



shop.org 2012

online merchandising workshop

Photography Best Practices To Drive Conversion and Improve Customer Loyalty

Moderator: Joe Barrett, CEO Sandbox Studio

Panel: Jo Amie, Global Operations Manager, Nike
Jared Blank, Vice President of E-commerce, Tommy Hilfiger

Product Content For Apparel, Accessory and Domestic Brands...

Conflicting Priorities:

- **e-Commerce:** Move the product
- **Marketing:** Reinforce the brand message

Which is more important? Who should be in charge?

**What Makes
Consumers
Want To Buy**



**What Keeps
Consumers From
Abandoning The
Purchase**

SWIM

Shop Sale by Size

Sexy Steals

Sale & Clearance

\$12.99 - \$29.99 Styles

Bikinis \$49 & Under

Features

New Arrivals

Beach Sexy® Bikini Mixer®

Shop by Category

Bikinis

Tankinis

One-Pieces & Monokinis

Cover-Ups & Beach Dresses

Shop by Brand

Beach Sexy®

Gorgeous

Forever Sexy™

Very Sexy®

Bombshell™ Swim Tops

Magicsuit®

BioFit® Swim Tops

More Brands

Shop by Top

Push-Up

Bandeau

Halter

Triangle

Tankinis & One-Pieces

Sizes D-DD

Tops Style Finder

Shop by Bottom

String

Hipkini

Bikini

Low Rise

Cheeky & Brazilian



Alternate Images



Beach Sexy®

◀ 10 of 167 ▶

Tropical Pastel Bandeau Top

No need to accessorize—the Tropical Pastel Bandeau Top has built-in bling with dazzling center jewels. Side boning and ruching flatter your curves, while a removable halter tie gives this strapless more options. With light, removable padding for extra lift. From our beachy, bright and right on trend Beach Sexy® Swim collection.

- Center front jewel
- Light removable padding
- Side boning for support
- Removable halter straps
- Adjustable back closure
- Imported nylon/spandex

Orig. \$38 **Sale \$27.50**

#281-736

[Detail View](#)

[Tops Style Finder](#)

[Size & Fit](#)

[Send to a Friend](#)

color: white

size ▾ quantity ▾

[Add More at a Time](#)

Wish List

Add to Bag

Beach Sexy®

Tropical Pastel Cheeky Low-rise Bottom

Heat up the beach. Our Cheeky Low-rise Bikini Bottom gets tropical with a punchy pastel print, made extra flirty with ruffled edges and sexy back ruching. From our beachy, bright and right on trend Beach Sexy® Swim collection.

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BRAS

Shop Clearance by Size

Shop Sale by Size

Sale & Specials

All Sale & Specials

25% Off Most-Loved Bras

25% Off Body by Victoria®

25% Off Angels by Victoria's Secret®

2/\$40 Victoria's Secret Pink®

2/\$49.50 Styles

Features

VSX-Victoria's Secret Sport Bra Guide

Shop by Collection

Very Sexy®

Body by Victoria®

Angels by Victoria's Secret®

Incredible by Victoria's Secret®

Bombshell™

Fabulous by Victoria's Secret

Cotton Lingerie

The Showstopper by Victoria's Secret™

Gorgeous Collection

BioFit®

Sexy Tee

The Naked by Victoria's Secret®

Glamour by Victoria's Secret®

Victoria's Secret Pink®

Shop by Style

Push-Up

Full Coverage

Strapless & Multi-Way

Demi Cup



Alternate Images



Victoria's Secret Sport® ◀ 13 of 40 ▶

Supermodel™ Cami Sports Bra

Work out. Go out. Repeat. Meet the Supermodel™ Cami Sports Bra from Victoria's Secret Sport®, a seamless sensation with wireless support for low impact sports. Removable pads let you wear this multi-tasker before, during and after your workout. BODY-WICK® technology moves moisture away from the body, so you feel cool while looking hot. Get a runway body now in performance workout gear, Made Sexy by Victoria's Secret®.

