

Purpose / Where to use

- Job site / Job ads
- Social Media
 - Facebook/Instagram
 - LinkedIn
- Recruitment packages
- PPTs (model standing on side of image)
- Local EB activities

















HT1 Should we add somewhere here, that all of this can be localize? I think countries are still surprised about that/

Hanna Tukalska; 2025-08-18T18:45:01.765

Project planning esmntials

- Timeline Define shoot dates and backup options
 → If in store, align with Retail manager and a word high seasons (e.g. Black Friday, HT3 Season change, etc.)
 - \rightarrow Always plan a good time buffer in. Often ph_{HT5} shootings take longer than expected
- **Location** Choose authentic locations with good lightn_{HT6} and minimal noise
 - → If it is in a store, please choose a 3.0 store (or higher), which is clean, well organised and bright





Slide 4	
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HT1	Can we name it Project Plan? All of this steps are project menagement i guess Hanna Tukalska; 2025-08-18T18:46:03.330
HT2	Add TIP: always plan more time then You think You need. It's better to save some time then to run out of time. Hanna Tukalska; 2025-08-18T18:47:24.130
НТ3	Location in store - describe how it should be (store 3.0 or higher, shelves fully packed with products, as brighter store as possible, clean etc.) Hanna Tukalska; 2025-08-18T18:49:38.494
HT4	Coordinate timeline with retail - avoid busy period like Black Friday or "under construction" period like building garden exposition etc. Hanna Tukalska; 2025-08-18T18:50:47.872
HT5	I don't think it's necessary point - HR knows that are responsible for photoshoot. Hanna Tukalska; 2025-08-18T18:51:28.327
HT6	What quotes mean here? Hanna Tukalska; 2025-08-18T18:51:59.297
НТ7	- define what kind of pictures do You need - with or without backgroud? store / training / cashier situations - define how many pictures do You need -
	Hanna Tukalska; 2025-08-18T18:55:02.960

Project planning essentials

Budget

- Before you plan any details, ensure that the budget fits.
 Hence, contact a photo/videographer first and get different offer
 - Do you have a photo/videographer in mind? How much would they charge? If they need an assistant, the costs must be included in the quote
 - Maybe if wished, i.e. only a nice-to-have!: include costs for makeup & styling artist
 - How many pictures/videos will they deliver? Post-production according to JYSK standards (see here) must be delivered. When will they deliver?
 - · Compensation for hours (for Retail), to be aligned with RM
 - Compensation/gift (e.g. gift card, pillow what's common in your country?)
- If in doubt about the budget, please consult with NAKR/COE

