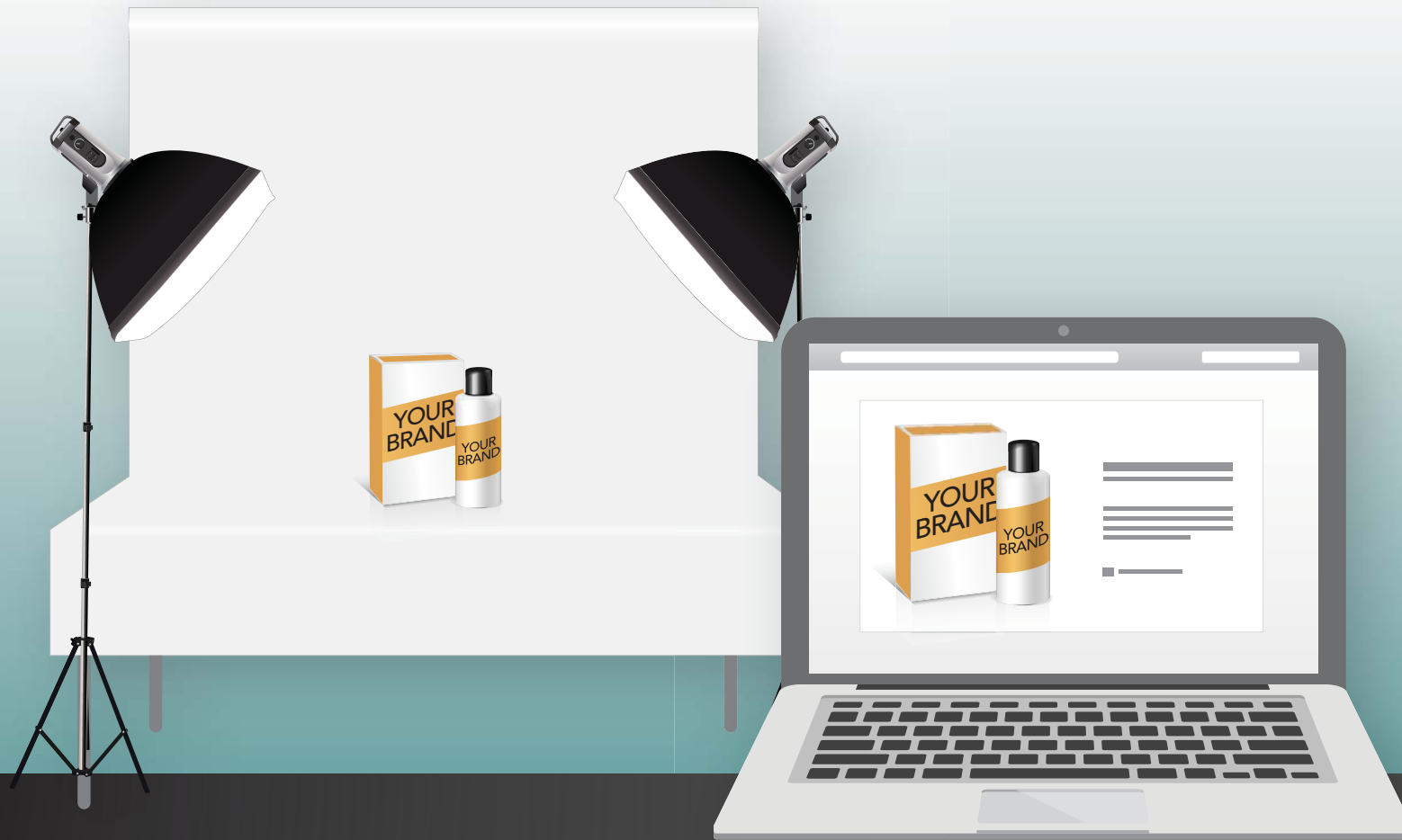


BE SURE YOUR IMAGES **MAKE AN IMPACT**

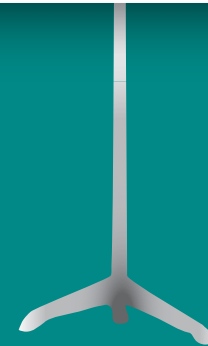
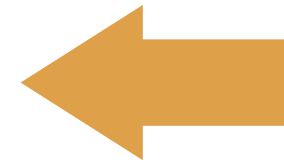
QUALITY PRODUCT IMAGES HELP SELL YOUR BRAND



HBW Product Images: A guide for CPG manufacturers, distributors, and retailers

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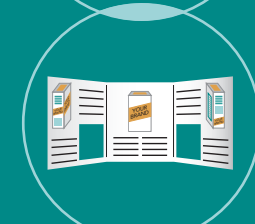
Introduction

We live in a visual world where image is everything — especially online. How many times have you seen an image of a product and had your interest piqued, only to view the item firsthand and have the thought, “That’s not what I was expecting.”?