- Minimum support, with no wire
- Removable cups for shape & support
- Racerback, with adjustable straps
- Engineered knitting technology eliminates seams
- Machine wash. Tumble dry.
- Imported polyester/nylon/spandex

\$28.50 or **Special 2/\$49.50**
#280-167

[See Entire Outfit](#)
[Size & Fit](#)
[Send to a Friend](#)

Click swatch to change color in photo



size color quantity

size color quantity

[Add More at a Time](#)

Wish List

Add to Bag

Victoria's Secret Sport®
Runway Skirt

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Optimize The Buying Experience

1. Readability

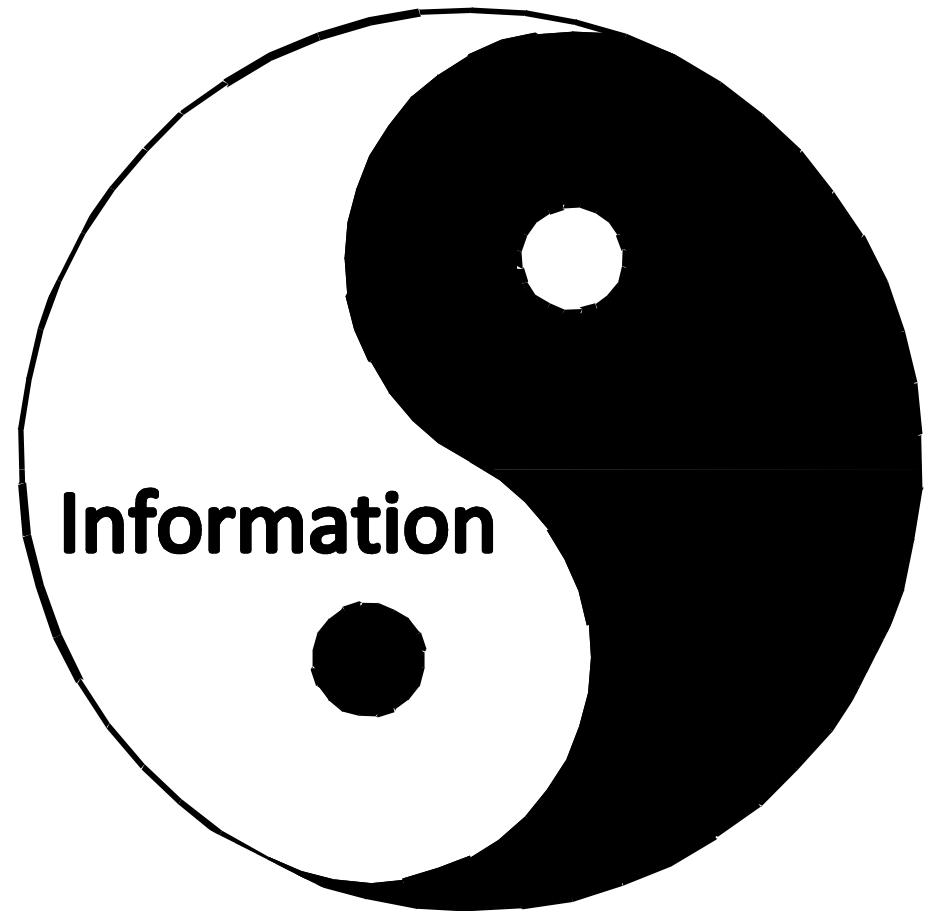
- Angles
- Lighting / Styling
- Motion

2. Accuracy

What you see on the screen is what you get in the box

3. Consistency

Inconsistencies are distracting and avoidable





PRODUCT

CUSTOMER CARE

MIRACLESUIT MIRACLESUIT 1PC SWIMSUIT

SALE

Miraclesuit 1pc Swim Dress. This suit features the exclusive Miratex fabric which allows you to appear "10lbs Lighter in the 10 seconds that it takes you to put it on" This solid colour dress offers a flare skirt design for style and coverage. Soft cup V Neck bra. The shirring details offers additional shaping to this suit.

WEB ID #: 248742

~~\$200.00~~ **\$140.00**

Reward points: 7000

SELECT COLOUR:

Eggplant Deep Purple



SIZE:

SELECT A SIZE ▾

QUANTITY:

1 ▾

ADD TO SHOPPING BAG

[ADD TO WISH LIST](#) | [EMAIL A FRIEND](#)

SHARE

PRODUCT DETAILS

Miraclesuit uses a Nylon/Lycra fabric which shapes and supports. All swimsuits need to be cared for to extend the life of the suit. Hand wash in cold water separately, no bleach, do not ring out, lay flat or hang to dry, do not dry clean.

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ROLL ON TO ZOOM |  LARGER VIEW

The New Wave: Volcom Dress - Rumour Has It

PRICE: \$59.50

A breezy white Volcom dress gets a dose of attitude from black straps and an exposed back zipper, taking this beachy look into after hours when the bonfire lights up.

