

# Bonsai Pre-Pro Pack

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Environment & Retail Photography

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# Table of contents

- 3 Photography Brand Guidelines
- 4 Objectives
- 5 Product Features
- 6 Bonsai Concepts
- 9 Environment & Props
- 13 Secondary Shot for Office E&A
- 16 Talent Imagery
- 19 Contacts & General Details

## On-brand photography

To ensure our images represent our brand personality and, in turn, engage viewers and help them feel part of the experience pictured, make sure the photographs you select or shoot for Dell:

### 1. Capture authentic moments.

- People should be shown at ease and content rather than posed, staged or overly cheerful. Viewers are naturally more drawn in when people in a photograph appear real and truly engaged in their activity.
- Subject(s) should appear in natural positions and situations as if enacting a scene rather than being static and/or posed. Posing in perfect angles loses or destroys authentic connection.
- Capturing an authentic moment is similar to how one frame of a high-definition video can capture the essence and spirit of a moment.

### 2. Utilize authentic lighting.

- Lighting should look natural even if it is artificial, and we should never be able to tell a photo is lit. Overuse of studio lighting can create an inauthentic feel.
- Use shots that capture natural light or that use a bounce to capture available light.
- Not all images need to be overly bright. Avoid shooting people on an isolated white background, which results in a loss of the environment's context.

### 3. Present natural environments.

- Do not clip people and objects out of their original environment.
- Do not show overly manicured environments.
- Allow little imperfections or "happenings" such as glare from a window, a slightly messy desk or someone in mid-thought.

### 4. Showcase the Dell product in real ways.

- Show people's natural, real-life use of our products.
- Our product(s) should not be imposed on or "forced" into an environment but rather shown how it/they would naturally be used.
- Allow product to provide context for the story without always being the focus of the shot.

### 5. Consider the point of view.

- Explore interesting yet authentic angles to capture an everyday task. A creative point of view makes subjects look engaged in the scene rather than just spectators.
- Crop an image or use a forced perspective and control depth of field to isolate subjects and emphasize their story.

# Objectives

## **The Inspiron 11 3000 series.**

### **Primary Target audience:**

Ultra-mobile ultra-connected GenYs who spend considerable time on the go. They have limited space in their bag and like to stay in touch, often Skype chatting from bustling, public places, i.e. cafes, outdoors.

### **Secondary audience:**

Parents of school-age children who want to an inexpensive, but nicely-featured, touch-enabled laptop that fits in backpacks and goes for extended periods between charges.

### **Overview of Bonsai product shots without lifestyle: contemporary and Lived In**

Environments: we're focusing on a contemporary coffee house feel for our shoot. Ideally placed on a light woodlike surface, our laptop is in sharp focus with a shallow depth of field. Juxtaposition of the coffee cup supplies the viewer a sense of scale emphasizing the small size of the product.

Set materials: Concept 1: a rectangular rounded corner table, wood flooring. Lounge/club style conversational seating.

# Inspiron 11 3000 Product Features

The following features are the most important selling points for the new Inspiron 11 3000 series, so let's make sure we have options that highlight these features as we're posing the products.

## HIGH PRIORITY:

**Edge-to-edge touch screen display** – Touch screen reflection should show size.

**Thinness/Lightness** – Reflect its thin profile and compact nature. Props tell the size story.

**Mobility** – Extended battery life. May be indicated by concept of adding more coffee cups to shot.

**Multimedia** – Video/audio, "entertainment system on the go". For the 11": highlight size and thickness. Highlight the edge-to-edge touch screen. Possibly show headphones in the background.

**HD Webcam** – We'll use the screenfill to demonstrate the social networking, Windows 8 System.

**Stylish** – For China, highlight the handsome silver and black finish and the sleek design.

**Audio** – Show speakers on the product, include headphones, will use music/movie screenfills.

Concept

## **Travel Light.**

From young professionals to young parents, today's PC users want the freedom to go anywhere without losing touch. Yet, they also take pride in knowing exactly what they need in a laptop—and how much they're willing to pay. For this group there is the Inspiron 11 3000, an affordable ultraportable with the best of the basics for life on the go.

## **Context.**

The story being told is about friends that meet at the café to have a spend time with each other and they include their friend by way of the Inspiron 11 3000. They chat and she's able to hear them clearly and they can see her well because of the HD video. Afterwards they're able to reach her at home where they dock and can see her on the big screen continuing where they left off in conversation and relaxing to a new band their (online) friend discovered in (foreign location). The Inspiron packs up nicely into a purse or backpack or case with E&A and they're off by scooter to their (event).... They're on the go.