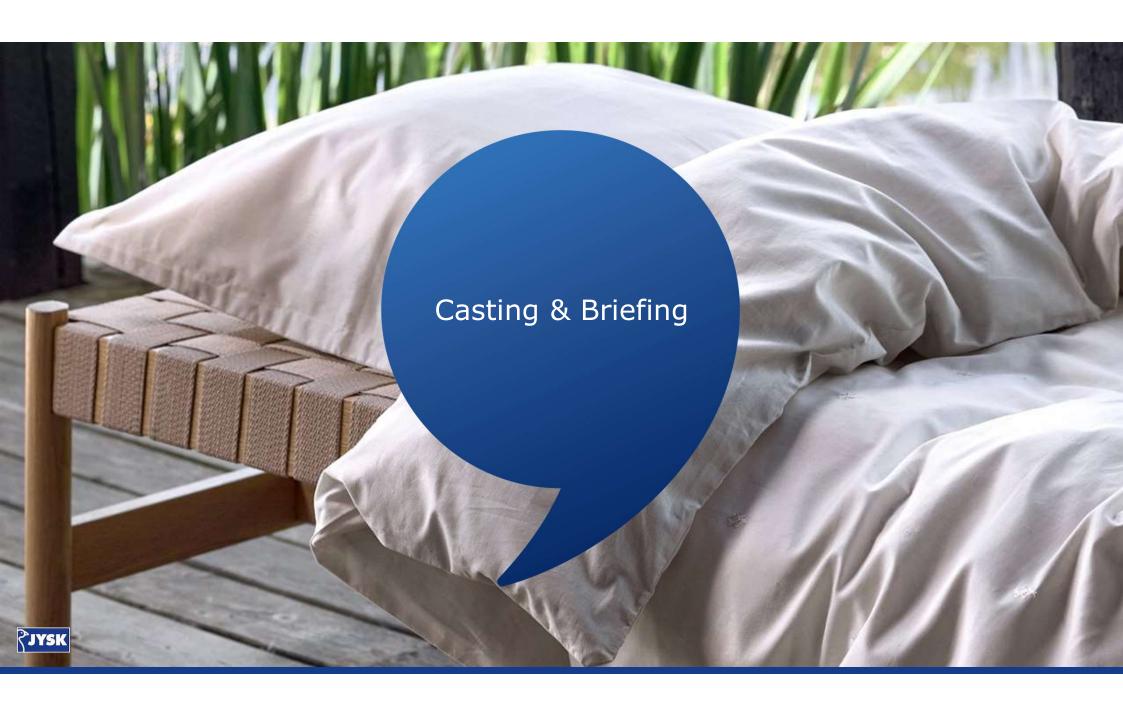


Project planning essentials

Process and Tasks

- Inform NAKR about the photo/video shot plans
- Plan budget and get it approved by HRM/CMT
- Plan which kind of visual content you need:
 - Pictures or videos?
 - · Pictures with background, e.g. in store/DC, or transparent background
 - Plan some scenes (see inspiration here)
- Think about how many pictures/videos you need and your purpose
- Book photo/videographer (make-up and maybe hair stylist)
- Scenes scouting
- Casting
- · Briefing for HR, models, photographer
- If full-day: lunch? snacks? drinks?





Casting

MUST:

- Think of a minimum of models → the more models, the more flexible you
- DEI age, skin tone, presentation (can have tattoos, piercing; but no colourful hair; no glasses due to reflections)

Models look

- Models should be of similar height
- Sparkle in the eye, right/positive attitude, preferred profile
- Clothes:
 - **Retail**: Polo AND shirt, white/light sneakers, NO glasses (IF models with glasses, it must be aligned if if photographer can handle it) or big jewellery
 - **DC**: work uniform (t-shirt & pullover, pants, safety shoes)
 - HO: Earthy tones (brown, white, black, beige); Clean, ironed pants; dresses/skirts must be above the knee; no open shoes

 Ensure that there's pothing visible.
 - → Ensure that there's nothing visible in pant pockets
- Natural make up & hair (mascara, powder, transparent! lip gloss)
- Send pictures (& videos) whole body (because of body language, attitude), portra<u>it (only face)</u>
- Nice to have: Help HT2 models kr and like each other

Casting process

- Country makes announcement
- Country collects "book" of models/applications
- HR make final decision (good idea to keep some back up models, if someone get sick)
- Schedule of models (good schedule so model is not off all day/2 days; **e.g.** Wednesday, 10:00 13:00)
- GDPR consent here (to be signed by models before the pictures are taken)







models with glasses must be aligned if photographer if he / she can handle it. It's ok, if not. Hanna Tukalska; 2025-08-18T18:58:47.469 HT1

HT2 for casting

Hanna Tukalska; 2025-08-18T18:59:17.267

HT3 move this part under "annoucement"