- Cotton/polyester
- Machine wash
- Imported
- V neck, sleeveless, black adjustable straps, smocked at side of bust
- Knit detail, exposed back zip closure, lined
- Please refer to our Contemporary size chart
- Web ID: 620301



Be the first to [write a review](#) or [start a Q&A about this product](#)

SIZE:

Select Size 

[size chart](#)

COLOR:

White

QTY:

1 

ADD TO BROWN BAG

OR

FIND IT IN STORE

 [EMAIL A FRIEND](#)

+ [ADD TO WISHLIST](#)

[SHIPPING INFO](#) | [EASY RETURNS](#)



PRODUCT

CUSTOMER CARE

SHOCK ABSORBER ACTIVE MULTI SPORTS SUPPORT

A real favourite with active women, this stylish crop top design features internal cup-sized support for maximum comfort when working out. Shaped, padded, adjustable straps for extra support. Moisture-wicking, breathable and high performance fabrics. A great all-rounder

WEB ID #: 240882
\$67.00

Reward points: 3350

SELECT COLOUR: **Black**



SIZE:

SELECT A SIZE ▾

QUANTITY:

1 ▾

ADD TO SHOPPING BAG

ADD TO WISH LIST | EMAIL A FRIEND

SHARE

PRODUCT DETAILS

Extreme Support. Compositon : 41% Polyamid, 54% Polyester, 5% Elastane

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Women's > Apparel > Dresses



ROLL ON TO ZOOM |  LARGER VIEW

Velvet by Graham & Spencer Dress - Drapey

PRICE: \$123.00

Intricate ruching and artful draping create an effortlessly elegant silhouette for this Velvet by Graham & Spencer dress.

- Rayon
- Hand wash
- Made in USA
- Crossover V neck, sleeveless
- Ruched sides
- Please refer to our Contemporary size chart
- Web ID: 619666



Be the first to [write a review](#) or [start a Q&A about this product](#)

SIZE:

Select Size

[size chart](#)

COLOR:

Black

QTY:

1

ADD TO BROWN BAG

 [EMAIL A FRIEND](#)

+ [ADD TO WISHLIST](#)

SHARE:    Like

[SHIPPING INFO](#) | [EASY RETURNS](#)

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<< PREV

NEXT >>

CLOSE X

BROOCH

CRYSTAL BROOCH WITH EMERALD-COLORED STONES

BRASS AND ZAMAK BASE

L 7,8 CM / 3.1"



COLOR
EMERALD GREEN

PRICE \$540

CODE 1AJI13_2AJ4_F077U

BUY

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Optimize The Buying Experience

