The Where You Shop Matters campaign will see your business featured in ANZ and Visa's social media ads (Facebook and Instagram), pending image suitability. Good images make for good ads, so we've put this guide together to help you choose the right images (or take new ones if necessary).

Please read this guide carefully. If you have any questions, please contact our agency partner Kamber at contactus@kamber.com.au

There are two parts to this guide:

1. Image requirements (specs and selection guidance)
2. Capturing the right image (in case you need to supply alternatives)

Before we go into the main guide, here are some helpful tips to keep in mind.

- **Applications closing soon** Don't wait until the deadline to send through your photos. As soon as we begin receiving submissions, we will begin creating artwork. This means we can ensure the best results are achieved for every business.
- You should have received a unique link to a Dropbox folder to upload your photos. If you can't access it, please email contactus@kamber.com.au

General reminders

- We need high-resolution photos
- Don't send anything that's pixelated or blurry
- We're promoting Christmas gift ideas, so choose a best seller/hero product
- Lighting and colour are important – make sure that products are clearly lit and that colours are accurately represented
- You must have ownership of, or have permission to use, all of the images you share with us. This includes written permission to feature any individuals who appear in these images. If you sell products from other manufacturers, you will need permission to use these, especially if third-party logos or identifiable branding are visible.
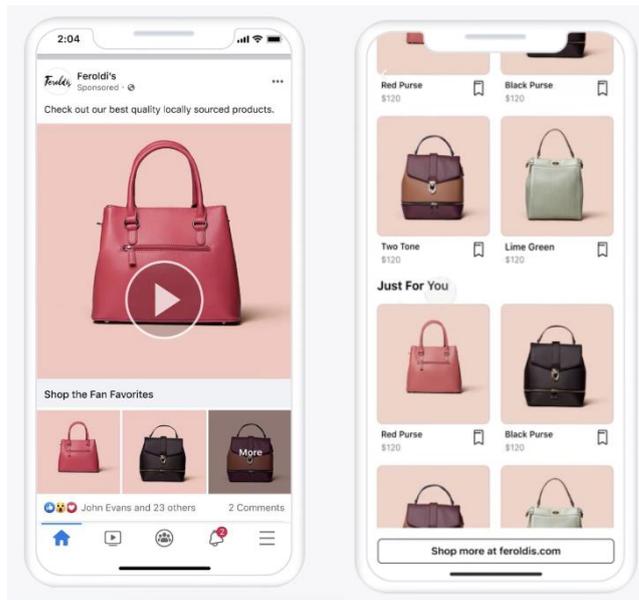
1. Image requirements – social media ads

The Facebook/Instagram ads will feature one of your products next to other businesses products.

The ads will only appear on mobile phones, so the images will be quite small.

We will be able to include a very short (2-3 words) title of the product under each product, along with the price.

Facebook ad unit reference

**Guidance for image selection**

Please submit photos (ideally 2-5 options) of your product.

Images should be:

- High resolution
    - Minimum resolution should be w:2000 x h:2000 pixels
- In-focus and well-lit
    - Nothing blurry, and avoid harsh shadows/reflections
- Original photos, not saved from your website/social account
    - Images get compressed and lose quality when uploaded
- Shot in a studio/catalogue style
    - Lifestyle/editorial style photos are also acceptable
- Making the product the hero and easy to recognise
- Avoiding cluttered and distracting backgrounds/foregrounds
- Suitable for a square crop
    - We will crop images to ensure the layout is balanced
    - Try and supply images with the most amount of space around the product so that we don't lose any of the product when we crop