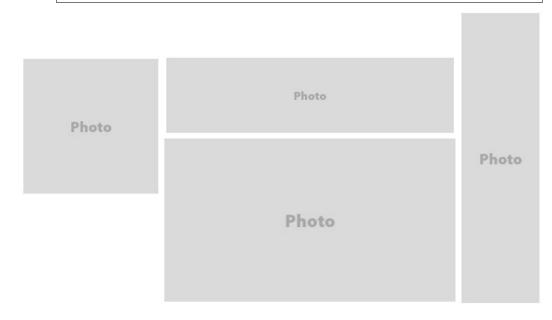
Hanna Tukalska; 2025-08-18T19:00:25.145



Photographer briefing

- Formats
 - Digital (job site, SoMe, Newsletter)
 - Offline (Posters, Roll-ups)
 - Mostly horizontal/landscape, but also vertical
- Number of pictures / Unlimited photos?
- Post-production (photoshopping small adjustments, etc.)
 - · Technical requirements see next slide
- Make models comfortable & motivate
- Props
- · Time schedule
- Scenes & Locations / Mood board
 - Light/Colours
 - Different constellations of models
 - Poses and movements
 - · Ensure no price tags in the background
 - Background:
 - Store
 - Blank (for cut outs)

The **photographer must shoot all the photos** so they can be used in a variety of formats, ranging from very wide and low formats to tall and narrow as well as squares. This means there should either be a lot of environment around the photos or variations should be captured to accommodate very wide, very tall and standard formats.





and texts. texts should be blurred. HT1

Hanna Tukalska; 2025-08-18T19:02:25.524

Place somewhere, that photographer should have available all the equipment - lights, blends etc. Hanna Tukalska; 2025-08-18T19:03:22.589 HT2

Photographer briefing

Technical requirements

 Images must be in the "TIFF" file format, so we can upload them to our internal MediaManagement system

8.4.1 Photo specifications

Before uploading a picture, please make sure it complies with the following criteria:

- Color profile: The color profile should be Adobe RGB (1998)
- · Channels: There are no Alpha channels



· Paths: If the picture contains a path, the path should be a clipping path



- · Layers: The image should be flattened/no layers
- · Size:
 - 300 dpi
 - Minimum 25 cm
 - Max 120 MB
- · Type: The picture should be saved as a .tif file
- Compression: The compression should be LZW or none



no more technical requirement? Hanna Tukalska; 2025-08-18T19:03:54.825 HT1

Videographer briefing

- Formats
 - Digital (primarily usage will be on SoMe (TikTok), job site, Newsletter)
 - Offline (Posters, Roll-ups)
 - Mostly horizontal/landscape, but also vertical
- Number of videos (video minutes?)
- · Post-production (photoshopping small adjustments, etc.)
 - · Technical requirements see next slide
- Make models comfortable & motivate
- Ensure that the videos are dynamic and appropriate and speed especially for TikTok we need fast videos
- Props
- · Time schedule
- · Scenes & Locations / Mood board
 - · Light/Colours
 - · Different constellations of models
 - · Poses and movements
 - · Ensure no price tags in the background
 - Background:
 - Store
 - Blank (for cut outs)



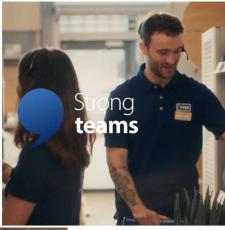
I am not sure of it - let's discuss maybe add some dimensions? Hanna Tukalska; 2025-08-18T19:20:35.994 HT1

Videographer briefing

Technical requirements

- As a reference, on the right are examples of how the videos should look like in terms of style
- The video(s) should not be longer than 30 seconds. For SoMe the ideal length is 10-15 seconds.
- If audio needed: Ensure that it is clean and with external microphones
- With the production should follow still images, which we can use as thumbnail images. The technical requirements are the following:
 - Images must be in the "TIFF" file format, so we can upload them to our internal MediaManagement system
- Please find more specifics here under "Video orientation and resolution"





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Mood board

- Sparkle/fire in the eye
- Smiling, happy, motivated, positive
- In store and in front of white wall for cut outs
- Strong Team
- Bring Dedication





HT1 TIP: go to MM, filter over "Employer Branding" and search for picture you like. Put it on the moodboard and copy it.

More creative picture are welcome, but this can be bare minimum.