1. Readability

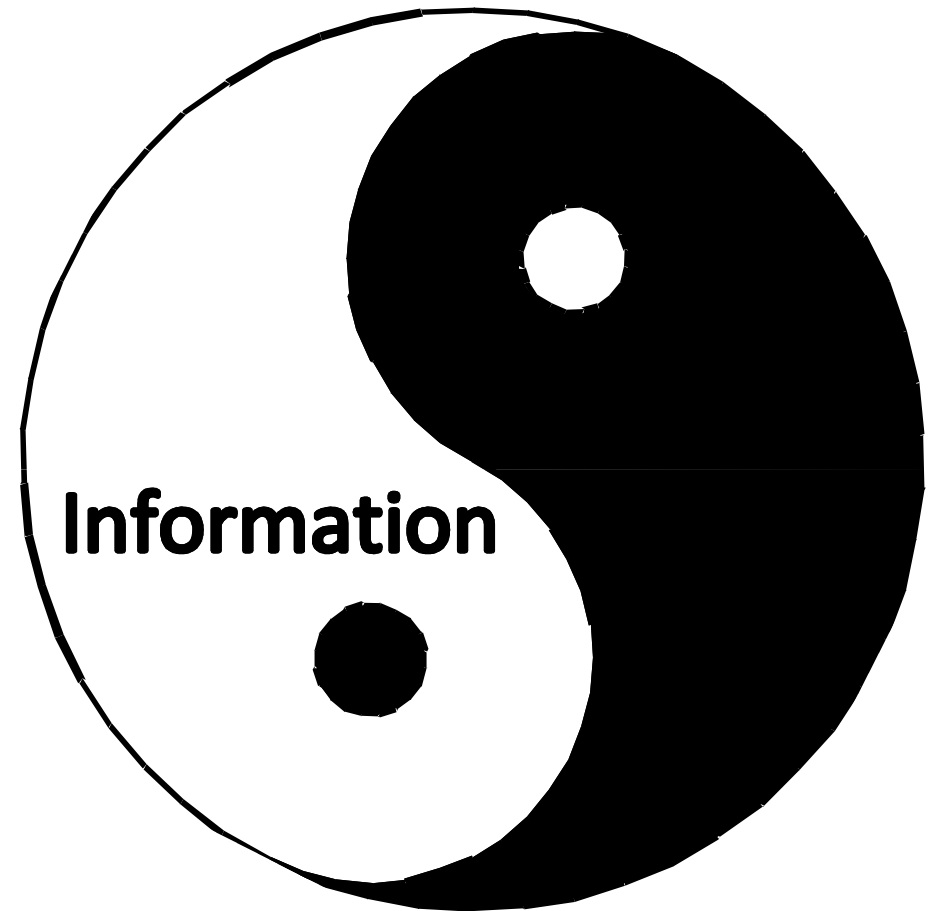
- Angles
- Lighting / Styling
- Motion

2. Accuracy

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Small

[View All 4 Results for Small](#)



Caroke Cross-Body Minibag

Price: **\$49.00**

Limited Time! Free Shipping on \$100 or more



More colors available

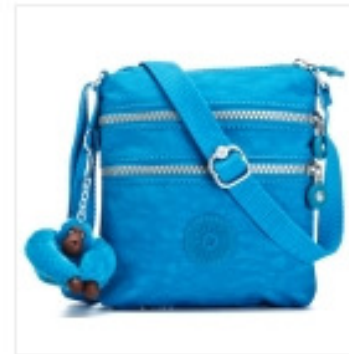


Eldorado Small Cross-Body Travel Bag



Price: **\$49.00**

Limited Time! Free Shipping on \$100 or more



Alvar XS Cross-Body Minibag

Price: **\$44.00**

Limited Time! Free Shipping on \$100 or more



More colors available



Tedros Cross-Body Minibag



Price: **\$44.00**

Limited Time! Free Shipping on \$100 or more



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Crochet Tunic
Cloud Dancer
\$68.00



Boatneck Rolled Sleeve Top
Coral Red
\$44.00



Boatneck Tee
Dove Grey Heather
\$34.00



Optimize The Buying Experience

1. Readability

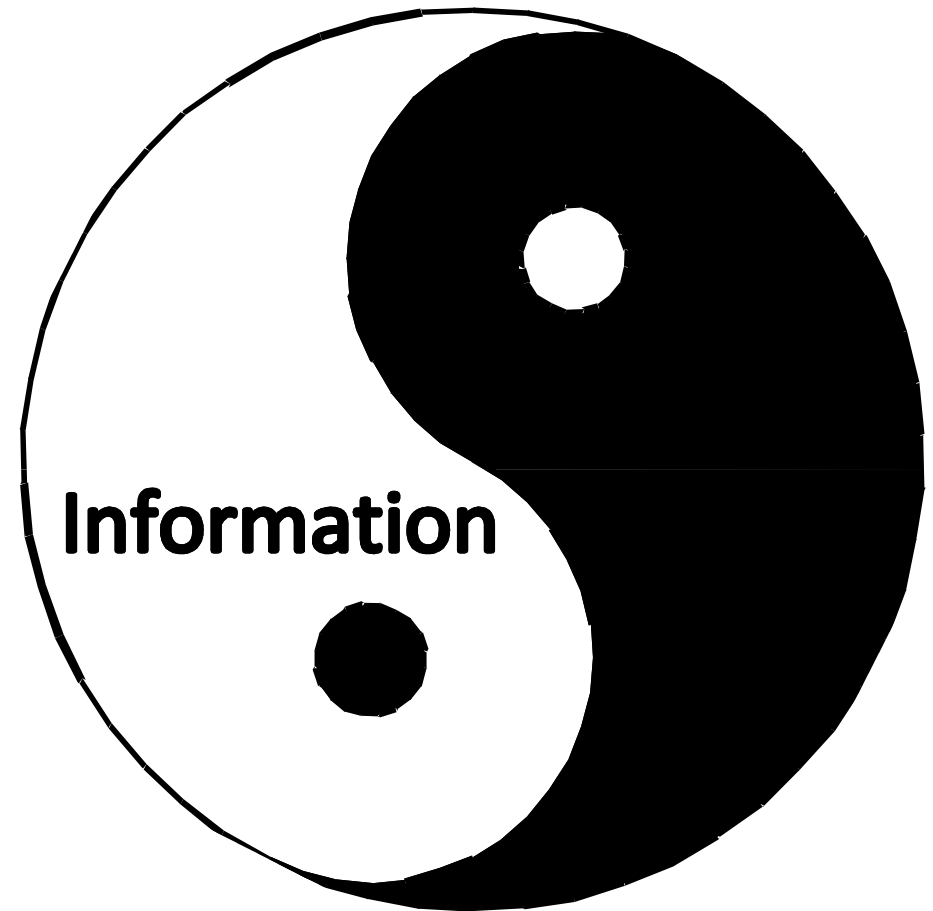
- Angles
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Ecko Unltd. Exhibit Save Cope2 T-Shirt
\$17.50 (was: \$19.50)