Examples of suitable photos can be found on the next page, showing how we would look to present them after they are cropped.
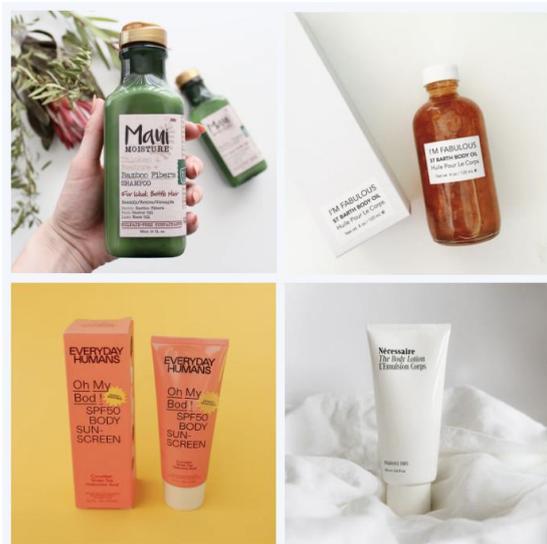
Suitable photos example – bags/accessories
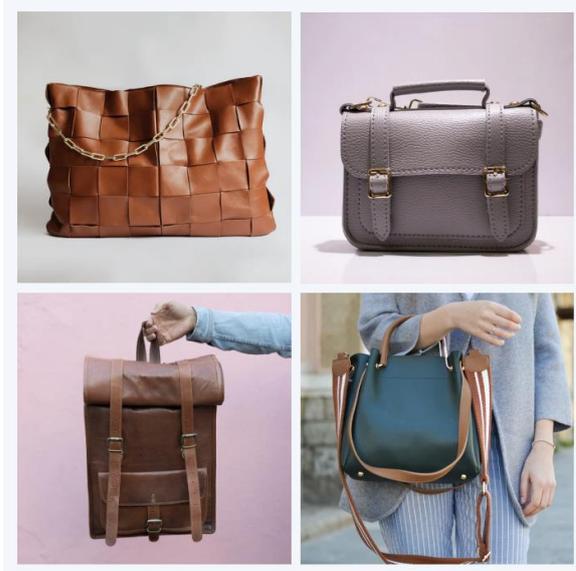
Suitable photos example – wine/drinks

Suitable photos example – skincare products

2. Capturing the right images

Should you need to photograph a product to use in our campaign and you don't have a high-end camera, here are some tips that can help you to capture the best image from the cameras of the newer smart phones.

We understand not everyone is a professional photographer or has access to professional camera equipment, but with a bit of preparation and planning, and a little creative thinking, you can get great results from your smart phone.

The key to all good photography is lighting. The better your lighting, the less work your camera has to do and the clearer your photos will be. If the room that you are photographing in is dark, try placing some household lamps near the subject to light them up or open all doors and windows to allow more daylight in.

Avoid using the flash on your phone, this will not produce good results. Make sure that the flash is **turned off** throughout your photo shoot.

Setting up your smart phone

Setting up your phone properly can also improve the results dramatically. The guides below will take you through the settings on an iPhone or Android phone to get the best quality. However, keep in mind that the photos will be larger and take up more storage on your phone. To save room on your device after the photoshoot don't forget to go back and select 'High Efficiency' (iPhone) or a lower resolution image setting (Android) so that your phone's storage won't fill up too quickly.

A guide to selecting the best iPhone and Android camera settings are on the following pages.
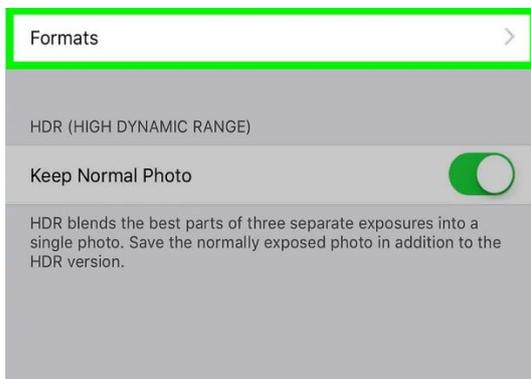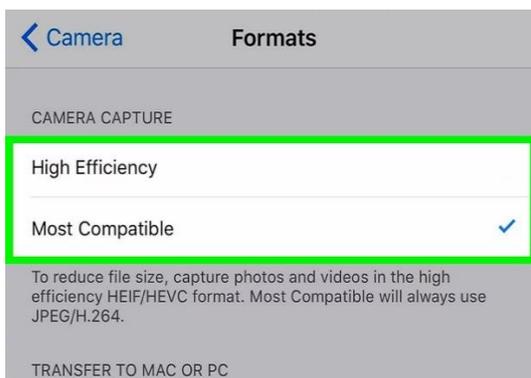
iPhone settings
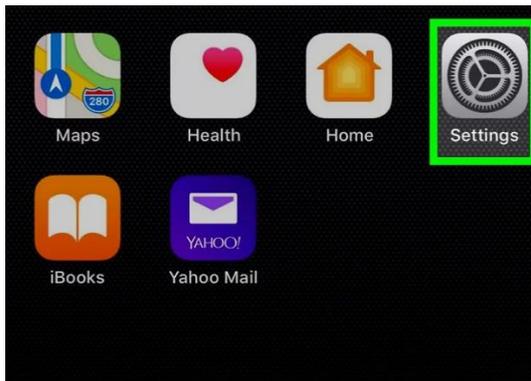
Step 01 – Go to 'Settings' from your phone's main menu
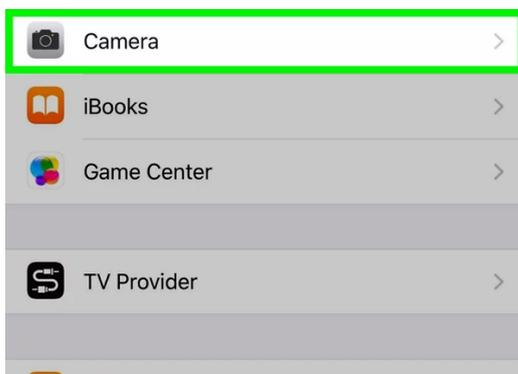
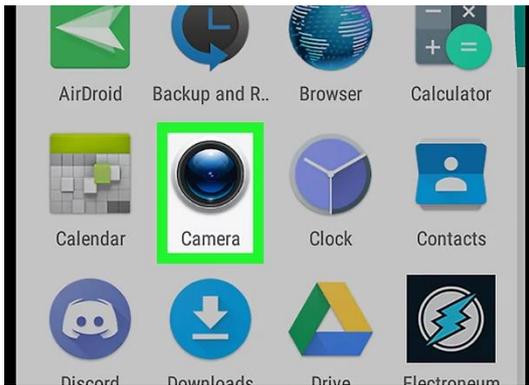
Step 02 – Navigate down to 'Camera'
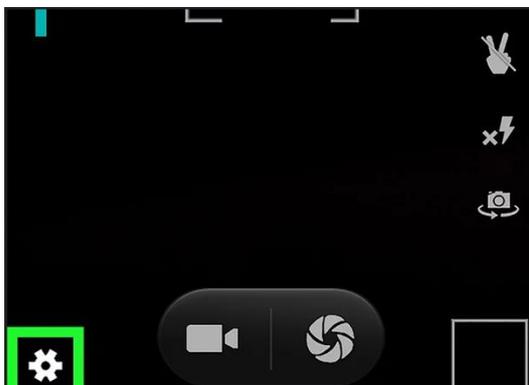