The same holds true in the world of e-commerce — images can draw customers to a product. But what happens when the image used is outdated, wrong, or misleading, or the product the customers receive doesn’t match the product they were viewing on your website?

If you’re a CPG manufacturer, you need high-quality images of your products to portray your brand in its best light in a variety of media including marketing collateral, mailers, buyers presentations, and more. If you’re a wholesale distributor or retailer, you need product images for promotional efforts, e-commerce sites, and signage. Additionally, distributors who include images in their ordering systems can improve productivity and minimize errors leading to time and money savings.

Whether you need 2-dimensional panel images for planograms; 3-dimensional shots for e-commerce, advertising circulars, trade show materials, or digital marketing; or a custom glamour shot to use in promotions, the quality of the image is extremely important.



What is a quality image?



A quality image consists of several attributes.

1	Scalable	Whatever size image needed, the product will be sharp and clear. Online, typically a smaller image is used with a product description, but you also have the ability to zoom in to see information or product detail up close. Make sure the file size is optimal for quick loads without sacrificing sharpness and detail.
2	Multi-dimensional	For e-commerce purposes, capture every panel of the product that contains important information. Recreating the in-store experience for customers who want to emulate picking up the product and studying the ingredients, benefits, features, and more is critical to creating an exceptional shopping experience.
3	Well-lit	Products — especially those of unusual shapes or sizes, or that have translucent packaging or packaging elements — must be properly lit to portray the item in its best light without creating shadows or reflections that obscure any part of it.
4	Current	You might think that this should go without saying, however, there are outdated product package images on e-commerce sites and in ordering systems right now. A quality image has to be up to date.
5	Pristine package	Don't allow bent or beat-up packaging to be imaged. A great first impression online or in promotional materials is as important as in person.





Why should I be concerned about image quality?

What keeps you most engaged on a website when you're shopping online? In most cases it's pleasing visuals combined with useful content that keeps you coming back. Having consistent product images on a site makes it more cohesive, resulting in a more pleasant shopping experience for visitors.

Images are important because selling product is what you do. If the images are consistently incorrect or undesirable, it will adversely affect the brand's image and its success on e-commerce sites and in promotional efforts (advertisements, mailers, signs, etc.). A quality digital photograph not only makes browsing and shopping easier for customers, it also enhances their overall experience and strengthens the brand.

“You want high-quality images of your products because no matter where your omnichannel shoppers see a picture of it, you want them to have the same visual experience they would have if they had it in their hands, to build a consistent, strong brand impression.”

Julie Massey, HRG Visual Assets Manager





How can I ensure the images I have are up to date?

Imagine the confusion it would create if a website portrayed an old package but the warehouse stocked and shipped the updated package. Many websites and manufacturers use the flow-through method and diminish current stock before sending out new, leaving a specific transition date indeterminable.

Keeping up with these transitions can be difficult to manage, but building strong relationships with your image providers and distributors will help ensure changeovers are implemented as smoothly as possible.

*In a *Drug Store News* survey of CPG manufacturers, respondents were asked what their biggest concerns were regarding preparation of data. **Thirty-seven percent** of respondents reported **no structured approach to auditing or monitoring brand-related content**, and approximately one in four reviewed brand representation quarterly or less.¹*

[1. State of the Industry: Digital Images and Content Needs](#)





What are the different types of images, and when are each used?