# Concept –CaféChat

## The 11" Inspiron 3000 in a café setting.

Looking for a sharp product focus and soft coffee cup focus in this shot, showing off the sleek silver and black design. A shallow depth of field places focus on laptop and immediately falls off focus on espresso cups. Hot spots out of focus in background are appropriate. Lifestyle models fall out of focus or cropped. Sprinkle in the E&A as appropriate, especially cases and headphones. Add steaming coffee cups to the shot, never blocking the product. Sunglasses and keys.

### Shots on left demonstrating large lightbox source.

Shooting angle should allow viewer to see scale and thinness.



### Show it in a café environment.

A small hip café environment including modern lounge seating such as Lavazza

- the Inspiron 11 3000 fits in with the hip crowd
- the table is either normal or low conversational style
- shallow depth of field blurring background cafe chairs
- background color should allow for white Dell logo to reverse
- no blown out background.
- blurred people allowed in the background
- warm toned coffee cup to match setting color scheme generous coffee cup
- several shots with touch gestures and friends looking in together

Move the camera back so we have more surroundings: we're planning to crop in tight on the product, but we'll need to have options for cropping.



### Composition

Coffee cups and props stay behind laptop. Focus should fall off on cup and before laptop on table cloth. I really like the more upbeat orange cup as an accent to the black and silver laptop image. Shoot with and without coffee cups to allow for possible retouched addition in media.





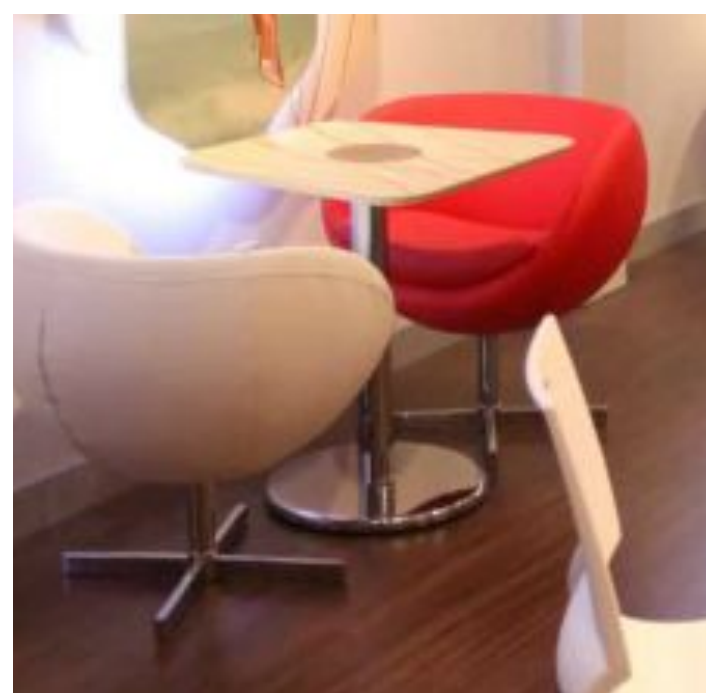
# Environments & Props

# Environment -- Product Shots Without People

**NOTE:** Shoot one interior and one exterior (minimum). We want to show how thin the product is, also it's new silver and black exterior. And, by bringing it outside, we demonstrate mobility. Show the product at various angles, find the best ones on set.



*Propping to ensure authenticity but retain product focus*



*Material choices that support/compliment the product aesthetics*

# Environment -- Product Shots With & Without People continued

**NOTE:** Shoot two interiors and one exterior. We want to show how thin the product is, also it's shiny exterior. By bringing it outside, we demonstrate mobility. Show the product at various angles, find the best ones on set. Interior office shot shows docking and monitor E&A.

## Concept



Interior shot with slightly reflective surface and light from canned spots and/or exterior window for a light colored set. Tone is slightly warm sepia with slight desaturation.

### Shots to include:

1. Shot of empty table
2. Shot of table with laptop only
3. Shot of table with two cups of coffee and empty plate with crumbs
4. Shot with tea cups for international appeal
5. Shots with different kinds of cups, water glasses or bottled water.
5. Shot of table with one coffee and croissant
6. Shot of table with one coffee
7. Shots with friends
8. Shots alone just with chat screen (remember touch)
9. Shots with friends and chat screen (remember touch)

Shoot at several angles and distances for each. Don't crop in camera.



Exterior shot. Bring the product outside, sitting on sidewalk cafe table. Could be sitting in an indoor/outdoor cafe where garage door or french doors allows al fresco experience.

- need shot to combine with woman's background or foreground.
- need shots as set up in Interior with building cups and props.