Step 03 – Go to 'Formats'

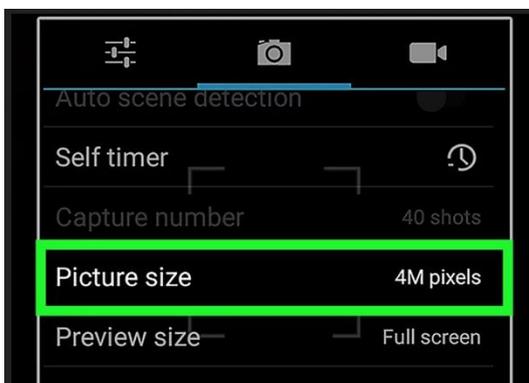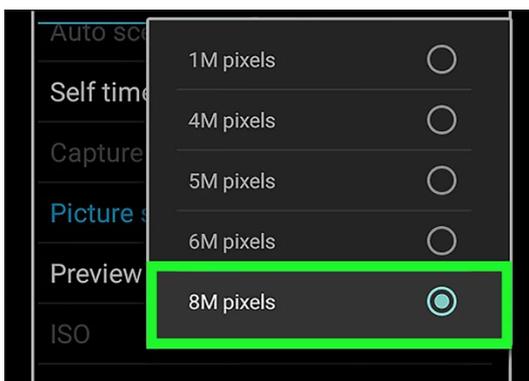*Step 04 – Select 'Most Compatible'*

Android settings

Step 01 – Go to 'Camera' from your phone's main menu
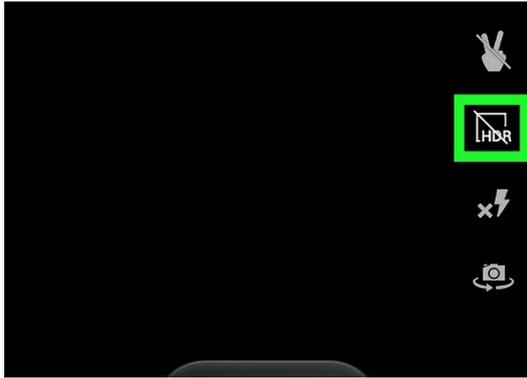

Step 02 – Select the 'Settings' icon

Step 03 – Select the 'Picture Size' option

Step 04 – Select the highest number available on your device

*Step 05 – Keep HDR and the flash **turned off***

Note: The camera setting options and steps to change them may vary between phone manufacturers and Android OS version. Please check your device manual if these steps don't match your device.