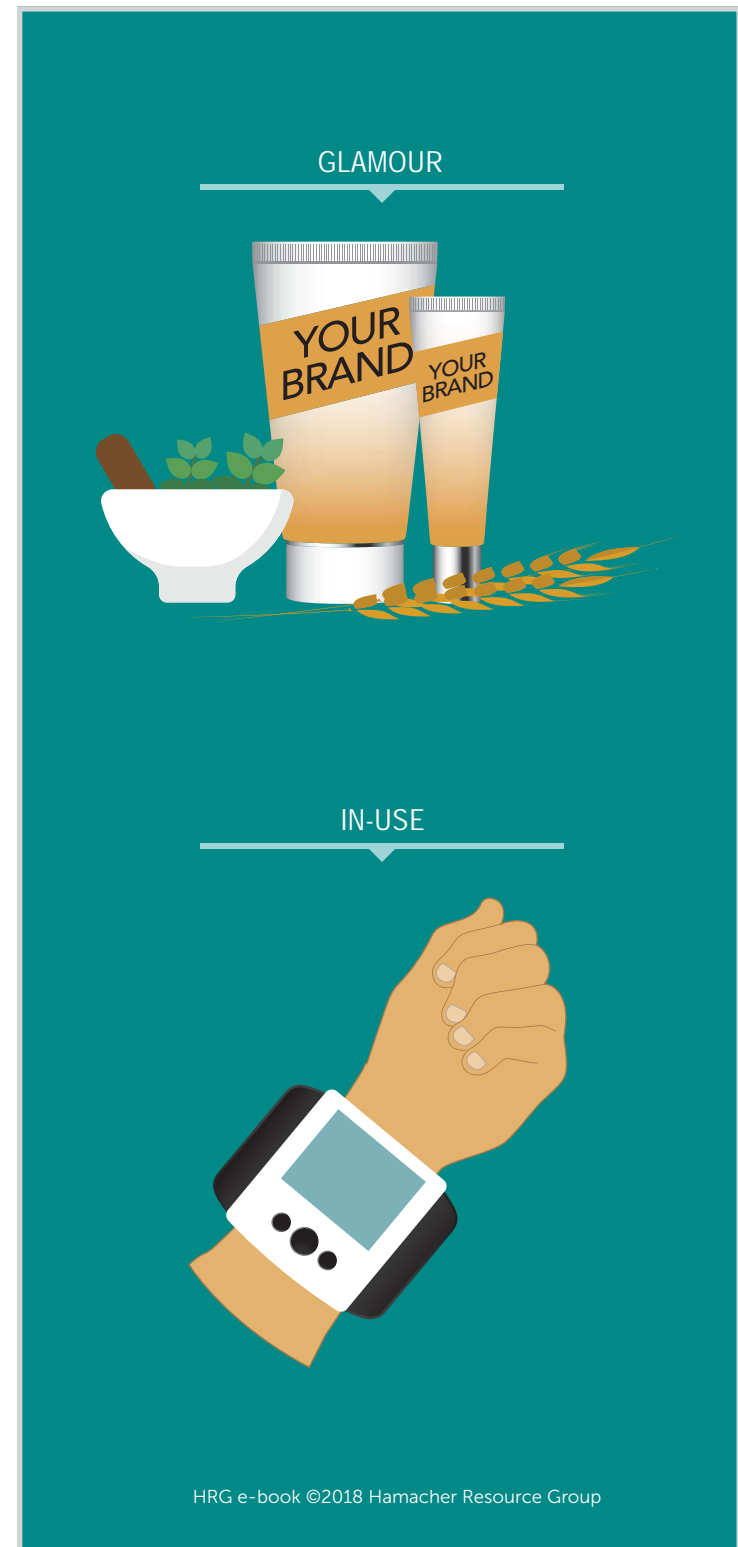
There are some products that require a certain style of image to help tell their story and/or showcase their features and benefits, such as crisp, evocative product action shots or elegant beauty shots. Utilizing these types of images can often capture a consumer's interest and imagination much easier than a standard product image.

Glamour

One element that furthers brand loyalty among the target audience is to evoke an emotional connection to the product. Glamour photos can help achieve this connection. A glamour shot can bring an added dimension of interest through the setting, styling, and effects, as well as help tell the story of the brand.

In-Use

Capturing the product in use is essential when it's a form that is brand new to the category or market and you need to educate consumers on how it's used. In-use photos are also essential for the majority of home health care items. It's important to show what the item looks like as it is being utilized. ▶





Out-of-the-box

It's important to see some products outside of their packaging. This can apply to items ranging from cosmetics to home health care medical equipment where it's helpful for the customer to see all the parts that should be included within the package.