Ecko Unltd. Exhibit Save Pez T-Shirt
\$17.50 (was: \$24.50)



Ecko Unltd. Exhibit Save the Rhino 123 Klan T-Shirt
\$17.50 (was: \$24.50)



Ecko Unltd. Exhibit Askew One T-Shirt
\$15.50 (was: \$19.50)



Ecko Unltd. Exhibit Askew One Distinguished Polo
\$17.50 (was: \$29.50)
More colors available



Ecko Unltd. Exhibit First Quarter Polo
\$24.50 (was: \$39.50)
More colors available



Coco Reef Rainforest Halter Bikini Bra Top **\$64.00**
D & DD CUP SIZES AVAILABLE



Alex Marie Swim Floral Tiered Tankini Top **\$75.00**



Kenneth Cole Reaction Ruffle-Licious Bandeau Top **\$52.00**



Antonio Melani Swim Coral One-Shoulder One-Piece Swimsuit **\$99.00**



Betsey Johnson Ship Shape Bandeau Top **\$108.00**



Coco Reef Ikat Beach Peasant Tankini Top **\$74.00**
★★★★☆ (1 REVIEW)
D & DD CUP SIZES AVAILABLE



Beach House St. Lucia Paisley Halterkini Top **\$59.00**



Lucky Brand Caribbean Crush Bandini Top **\$78.00**



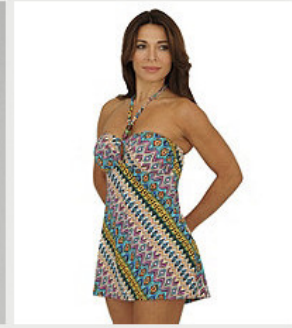
Kenneth Cole New York Flor-E-Scent Halter Top **\$61.00**



