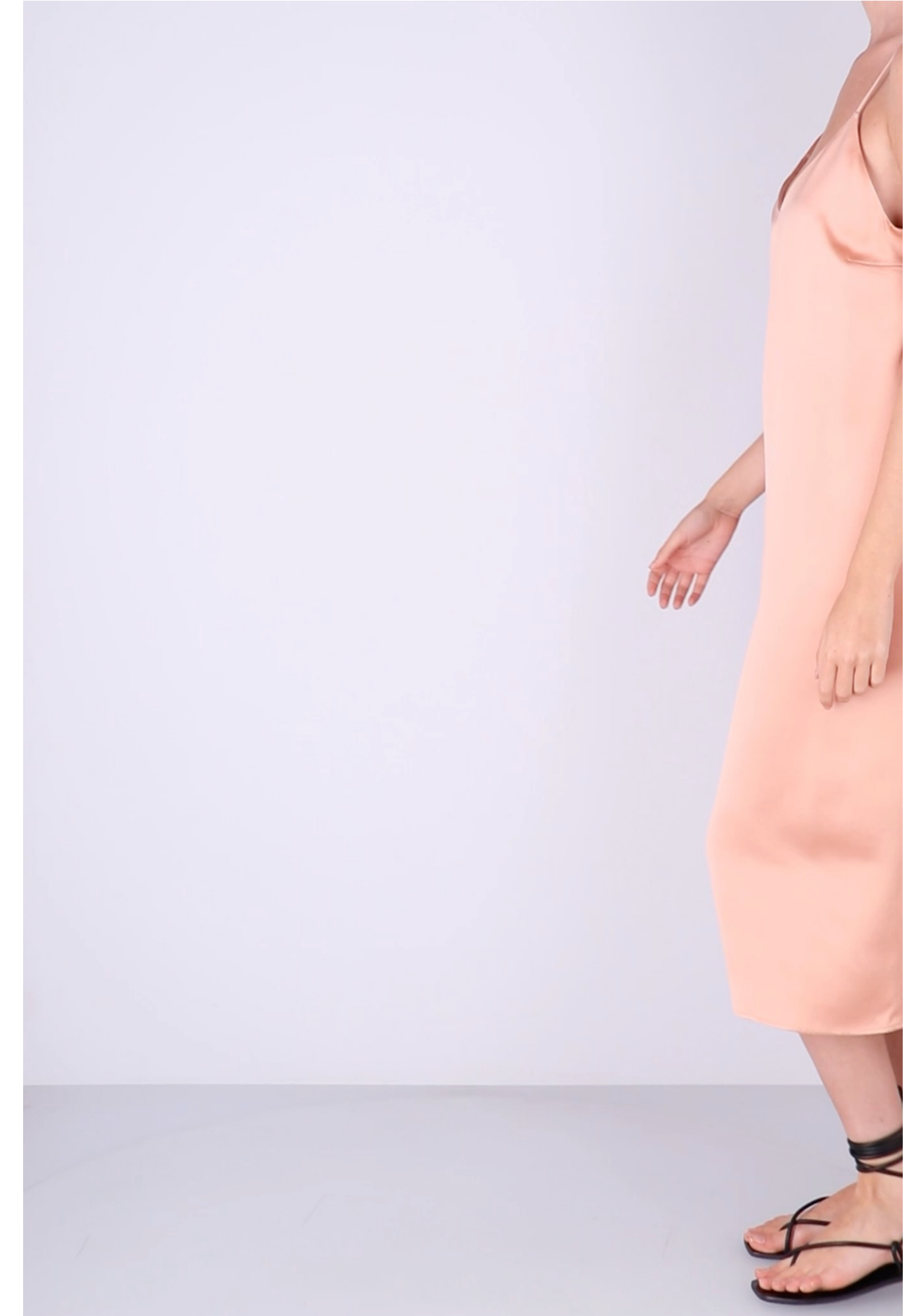Video packshots
Hero images
Settings
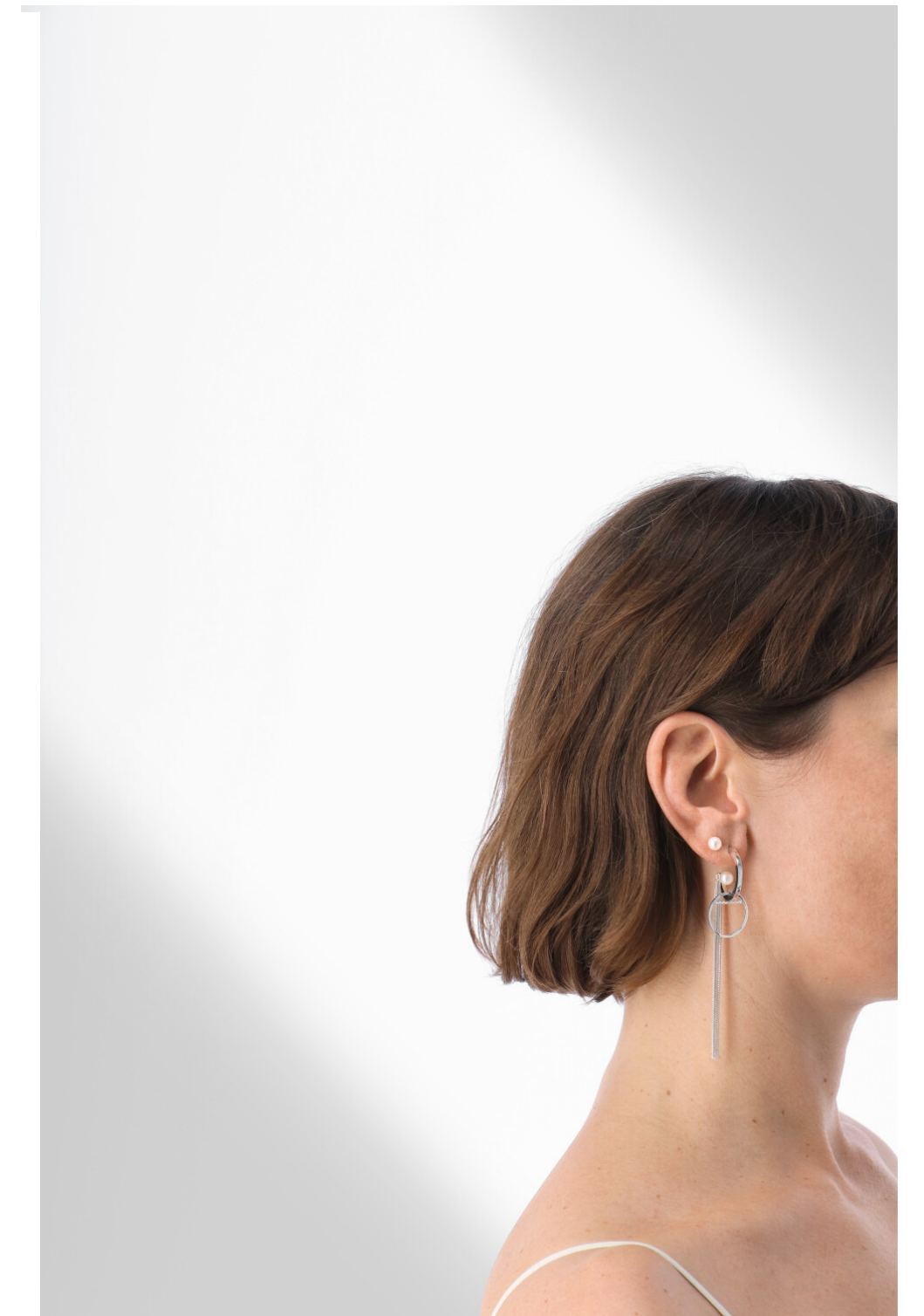Catwalk video's