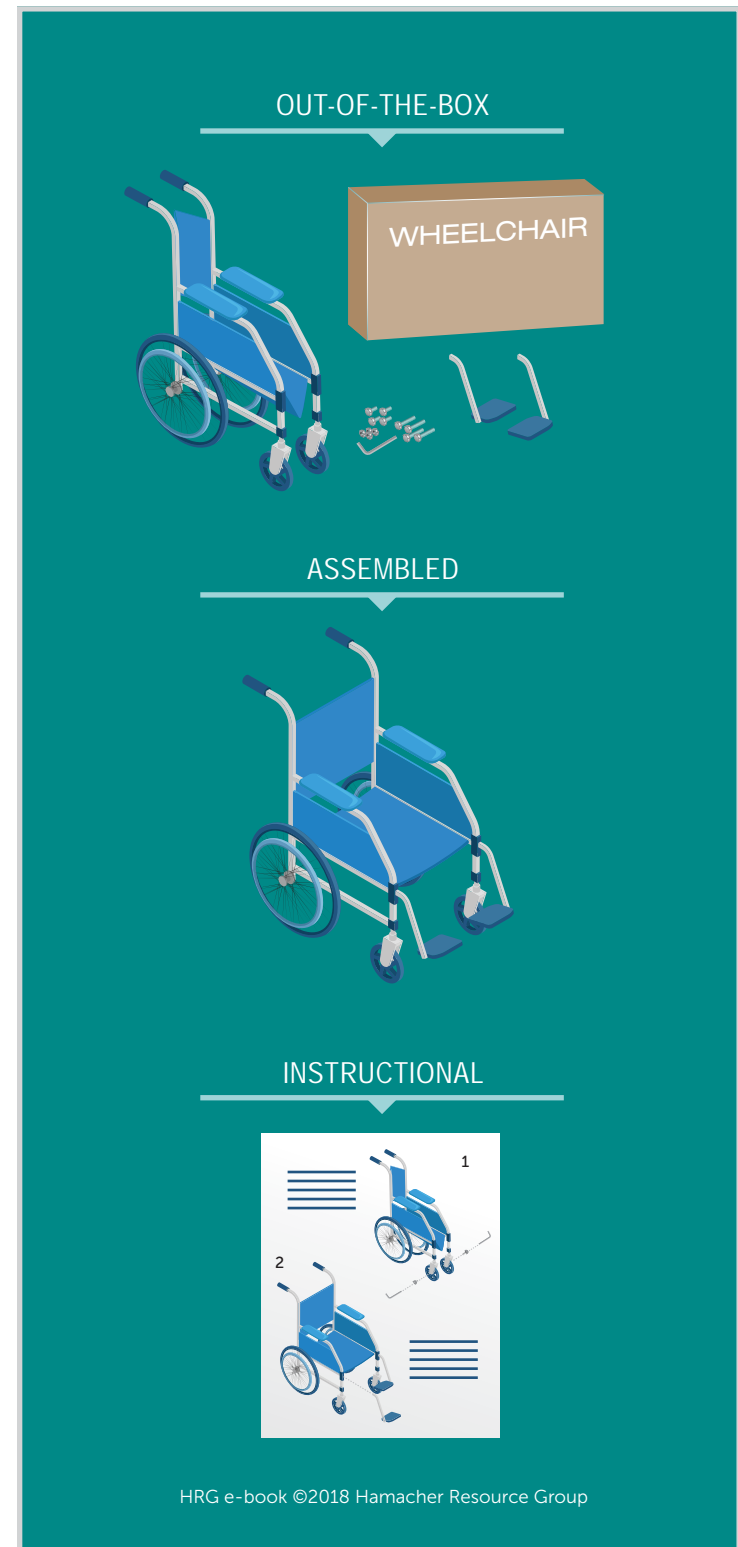
Assembled

If an item requires the customer put it together, they will appreciate a visual depiction of how the item should appear when correctly assembled.

Instructional

There are several instances where instructional images come in handy, such as when you ship a floor or counter display to a retailer and they have to construct it. Another example is when a "how to use" visual is beneficial.