Alex Marie Swim Solid Ruched Tankini Top **\$77.00**



Kenneth Cole Reaction Boho-Chic Coverup Dress **\$72.00**



Fit 4 U Tribal Dreams Bandeau Swimdress **\$104.00**



Antonio Melani Swim Paisley Skirted



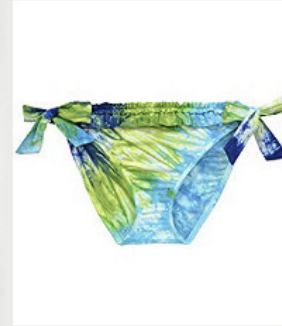
Next by Athena Zen Waters Tankini



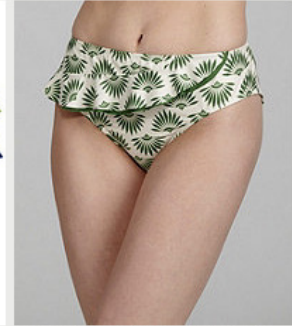
Betsey Johnson French Pastry Bikini



Miraclesuit Wired One-Piece



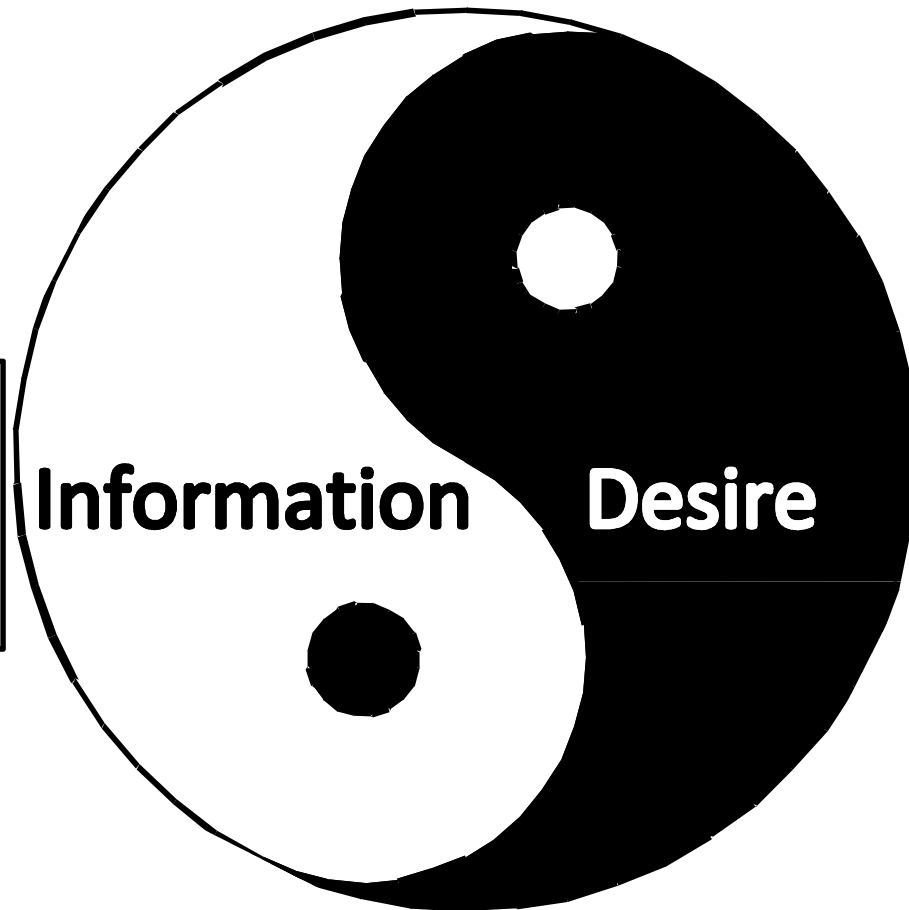
Lucky Brand Caribbean Crush



Antonio Melani Swim Palm Ruffle

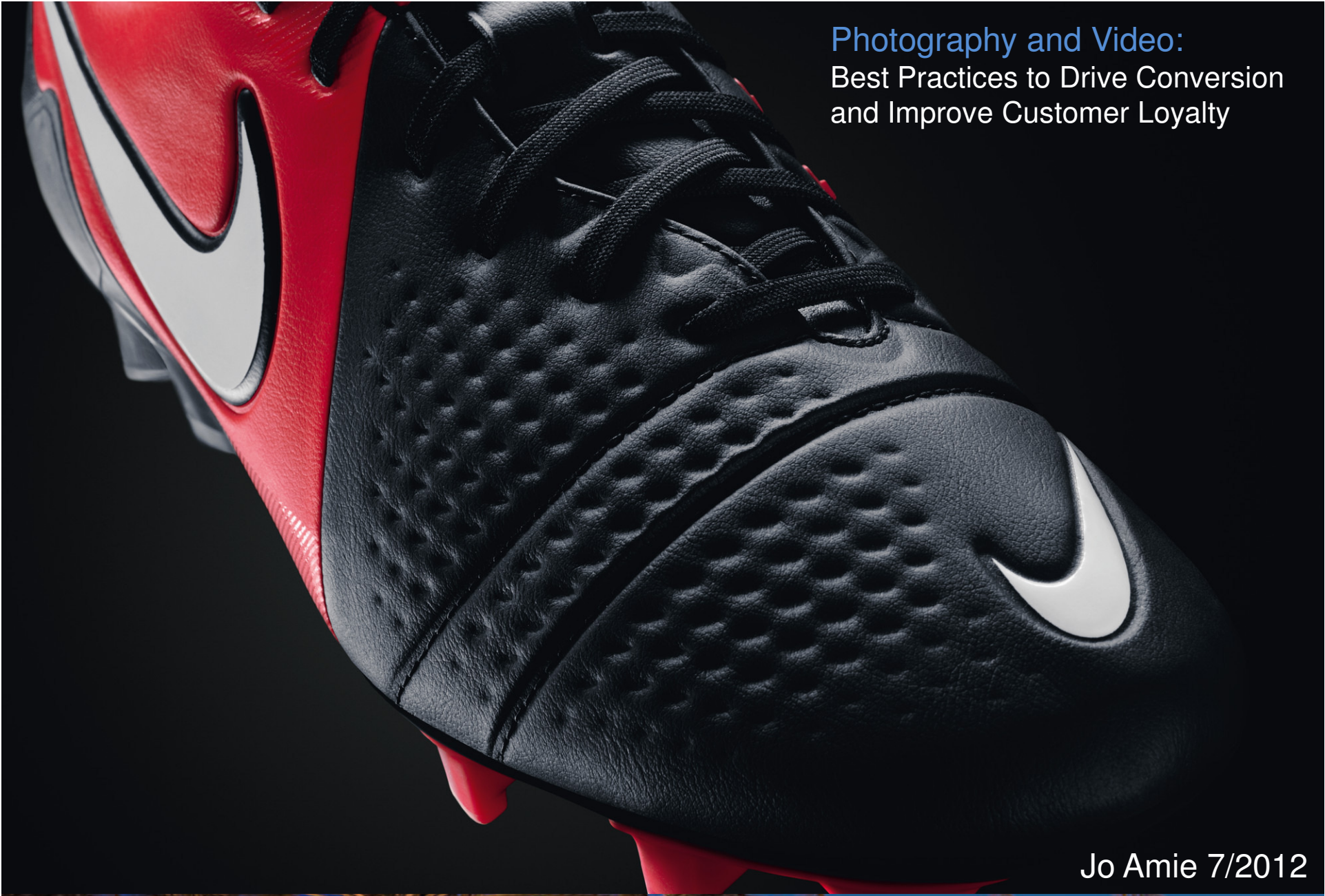
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e-commerce P&L
•Quantifiable
•“Defense”