studio**360**

This can be:

Packshots
360° spins
Flats
Stills on models
Video packshots
Hero images
Settings
Catwalk video's
Lookbook pictures

studio**360**

This can be:

Packshots
360° spins
Flats
Stills on models
Video packshots
Hero images
Settings
Catwalk video's
Lookbook pictures
Ghost images

This can be:

Packshots
360° spins
Flats
Stills on models
Video packshots
Hero images
Settings
Catwalk video's
Lookbook pictures
Ghost images
On hanger

Or any of the above with a bit of imagination
.. Or animation to make it more interesting

The studios

![studio360 logo]

The technology

- Combination of photo, video, lighting and editing software.

- Creation of templates, guaranteeing consistency.

- GS1 certified.

- Automatic naming.

- Simultaneous publishing in different formats for print and web.

Speed – quality - efficiency & service combined

studio360 is a proud partner of

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The team

With our team of – non automated ;-) humans with communication, photography and graphic backgrounds – we aim for speed, efficiency and service every day.

WHY?

Obtaining qualitative assets is key in any commercial on and offline environment.

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How your product visualization strategy can be Going for Green

1. The basics

Reduce Mistakes Which Lead to Returns

When discussing online returns, there's often talk of fickle customers frequently changing. their minds or over-ordering. This does happen, but it's important to recognise that many returns happen because of mistakes made by retailers. According to Chain Store Age, 63% of returns are the result of errors made by the retailer.

→ 23% of returns happen because the wrong item was shipped.

→ 20% of online returns are due to the consumer receiving a damaged or faulty item.

→ 23% happen because the product looked very different from that displayed online.

Fact is:

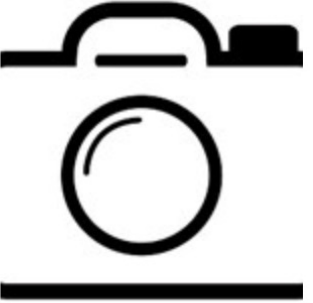Good product visualization has a proven impact on lowering returns with **up to 23%.**