**NOTE:** Find the best camera angles on the set.



# Prop List

## Interior 1

Interior environmentals:  
Hip Italian style interior  
Contemporary fixtures  
posters  
modern/hip vs historic  
oranges to wood browns



## Exterior

Exterior environmental:  
outdoor cafe tables  
cafe chairs  
intimate conversation area  
outdoor couches/fireplaces



# E&A Office Photography



# E&A Shot Cool Home Office

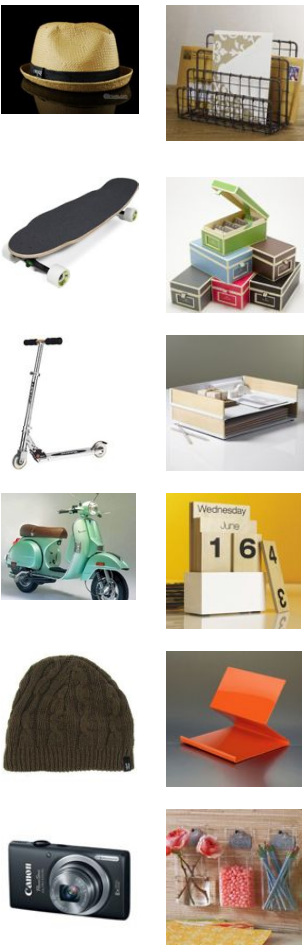
## Key features of the home office: Modest. Modern. Practical.

We are looking for a cool home office that is minimal in nature which aligns with the simplicity of the product and the on-the-go demographic. It's important the setting not feel too affluent.

The story context around our setting is that the E&A allow the small laptop to convert from the portable device to work nicely with full size monitors and docks along with the mouse. Add headphones, backpack or case and the Bonsai easily fits into the modest home or apartment office environment. Our pictured desk will need to be deep enough to accomodate a monitor and keyboard comfortably.



- Environment propping:
- Jars with: jelly beans, pencils and flowers
  - Paper tray
  - Magazine holder
  - Desk calendar
  - Electric guitar
  - Misc art/architecture books
  - Single speed bike black
  - Skateboard
  - Pork pie hat
  - Scooter/Razor (depending on room).



Inspiron 11 3000 Series / Inspiron 3135 3000 Series (Bonsai)

(placeholder for ecosystem environmental photography: shot of Bonsai w/display, dock, KB & Mouse with case, sleeve, and Royal mouse on the side ready to go)

Dell recommended essential accessories for your Inspiron 11 3000 Series / Inspiron 3135 3000 Series  
You can maximize the versatility and performance of your Inspiron 11 3000 Series / Inspiron 3135 3000 Series with essential accessories that can help you stay on the go and be more productive at home. When you're on the go, protect your Inspiron 11 3000 Series / Inspiron 3135 3000 Series with a carrying case or sleeve and take a long a wireless travel mouse. For a more traditional desktop setup, connect to a Dell productivity dock, ultra-wide monitor, and wireless keyboard and mouse.

(internal content only Hero ecosystem items: Essential or major accessories supporting dominant or additional usage scenario. Merchandise online and offline. Regionalization guidelines: no additions, deletions or substitutions.)

Dell S2340L Display  
(copy placeholder)  
(DAM link placeholder- internal use only)



Dell 15.6" HalfDay Topload  
(copy placeholder)  
(DAM link placeholder- internal use only)



Dell SuperSpeed USB 3.0 Docking Station D3000  
(copy placeholder)  
(Rubik DAM link placeholder- internal use only)



(image placeholder)  
Dell Wireless Travel Mouse  
(copy placeholder)  
(Royal DAM link placeholder- internal use only)



Dell Wireless Keyboard & Mouse Combo KM632  
(copy placeholder)  
(Burgundy DAM link placeholder- internal use only)



(image placeholder)  
Dell Sleeve TBD  
(copy placeholder)  
(DAM link placeholder- internal use only)



(internal content only. Extended ecosystem for use in ecosystem environmental photography only. Extended ecosystem items: Complimentary accessories supporting specific users within targeted user group and regional needs. Merchandising online and offline varies by region. Regionalization guidelines: Dell branded- no modifications. Deletion allowed if not available in region. 3PP- substitution allowed if product not available or existing MDF arrangement in place (up till 2 quarters from Apr).)



# Talent Imagery

# Talent - global

**All shot seperate:**

- 1) Caucasian, Male, Age 24  
(Brunette hair, dark eyes)
- 2) LatinAmerican/Cauc,  
Male, Age 28
- 3) Indian, Male (as hero)  
Indian, Female, Age 22-26

Note: Will need Indian Female  
all day as she can be shot in  
background as an extra in all  
shots.

**All shot together:**

Will require shots together as well  
for Lifestyle café settings indoor  
and exterior.

China



LATAM male



Indian Male



Social Group mixed cultures: Extras?



Indian Female



Chinese Female (screenfill)



# Talent - wardrobe

Wardrobe is modern casual to relaxed casual age-appropriate.

Muted seasonal tone should be discussed if it affects color palette. Prefer greys, blues, denim, knits. Minimal jewelry and if any, only silver.

Depending on whether reds prevail on set, colors worn should not distract from the product.

## Men



## Women



# Contacts



# Contacts

## Agency Contacts

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**Thank You.**