Marketing Budget
•Unquantifiable
•“Offense”



Photography and Video:
Best Practices to Drive Conversion
and Improve Customer Loyalty

Jo Amie 7/2012

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Targeting the content



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Targeting the content

Obvious

- Be present
- Consistency
- Quality
- Treatment – product vs. brand

Below the surface

- Instill trust
- Make emotional connection
- Value
- Content is King



Targeting the content
The Consumer Decides

Photo Standards Statement

All PDP photography must be true to the product but shown in the best possible light. We do not want wrinkle-less shots or styling that shows an inaccurate fit. The consumer wants to picture themselves in our products and to succeed we must keep the imagery real, and **authentic** to the actual product.

Nike

Products should be shot to best represent what they are and showcase their **functionality**

Target



Targeting the Content

The Consumer Decides



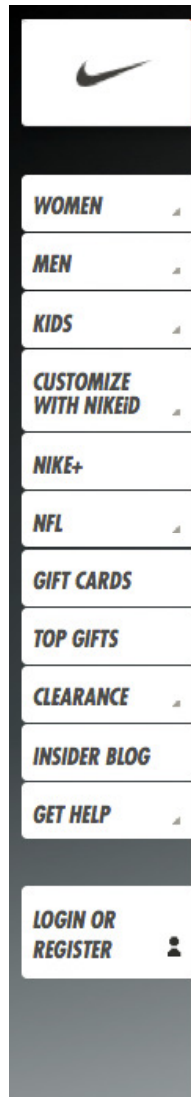
Targeting the Content
The Consumer Decides – segmentation