hello!
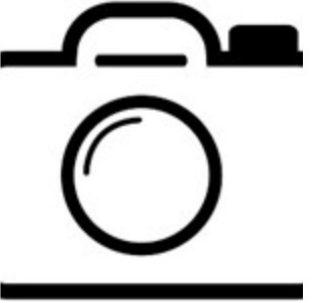
Source: Chain Store Age

Create **credibility** towards both product and brand

Create credibility towards both product and brand

TAARTEN

39741[*]
Profiteroles taart (5000657) "Panesco"
1600g

🛒 LOG IN OM TE BESTELLEN

39742
Tiramisu Tondo (5000642) "Panesco"
90g/12st

🛒 LOG IN OM TE BESTELLEN

39743
Red Fruit Tart (5000656) "Panesco"
129g/12st

🛒 LOG IN OM TE BESTELLEN

42017[*]
Bresiliennetaart 12P "Bakae & Baker"
1400g

42018[*]
Chocolademoelleux "Beldessert" 90g/24st

42019[*]
Mini wortelcake "Poppies" 17g/80st

VS

Jumbo - Chocolade Karamel Taart
710 g

6⁰⁰
6,00/stuk

Jumbo - Rainbow Layer Surprise Cake

6⁴⁹
6,49/stuk

Jumbo - Luxe Kersen Schnitte

5²⁹
5,29/stuk

Jumbo - Carrot Cake
650 g

7⁹⁹
7,99/stuk

Jumbo - Luxe Appel-Lemoncurd Taart
700 g

10⁰⁰
10,00/stuk

Jumbo - Luxe Banaan Caramel Taart
700 g

10⁰⁰
10,00/stuk

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🌙 Realistic product presentation creates **transparency**

Realistic product presentation creates transparency

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Fact is:

Good product visualization has a proven impact on lowering returns with **up to 23%.**

Going for Green.

hello!

2. The intermediates

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Some things never change…

In 1990's

- Share of wallet
- Share of **time** spent in the store

In 2022

- Share of wallet
- Share of **time** spent in your online store

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Some things never change...

In 1990's

- Share of wallet
- Share of **time** spent in the store
- Online sales went to **generic products** which didn't need to be touched or felt.

In 2022

- Share of wallet
- Share of **time** spent in your online store
- Nearly **all products** are sellable online

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We all know the human brain processes images much* faster than it does to words.

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We all know the human brain processes images much* faster than it does to words.

***up to 60,000 times faster**

THE IMPACT OF IMAGES IN E-COMMERCE

It's no secret that high-quality images help to sell products online, but sometimes brands overlook exactly how important they are.

Simply put, consumers believe good images are essential to an e-commerce experience:

67% of consumers say the quality of a product image is "very important" in selecting and purchasing the product

It's not just that images are valued, it's that they're often more valued than other content:

More customers value the quality of a product's image than they value:

Product-specific information	63%
Long descriptions	54%
Ratings and reviews	53%

When it comes to product visuals, don't skimp—provide many high-quality images for audiences.

🌙 Some things never change...

In a pair of studies from 1989,
strangers who looked into each
other's eyes for **2
minutes** experienced mutual feelings
of love ❤️

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🌙 Some things never change...

The longer you `interact` with something, the more your brain tends to 'bond' with the subject

In a pair of studies from 1989, strangers who looked into each other's eyes for **2 minutes** experienced mutual feelings of love ❤️