In addition to those listed above, there are also planogram, dimensional, product line, and hero image styles, as well as composite, which is explained in the following chapter. Examples of actual photos HRG has taken that demonstrate these styles can be found in the [Appendix](#).



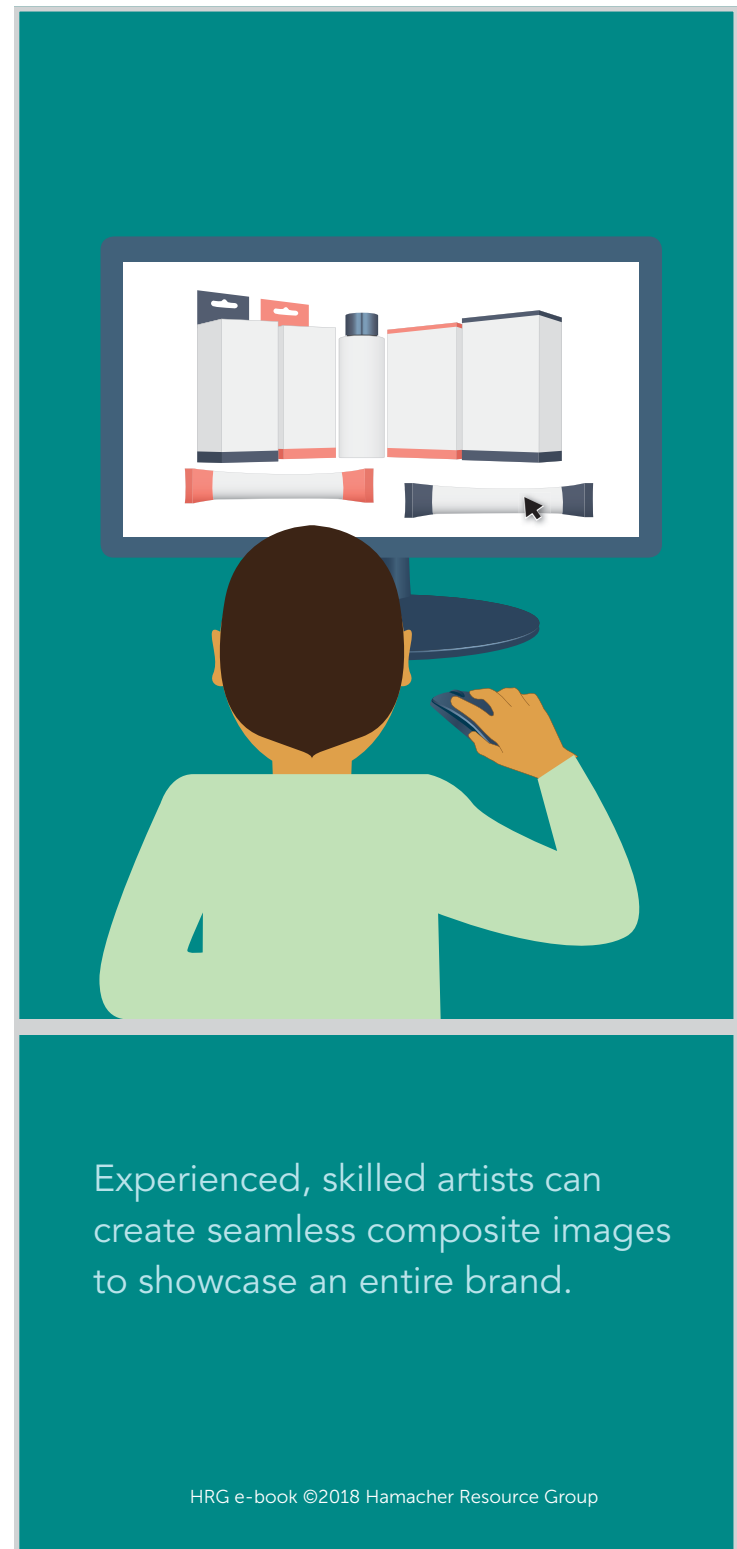


When is a composite image needed?

If a brand has a family of products — an OTC available in various sizes, a beauty product that comes in different scents or shades, or a wellness line with items for various conditions — designing a visually-interesting composite image can be a cost-effective way to showcase the entire brand.

Building a composite image consists of a graphic artist taking individual shots of products and digitally putting them together into one image. Composites can be used for a number of situations, such as representing products in a display for buyer presentations, or to showcase an entire line in promotional pieces.