Geographical
Categorical
Seasonal
Age/ Gender
Personalization
B2B - wholesale



Targeting the Content

The Consumer Decides – segmentation

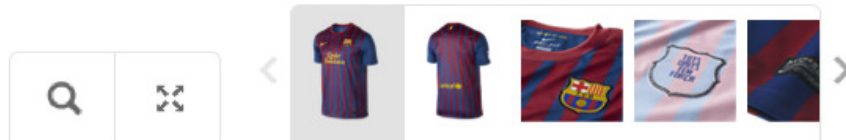


2011/12 FC BARCELONA REPLICA

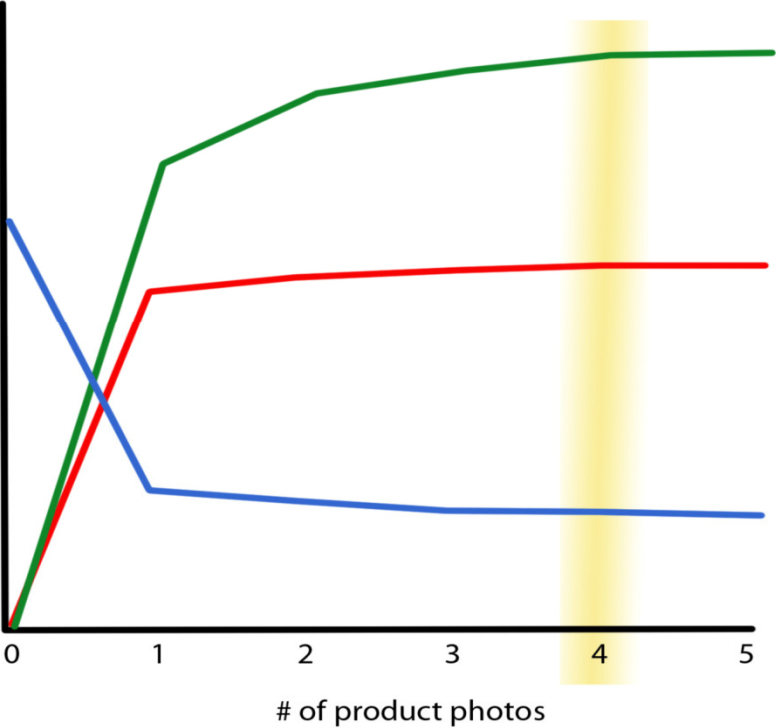
Men's Soccer Jersey

\$80.00 ★★★★★ 5 4 reviews Like 147

Style - Color # 419877-486
Storm Blue/Storm Red/Tour Yellow



Fall-off investment and metrics



- Conversion
- Click on views
- Bounce



Technical Innovation

Sharing more information visually

- 360
- Zoom targeting
- Resolution – zoom functionality
- Interactive video
- Interactive selling content
- Dynamic swatching
- Online fit guides
- Product customization
- Mobile and Tablet consideration



ROI

Hidden ROI with photo and video

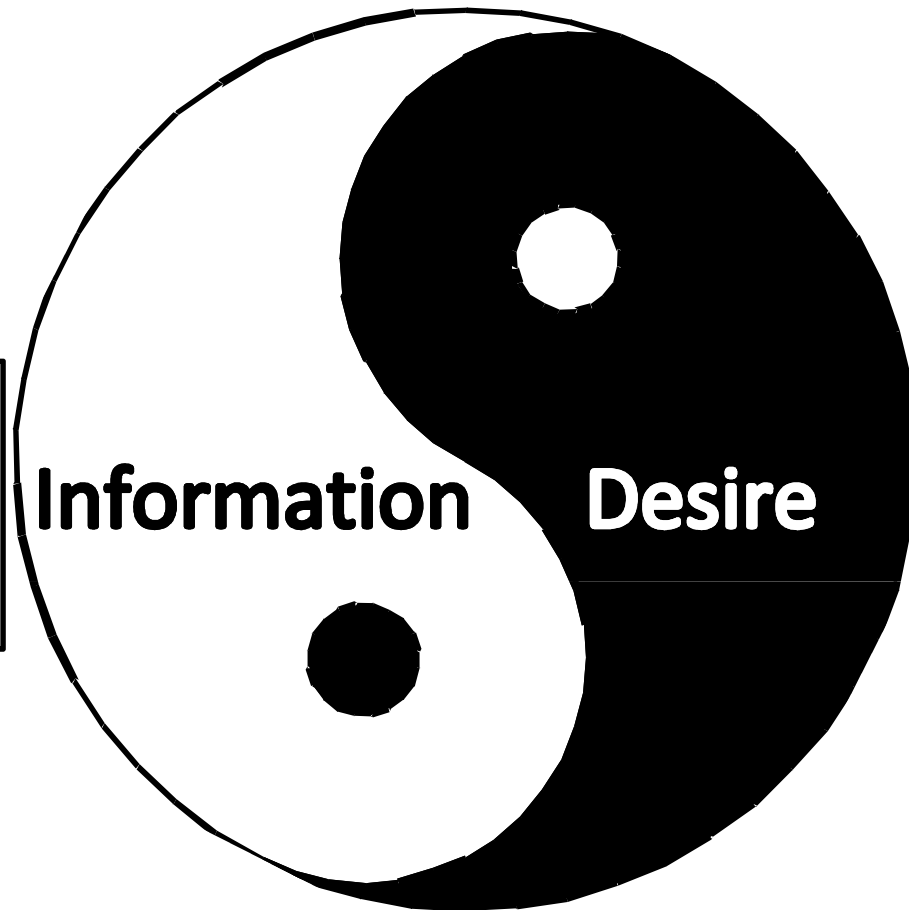
Factors:

- You get what you pay for
- Sharing information and inspiration

Hidden (non conversion):

- ROPO
- Returns
- SEO
- Brand integrity
- Opportunity Cost





e-commerce P&L
•Quantifiable
•“Defense”

Marketing Budget
•Unquantifiable
•“Offense”