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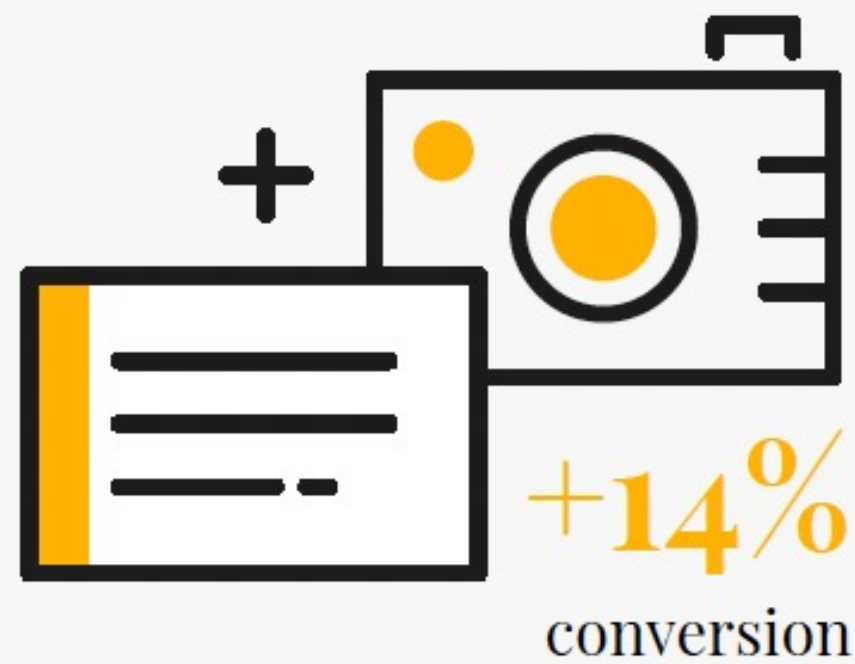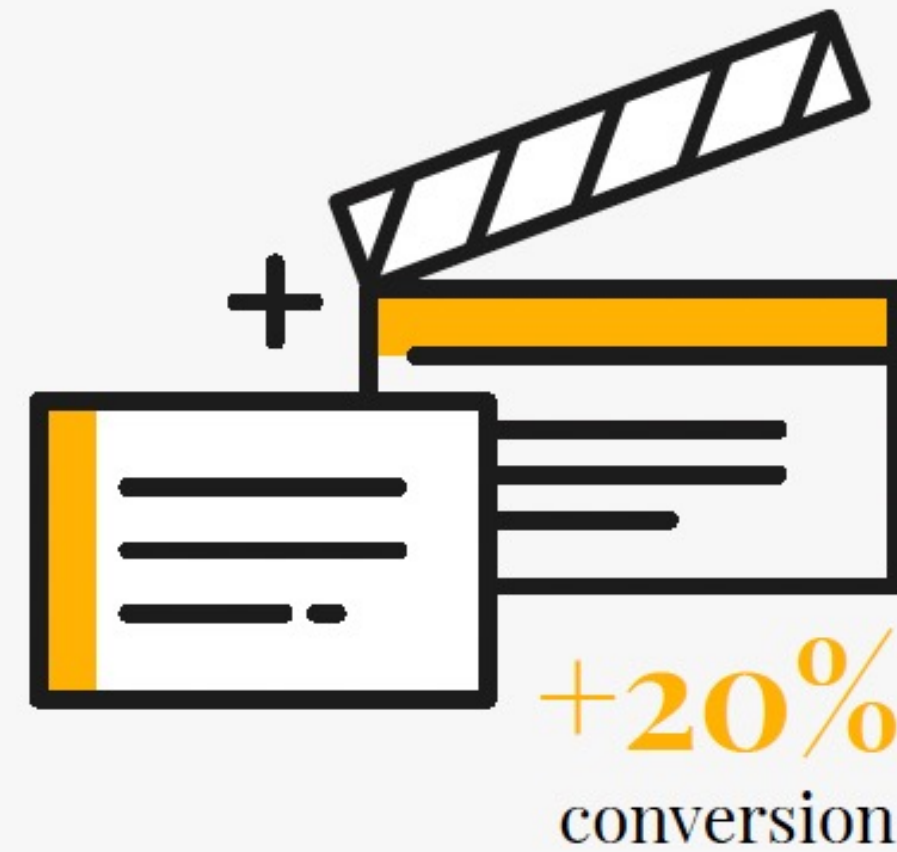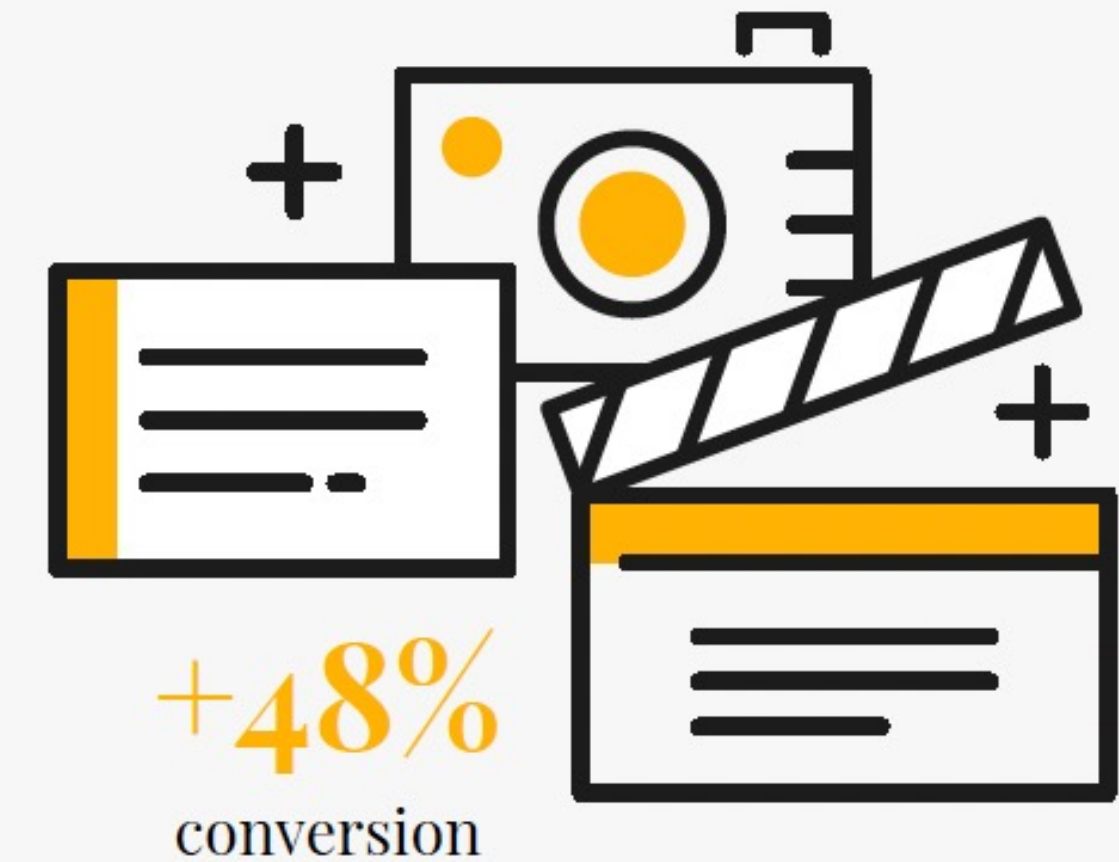
Some things never change...

