



Bath Towels photo tactic

Agenda

- **Bath photos** Social Media vs. Campaign paper (tactical media)
- Tactic for stack photos in campaign paper
- Towel photos mixed with bath accessories

Bath photos
Social Media
vs. Campaign
paper (tactical
media)

Some freedom in styling for Social Media

- We should not be too stringent in rules for inspirational photos on online media.
- For campaign paper a more stringent setup is required. This will be handled with MM tags. SoMe bath must have removed its "Paper tag" in Media Management (photo matrix can handle complexity)

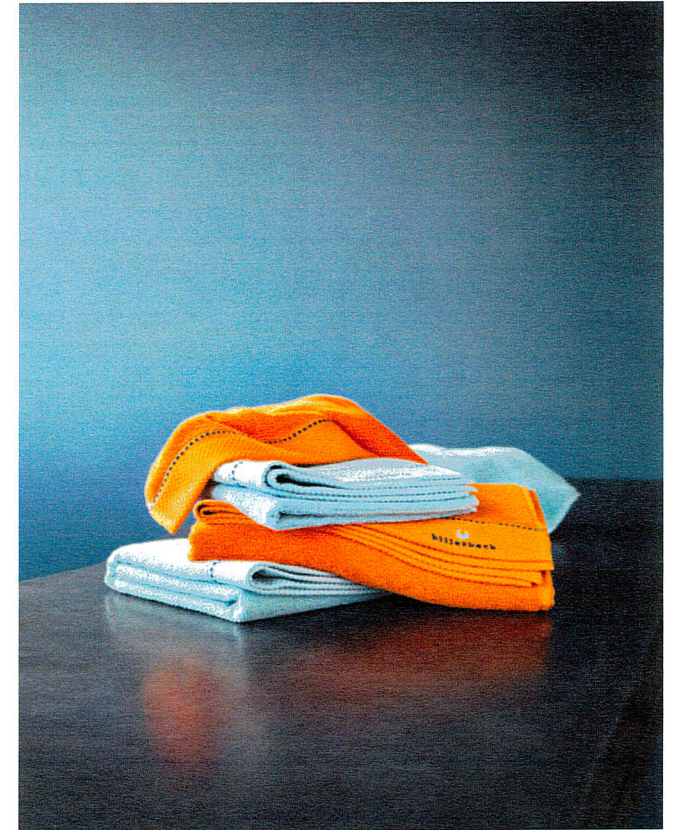
Freedom in styling

Little freedom

Much freedom

Photos for campaign paper, TV spots, Instore adds

Photos for social media, instore inspiration, branding campaigns





Tactic for
stack photos
in campaign
paper

Cut outs for campaign Paper (primary use for CP)

- When showing cut out stacks all colours must be present. (Also in photos where towels are hanging in a "semi environment" setting*).
- Used approximately $\frac{3}{4}$ of the time.
- (and in relevant small prio cases with



Environment/stilleben for campaign paper (secondary use for CP)

- Colour coordinated environment (Stilleben) photos with dots showing the missing colours and mentioned in promotion text ("Available in more colours")
- Used approximately 1/4 of the time.



Securing environment bath towel photos are not used to frequently

- Campaign paper team will secure that split of bath towel photos in stack is approximately $\frac{1}{4}$ environment/stilleben and $\frac{3}{4}$ of cut outs



Towel photos
mixed with
bath
accessories

Mixing towels with bath accessories for campaign paper

- Purchasing and photo team will coordinate which photos with a mix of bath towels and bath accessories work well in campaign paper.
- Photo matrix will be updated with this style(s).



Photo matrix towels

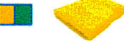
Will be updated with best practice for environment/stilleben for campaign paper and Note about that SoMe photos for bath should have paper tag removed from Media Management.

Bathroom

NO PROPS ARE ALLOWED IN GENERALLY

PAPER
WEB EXTRA
WEB



TOWELS	PRODUCT TYPE	CUT OUT	CUT OUT 2-4 PICS	CUT OUT (Group photo)	CUT OUT W/model	Detail photo	Enviroment standard	Stilleben	Comments
	Towels	Photo ID: 34221 		Photo ID: 78437 			When needed 	Photo ID: 80503 + new 	* If there is too many colors - place them under each other.
	Beach towels single and ass	Photo ID: 93793* 	Photo ID: 29334 	Photo ID: 93789 					* If the towel is with pattern - show it like license. If the towel is without pattern - fold it once. if the towel is doblefaced - fold it once and fold over the corner.
	Towel licence	Photo ID: 49517 							
	Face cloth	Photo ID: 47113 							
	Face cloth assorted			Photo ID: 78891 					
	Washing glove				Photo ID: 47112 				