

# **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















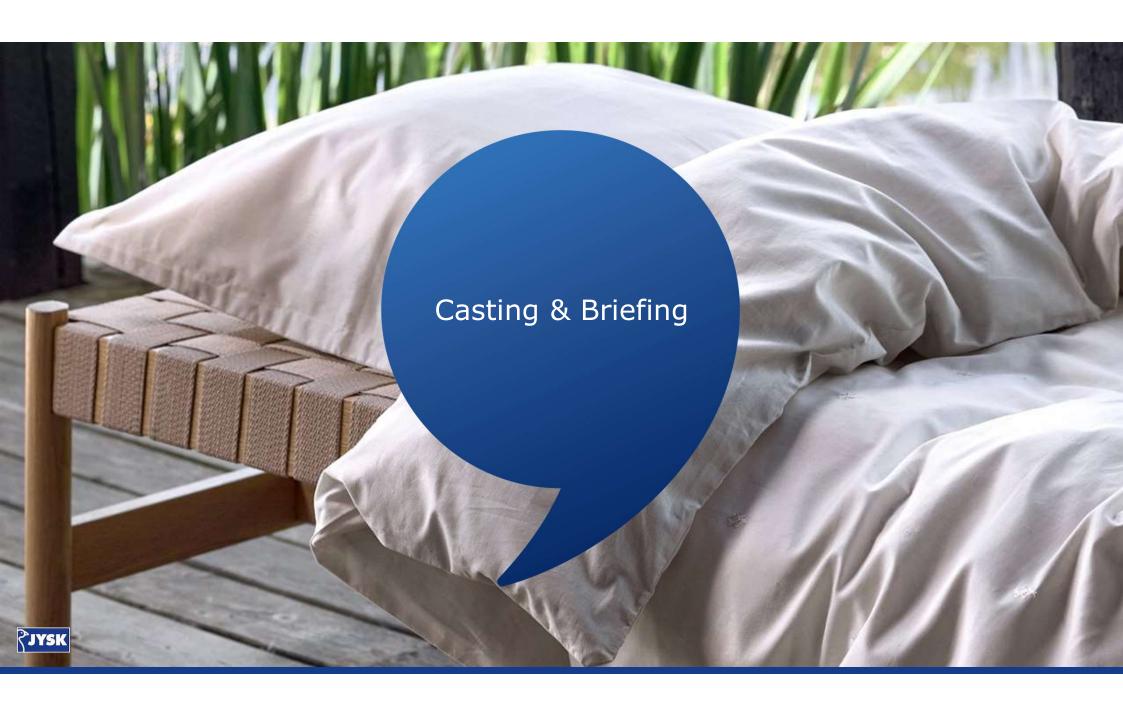
## **Overall plan**

- Timeline
- Location
- Responsible
  - Appoint someone from country HR to coordinate and be present
- Budget
  - **Before you plan** any details, ensure that the budget fits. Hence, contact a photographer first and get different offers
    - · Do you have one in mind? How much would they charge?
    - · Compensation for hours (for Retail)
    - Compensation/gift (e.g. gift card, pillow what's common in your country?)

#### Process and Tasks

- Book photographer (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 can be
- DEI age, skin colour, presentation (can have tattoos, piercing; but no colourful hair; no glasses due to reflections)

#### Models look

- Models should be of similar height
- Clothes: Polo AND shirt, white/light sneakers, NO glasses or big jewellery; DCE set of clothes
- · Natural make up & hair
- Send pictures whole body (because of body language, attitude), portrait (only face)
- Sparkle in the eye, right/positive attitude, preferred profile
- Nice to have: Helpful if models know and like each other

#### Casting process

- Country makes announcement
- Country collects "book" of models/applications
- · EB department together with HR make final decision
- Schedule of models (good schedule so model is not off all day/2 days; e.g. Wednesday, 10:00 – 13:00)
- GDPR consent <u>here</u> (to be signed by models before the pictures are taken)

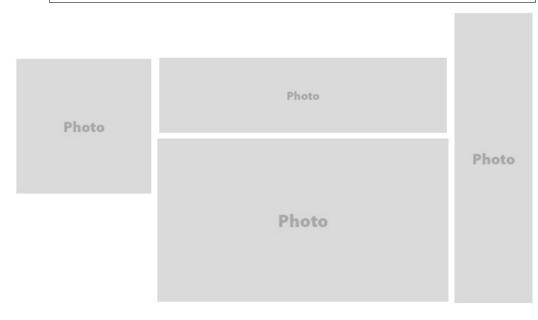




## **Photographer briefing**

- Formats
  - Digital (job site, SoMe, Newsletter)
  - Offline (Posters, Roll-ups)
  - · Mostly horizontal/landscape, but also vertical
- Do they need an assistant or stylist?
- 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/Colors
  - · 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.





## **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



### **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

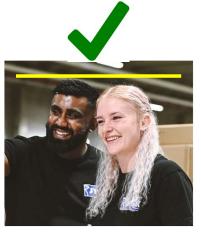




# Things to avoid



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;)





# 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:

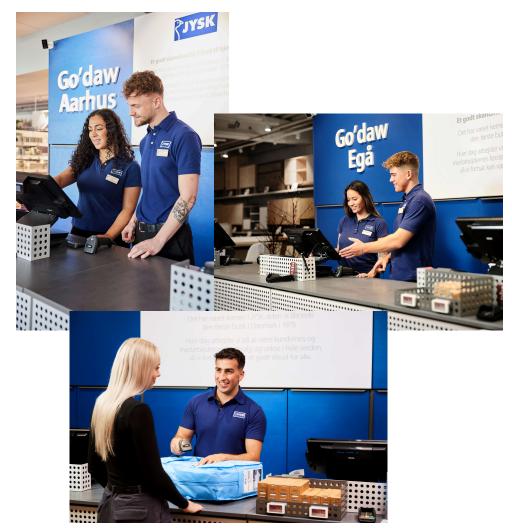
- Models 1 & 2 in polo w/nametag
- "Customer" in normal clothes

#### Props:

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

### Story:

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







# 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

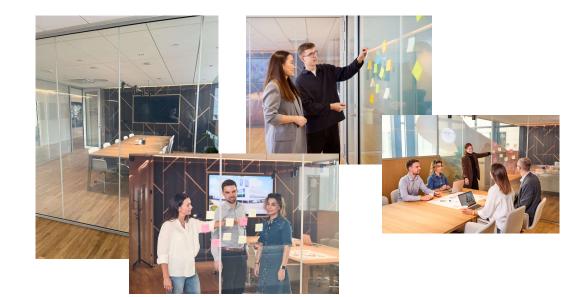






# Models should be swapped to have the most variety

- 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





## **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







# 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