+14%
conversion

TEXT+IMAGE

+20%
conversion

TEXT+VIDEO

+48%
conversion

TEXT+IMAGE+VIDEO

study conducted by PR Newswire

The longer a customer is compelled to stay on your product page, the higher the conversion.

Here's what happens once product video is added to an e-commerce store:

○ When a video is available on the site **60% of visitors** will opt to watch it before reading any text.

○ Visitors stay longer on the pages with product videos, and overall **session duration increases by 340%**.

○ When videos are added to product pages, visitors **browse on average 127% more** pages per session.

○ Those who watch videos are **1.8x more likely to purchase** than visitors who don't engage with the video content.

○ After watching a product video, consumers are up to 85% more likely to buy it.

○ The "add-to-cart" **conversion rate increases on average by 37%** when product videos are added to product detail pages.

This is not where the effects of product videos stop. In fact, **45% of shoppers would return** to the e-commerce store that offers helpful product videos, while 44% would buy more products from the same site. A stunning **93% of shoppers** say that videos are useful after the product is already purchased, because they offer instructions on how to use it.

Source: https://www.ecommerce-nation.com/power-using-product-videos-ecommerce

Give visitors relevant reasons to stick around.

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3. The experts

"The role of retailers is becoming one of entertainers and infotainers where their e-comm channel is their medium.

Sharing the story, in text and visually, on how a collection is created, or where it origins and who was involved in the manufacturing will add to the positive experience around a product. It will invite visitors to linger, even in the fast-paced world of e-commerce."

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Today:
product information is created primarily to bring traffic to the product page, with general promotion texts to boost conversion.

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Today:
product information is created primarily to bring traffic to the product page, with general promotion texts to boost conversion.

Going for Green:
- infotain what products are made of, where they were manufactured, and by whom.
- include information about design & selected materials and partners