While alternate methods can get costly or are just difficult to coordinate, a talented designer can create a composite image to meet a wide range of needs and ensure a brand is shown in the absolute best light.



Experienced, skilled artists can create seamless composite images to showcase an entire brand.

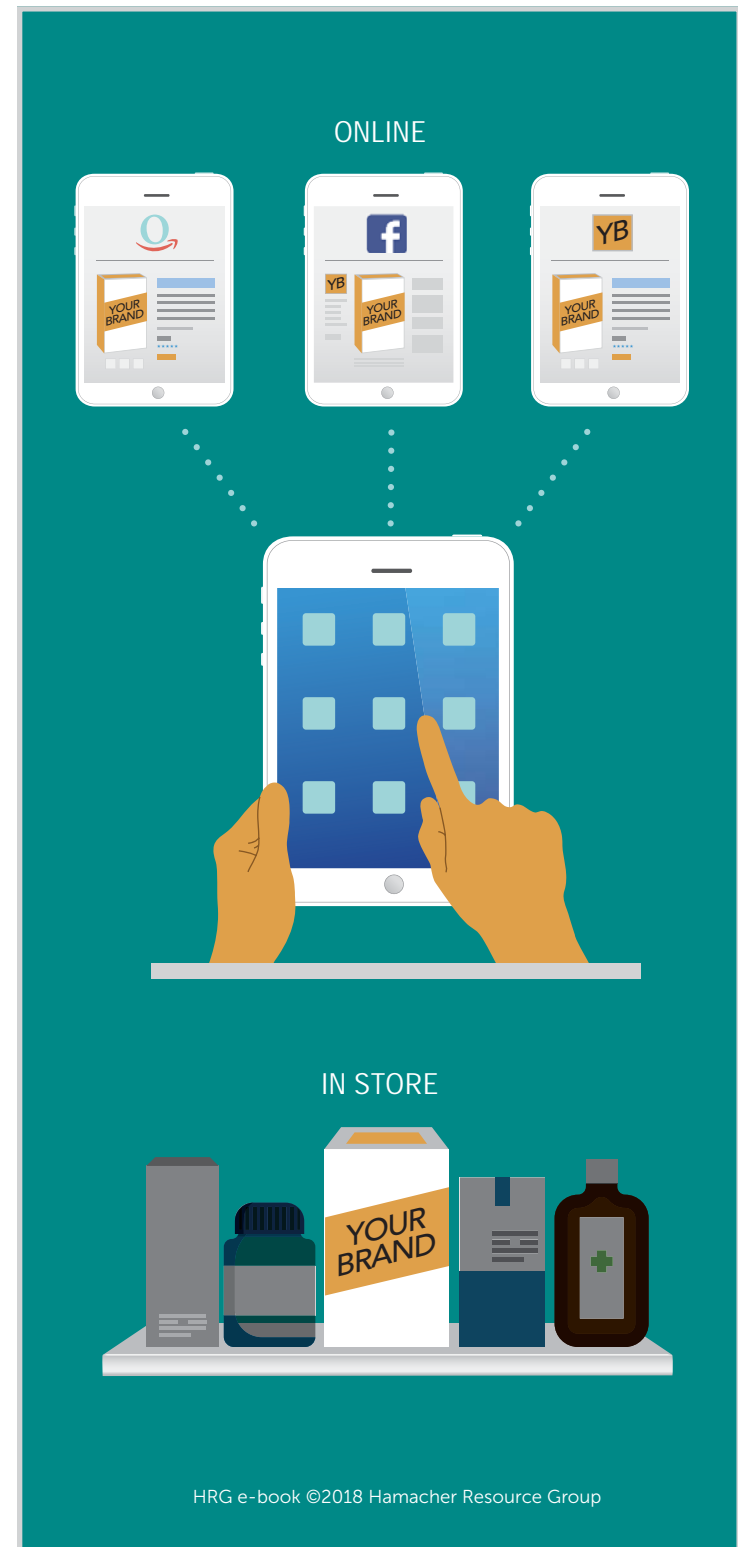


What about the omnichannel experience?