Hanna Tukalska; 2025-08-18T19:22:50.140

Things to avoid



Models differently tall



Models about the same heights



Models too far from each other



Models closer together

In reality it seems unnatural, but on the pictures it will look normal;)





Scenes overview

Models should be swapped to have the most variety

- In store
 - Mattress/Duvet/Pillow area (with customer + training colleague)
 - Cashier (with customer + training colleague)
 - Decoration shelf (alone or two)
 - "Personal" (close ups, others can stand in background, but protagonist must be clear)
 - Team picture



















Example: Scene 1 – Cashier

Location: Cashier (avoid greeting on the wall)

• Time: 08:00 - 08:20

Models:

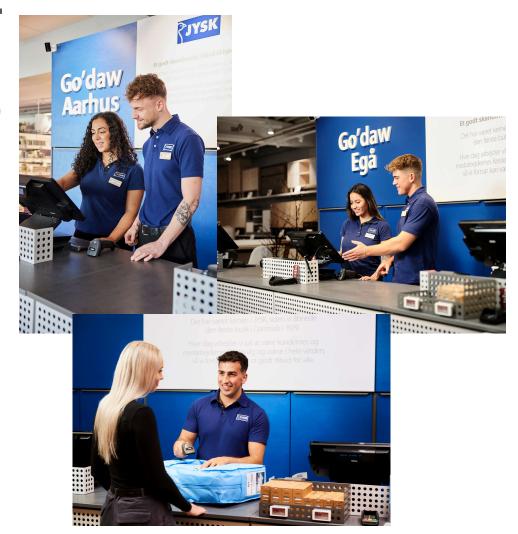
- Models 1 & 2 in polo w/nametag
- "Customer" in normal clothes

Props:

- Towel
- Duvet (in light blue JYSK packaging)
- Decoration article ("airy", glas, transparent)

Story:

- Training: employees on cashier
- Customer: selling/scanning products





place somewhere that this is only example, and countries don't have to take picture of this scene between 8-8:20
Hanna Tukalska; 2025-08-18T19:23:59.955



Scenes overview

Models should be swapped to have the most variety

Warehouse

- Standing by a railing and talking
- Models (one in JYSK DC uniform, of office clothes) talking
- Environmental w/o models
- Mechanics

Office

- Meeting room with casual clothes
- Informal meeting in the canteen w/ laptop
- Presentation of larger audience where you see a laptop on the table, the back of the presenter, see example

Social situation

Colleagues having conversation





Example: Scene 1 – Warehouse (online)

Location: Online packaging

• Time: 08:00 - 08:20

Models:

Models 1 & 2 in t-shirt

Props:

Packaging

Scanner

• Story:

Solo: Employee working

• Training: employee training colleague







Scenes overview

Models should be swapped to have the most variety

- Meeting room
 - Presenting
 - Teams meeting
 - Workshop
- Office
 - Explaining on screen
 - Over shoulder
- Teams meeting, e.g. in Mutebox
 - Just talking
 - Sharing screen (e.g. PPT)
- Coffee station
 - Chatting with each other
- Lounge area/Canteen







HT1 What is Mutebox?

Hanna Tukalska; 2025-08-18T19:24:33.409

Example: Scene 1 – Meeting room

Location: Meeting room

• Time: 08:00 - 08:20

Models:

• Models 1 & 2 in business chique

Props:

Laptop

• Notebook + pen

• Coffee mugs (pretty), glasses

Post its?

Story:

Workshop

Teams meeting

Presenting





hahaha! pretty or corporate / JYSK ? Hanna Tukalska; 2025-08-18T19:25:16.380 HT1



Scenes overview

Models should be swapped to have the most variety

- **Studio** (for cut outs)
 - Two models together
 - High-five
 - Leaning against the other
 - Pointing
 - Looking into the same direction
 - Individual model
 - Pointing
 - Looking into a direction
 - "Writing" on a wall