Think of your images as <mark>valuable DATA ASSETS</mark>

Where do you want to use the product shots besides on your own webshop – what do you want to do with your product / packshots?
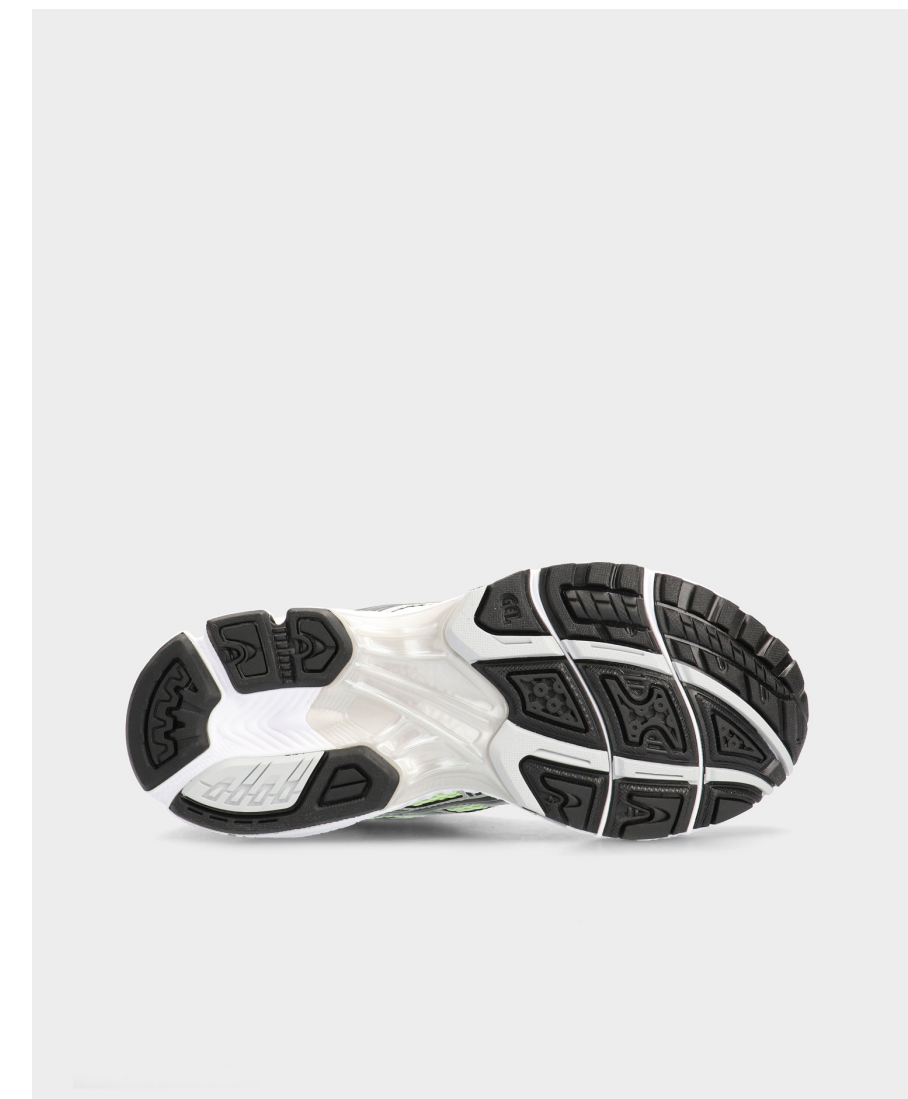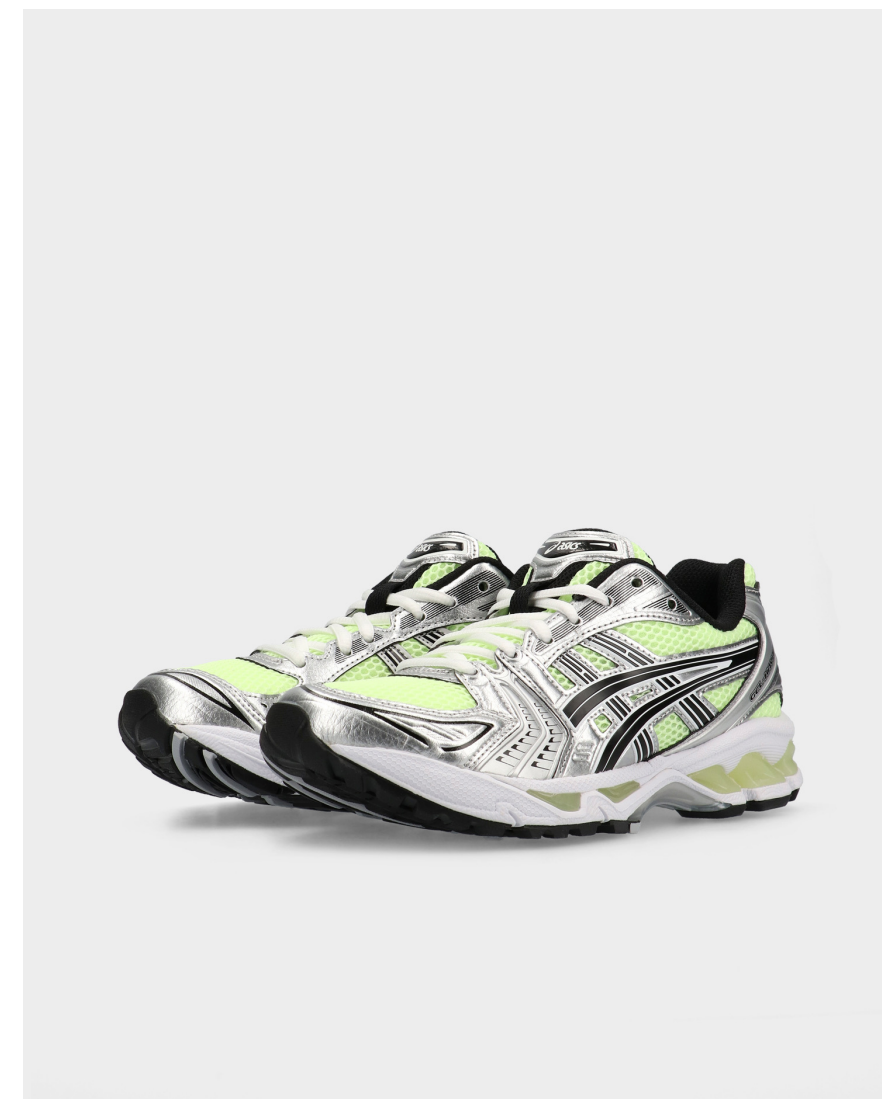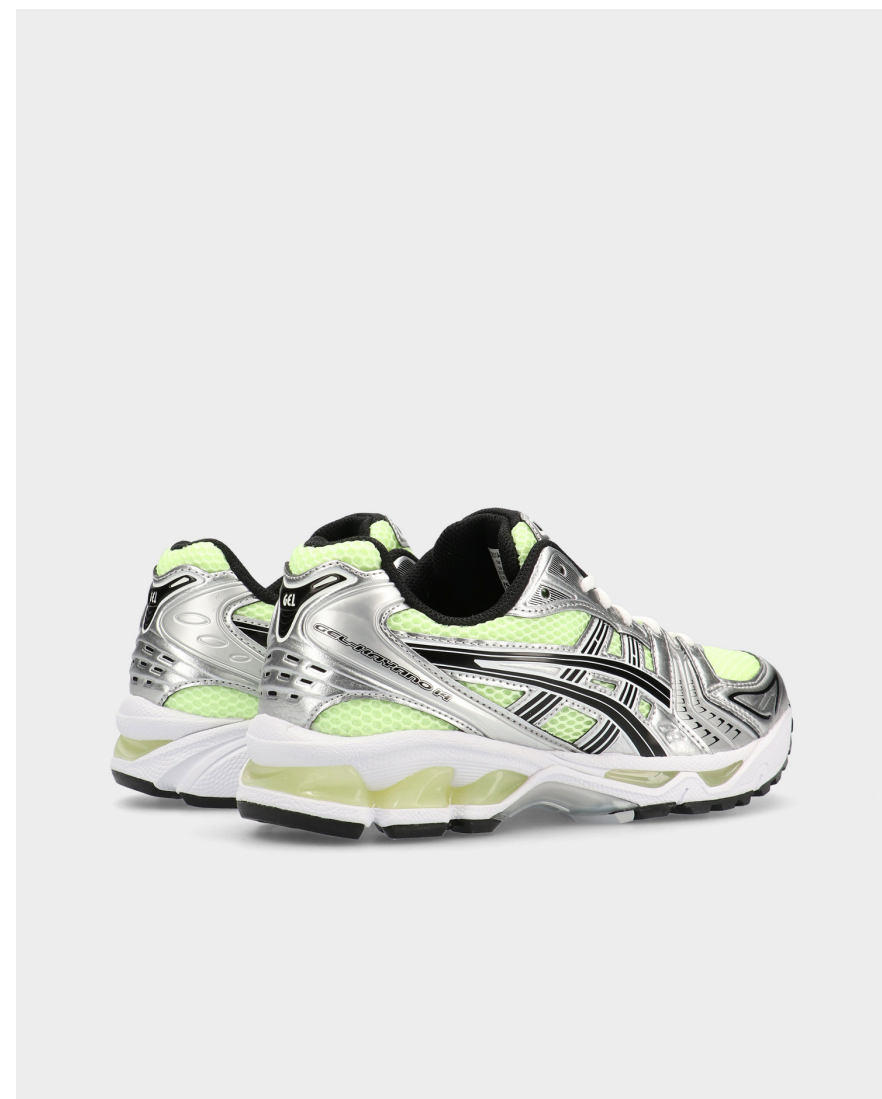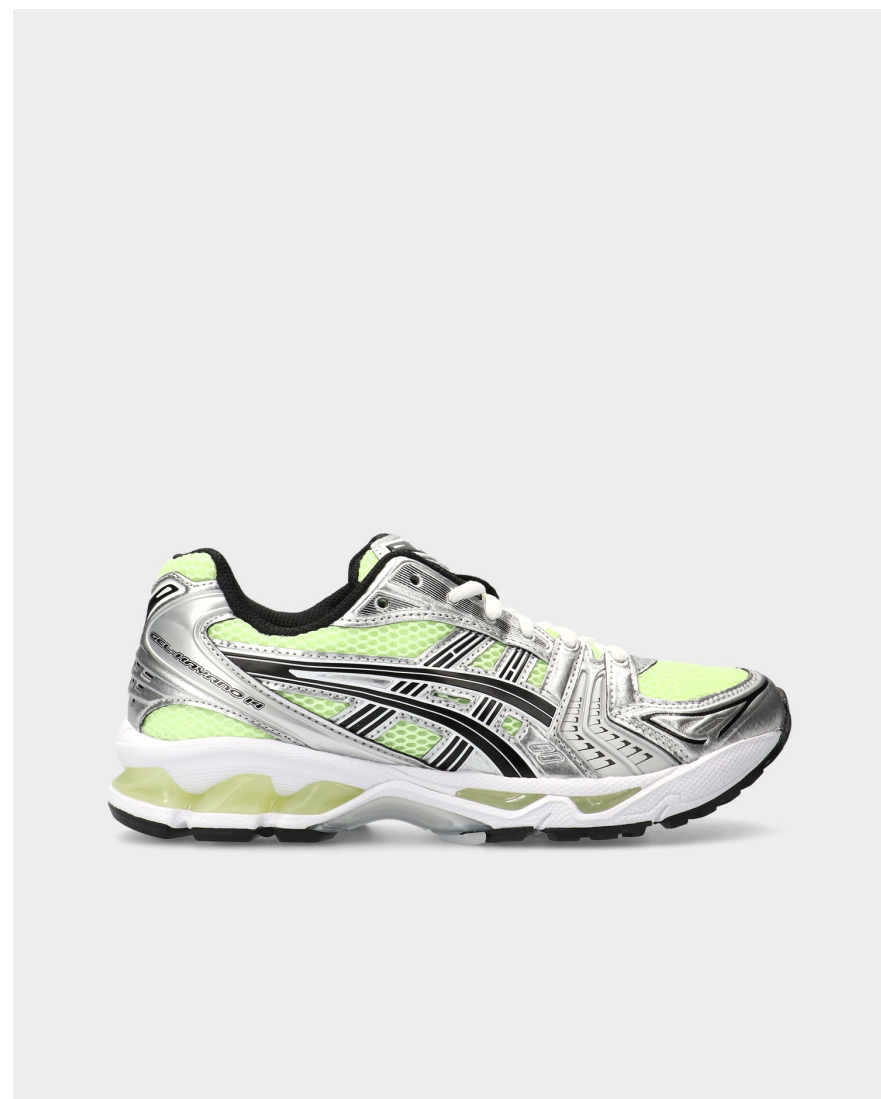