Consumers are researching and looking at products in a variety of channels before they buy. Today's omnichannel marketplace means consumers' first impressions of a product could be in store, on a third-party e-commerce site, the brand's website, or social media sites, etc. More than ever, product images need to be of the highest quality to protect brand integrity regardless of where they appear. Images can and do influence customers to make a purchase.

One thing is for sure, customers don't like to be misled when making a purchase. Getting it correct the first time — when the products a shopper intended to purchase are exactly what they receive — builds trust and confidence.

Your image
is your **IMAGE**





Where do I begin?

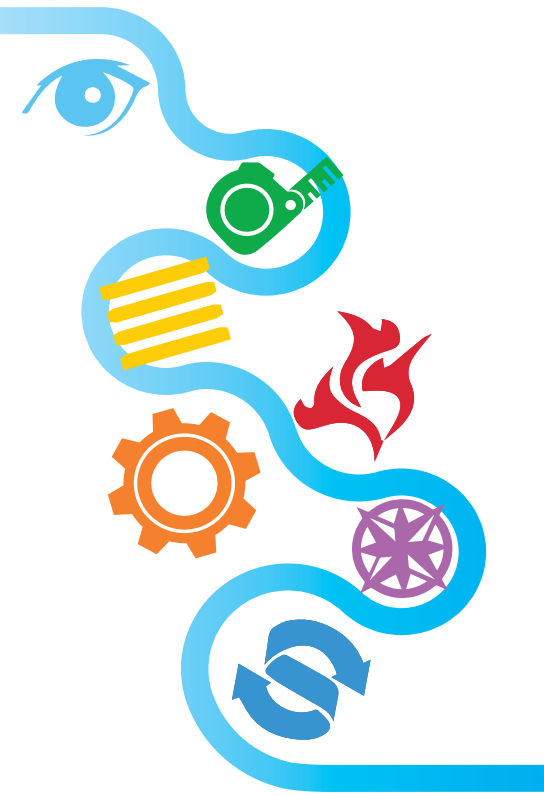
The key to ensuring your product images are of the highest quality is enlisting seasoned photographers with experience in product photography for the various places a product may appear as outlined throughout this e-book. Ask to see online and printed examples of their work. Depending on the product and your needs, be sure they understand the:

- importance of a quality product and/or package image,
- subtleties and finesse needed for glamour shots,
- straightforward depiction necessary for out-of-the-box, unassembled and assembled product photos, and
- the clarity required for cosmetics images.

Also, depending on your product, you may need to consider their skills when it comes to photographing out-of-the-ordinary products or packages that may pose challenges, such as shadows or reflections as described on page 2, as well as examples of their editing abilities, including color correcting, background removal, and more. If your product is sold on numerous e-commerce or marketplace sites, and they have experience working with those sites' image specifications and uploading procedures, all the better.

HRG has captured digital images of health, beauty, and wellness items for decades. Our on-staff photographers are experts at imaging products, and every one that we photograph, every style of image, is captured with the customer experience in mind.

While we use specific guidelines, we can customize photography to meet your specifications. You name it, we can do it.



IMAGINE



“It’s worth the investment to have professionals that are experts in their field take your product line images because they understand the many uses they may be applied to, as well as how to best showcase your brand.”

Julie Massey, HRG Visual Assets Manager

Additional Resources

[What it takes to create product images that sell,](#)
as seen in *Chain Drug Review*

[High-quality images are a must!](#)

[Your brand is the star in glamour images](#)

[Make shoppers’ online experience as close as possible to being in store](#)



Appendix

Following are images taken and edited by HRG professional photographers. They include image types covered in "What are the different types of images, and when are each used?" and more. [Contact HRG](#) if you have questions about your image needs!

Glamour



In-Use



Out-of-the-Box



Assembled



Instructional



Composite



Product Family



Dimensional/3D



Planogram/2D





About Hamacher Resource Group, Inc.

Hamacher Resource Group focuses on improving results across the retail supply chain by addressing dynamic needs such as assortment planning and placement, retail execution strategy, fixture coordination, item database management, brand marketing, and analytics. Founded in 1980, we have been a trusted resource partner to consumer healthcare product manufacturers; chain and independent drugstores; food, mass, convenience, dollar, and online retailers; retail technology providers; industry associations; and healthcare distributors.

Visit [hamacher.com](https://www.hamacher.com) or call 800.888.0889 for more information.