



PHOTOSHOOT BRIEF

BACKGROUND

Juliet and Willow is a luxury lifestyle brand that offers sweet baked goods such as biscotti and other bakers' confectionery of delectable flavours made with love and created to perfection. We will require photos for our website and promotional materials to showcase these sweet delectable products in the most elegant way possible.

CREATIVE REQUIREMENTS

1. (3) Product shots of each biscotti flavour (must be on either white or dark grey backdrop, please recommend which colour is better to easily remove background and can highlight product if background is retained)
2. (3) Product shots of biscotti alongside its ingredients
There are 3 flavours namely:
Chocolate and Hazelnut - chocolate bars, hazelnuts
Pistachio and Raisin - pistachios, raisins
Fig and Pecan - figs, pecan nuts
3. (3) Product shots of each biscotti flavour with its corresponding packaging and wrapping paper, being wrapped
4. (1) Product shot of all biscotti flavours with their corresponding packaging and wrapping paper
5. (5) In-situation shots of biscotti being enjoyed
Biscotti w/ coffee
Biscotti w/ tea
Biscotti in focus on a table with people at a garden defocused in the background
People candidly having biscotti during tea time at a garden
Two people looking at each other enjoying biscotti with their coffee (not necessarily a date)

STYLE AND TREATMENT

Overall clean, elegant, yet vibrant feel with soft lighting

LOCATION: A lovely garden where one can set up high tea





[**NOTE:** Please advise if product shots can be shot on location. If a studio is needed, please recommend a place where there is a garden outside we can set up.]

PEGS

Product shots with ingredients



Products in-situation being enjoyed with coffee or tea



In-situation (not romantic, just fun)



TARGET Shoot date: May 17/18