Warehousing

Samples – fabrics – warehousing – towards retailers – marketplaces (B2B and B2C) – Presskits – Social Media.

One basic picture can go a long way!

Think of your images as <mark>valuable DATA ASSETS</mark>

Webshops / Marketplaces

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Think of
your images
as valuable
DATA
ASSETS

Press kits

Think of your images as valuable DATA ASSETS

>

VISUAL DATA Overview Collection
Collection   **Riviera**
Drop   **2/06/2022**

Photo files needed in :   **.png / 3000 x 3000 /free-standing / 300dpi**
                                      .jpg / 1080 x 1080 / 72dpi /background #ededed

Video files needed in: .mp4 / portrait

Name pic	#images	image kind	webshop	zalando	social insta	social tiktok	Press kit
Hoodie_Palmtrees_Navy_01	1	ghost	1	1	1		1
Hoodie_Palmtrees_Navy_02	1	ghost	1	1			
Hoodie_Palmtrees_Navy_03	1	ghost	1	1			
Hoodie_Palmtrees_Navy with green soc	1	catwalk	1	1	1	1	
Longsleeve T_Spinners_01	1	flat	1	1	1		1
Longsleeve T_Spinners_02	1	flat	1	1			
Longsleeve T_Spinners with navy cap	1	catwalk	1	1	1	1	
Hoodie_Palmtrees_Red_01	1	ghost	1	1	1		1
Hoodie_Palmtrees_Red_02	1	ghost	1	1			
Hoodie_Palmtrees_Red_03	1	ghost	1	1			
Hoodie_Palmtrees_Navy	1	catwalk	1	1	1	1	
Shortsleeve T_Green_01	1	flat	1	1	1		1
Shortsleeve T_Green_02	1	flat	1	1			
Shortsleeve T_Green	1	catwalk	1	1	1	1	
Hoodie_Stripes_White_01	1	ghost	1	1	1		1
Hoodie_Stripes_White_02	1	ghost	1	1			
Hoodie_Stripes_White_03	1	ghost	1	1	1		
Hoodie_Stripes_White with red cap	1	catwalk	1	1	1	1	
Cap_Red	1	packshot	1	1	1	1	1
Cap-Navy	1	packshot	1	1	1	1	1
Socks-Green	1	packshot	1	1	1	1	1
Collage Navy	1	collage	1		1		
Collage Red	1	collage	1		1		
Collage Green	1	collage	1		1		
Setting Hoodie Navy	1	setting	1		1		1
Model Hoodie Navy	1	model	1	1	1	1	1
TOTAL	**26**		**26**	**22**	**19**	**9**	**10**
Visual usage	**86**						

VISUAL DATA Overview Collection

|		
Collection	Riviera	
Drop	2/06/2022	

Photo files needed in :   .png / 3000 x 3000 /free-standing / 300dpi

     .jpg / 1080 x 1080 / 72dpi /background #ededed

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Hoodie_Palmtrees_Red_01	1	ghost	1	1	1		1
Hoodie_Palmtrees_Red_02	1	ghost	1	1			
Hoodie_Palmtrees_Red_03	1	ghost	1				
Hoodie_Palmtrees_Navy	1	catwalk	1				
Shortsleeve T_Green_01	1	flat	1				
Shortsleeve T_Green_02	1	flat	1				
Shortsleeve T_Green	1	catwalk	1				
Hoodie_Stripes_White_01	1	ghost	1				
Hoodie_Stripes_White_02	1	ghost	1				
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Hoodie_Stripes_White with red cap	1	catwalk	1	1	1	1	
Cap_Red	1	packshot	1	1	1	1	1
Cap-Navy	1	packshot	1	1	1	1	1
Socks-Green	1	packshot	1	1	1	1	1
Collage Navy	1	collage	1		1		
Collage Red	1	collage	1		1		
Collage Green	1	collage	1		1		
Setting Hoodie Navy	1	setting	1		1		1
Model Hoodie Navy	1	model	1	1	1	1	1
TOTAL	**26**		**26**	**22**	**19**	**9**	**10**
Visual usage	**86**						

Going for Green:
1 image => multiple use
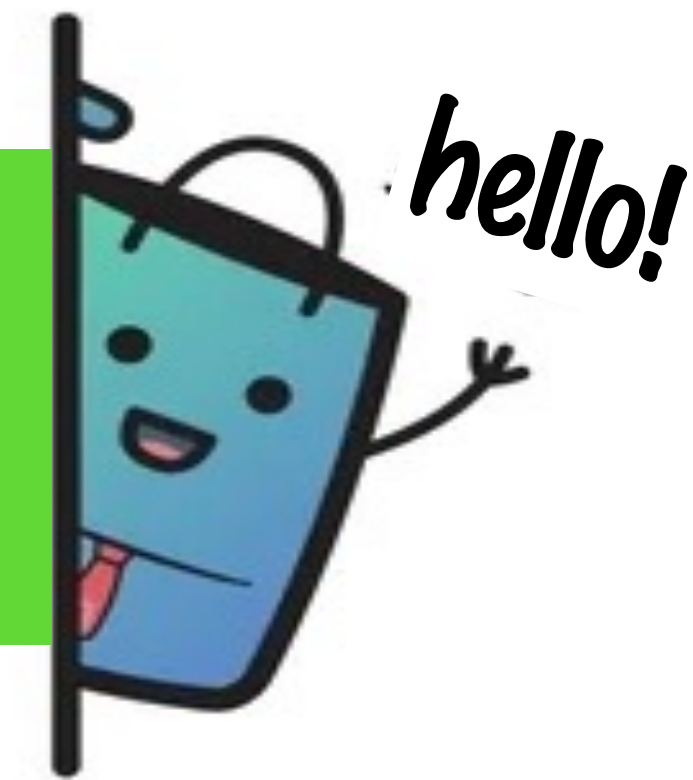
hello!

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What can we shoot for you?

Nathalie Dumortier.
nathalie@studio-360.be
+32 489 300 849

Yolande Rutazibwa.
yolande@studio-360.be
+32 477 206 062