

# Bellavix

## Images Guide

### Perfumes



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# Essential images

- Main product Image
- Product and its packaging
- Product in Use and Lifestyle
- Features, Benefits and Capturing Emotions
- Scent

# Main Product Image

- On a white background
- 1001 x 1001 minimum

Amazon's Choice

Customers shopped Amazon's Choice for...

"perfume for women"



Vera Wang Princess by Vera Wang for Women - 3.4 Ounce EDT Spray

★★★★☆ ~ 7,993

"guess perfume for women"



Guess Eau de Parfum Spray for Women, 2.5 Fluid Ounce

★★★★☆ ~ 512

\$27<sup>49</sup> (\$11.00/Fl Oz)

"vera wang perfume for women"



Vera Wang Eau De Parfum Spray, 3.4 Ounces

★★★★☆ ~ 2,909

"perfume for girls"



Ariana Grande Ari Eau de Parfum Spray, 1 Fl Oz (Pack of 1)

★★★★☆ ~ 2,097

\$23<sup>79</sup> (\$23.79/Fl Oz) ~~\$42.00~~

Save 10% when you buy \$35.00 of select items

Save more with Subscribe & Save

Amazon's Choice



Sponsored ⓘ  
BOSS Bottled Night Deodorant stick for Men, 2.4 Fl Oz

★★★★☆ ~ 186

\$24<sup>00</sup> (\$10.00/Ounce)

Save more with Subscribe & Save

Get it as soon as **Fri, Jul 3**  
FREE Shipping on your first order shipped by Amazon

2.5 Fl Oz



Sponsored ⓘ  
HUGO MAN Eau de Toilette

★★★★☆ ~ 3,179

\$80<sup>00</sup> (\$33.33/Fl Oz)

Save more with Subscribe & Save

Get it as soon as **Thu, Jul 2**

FREE Shipping by Amazon

2.4 Ounce



Jaguar Classic Black, 3.40 Ounce

★★★★☆ ~ 2,139

\$15<sup>72</sup> (\$4.62/Fl Oz)

Get it as soon as **Thu, Jul 2**

FREE Shipping on your first order shipped by Amazon

3.4 Ounce



Paco Rabanne 1 Million By Paco Rabanne For Men Edt Spray 3.4 Fl Oz

★★★★☆ ~ 5,063

\$52<sup>90</sup> (\$15.56/Fl Oz)

Save more with Subscribe & Save

Get it as soon as **Thu, Jul 2**

FREE Shipping by Amazon

3.4 Ounce

- Include the product only, no props or packaging
- Closely cropped, to show the product in as much detail as possible

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# Product and its Packaging



- Picture of the product inside or alongside the packaging - just like how a customer would see it in a retail store setting.
- Particularly important for products which may be given as gifts, such as perfumes.



# Product in Use and Lifestyle



FLORIENTAL FRUITY  
FRAGRANCE

- An image of the product being used as intended
- Often 1-2 images of the product being used by a model, or staged in an ideal setting



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# Features, Benefits and Capturing Emotions



- Images with text overlays to highlight the benefits of the product.
- May include a thumbnail of the product, brand logo, or other features

- Potentially some crossover with the 'product in use' shot, this image helps the customer imagine how the product solves their problem or improve their life in some way
- Consider: how does this image help to describe the features & benefits of the product?



PLAYFUL.  
UNPREDICTABLE.  
SPIRITED.  
BORN TO RULE!

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# Features, Benefits and Capturing Emotions



Consider how your shopper will feel after putting on this perfume or fragrance.

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# Scent

- Consider: what images are needed to create a sensory experience?



FLORIENTAL FRUITY  
FRAGRANCE

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# More Image Ideas

- Dimensional, in-scale images
- Backside/Ingredients
- More lifestyle/feature/benefits
- Seasonal Images

# Dimensional, in-scale images and Backside/Ingredients

- An image which puts the product in proportion with the body can be helpful.



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# More lifestyle, features, benefits

- Explicitly state more benefits which will help consumers to make a purchase decision. These can include safety & quality assurances, product awards, media features, etc



# Seasonal

- Add images which show how the product can be given as a gift or used in a holiday setting.



# Findings and Summary

- Competitors don't have many images, which can help perfume/fragrance sellers stand out with product listing photos and with A+ content.
- Perfumes are hard to sell online (unless the customer is familiar with the brand/scent) so sellers have to make additional effort to create a sensory experience via images and copy.
- Use graphics which highlight reviews and testimonials from happy customers.

# Thank You!



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