

CHERRYDECK

Branded Stock

WHAT IS BRANDED STOCK?

Cherrydeck Branded Stock is the new way to create custom visual content quickly, cost-effectively, and stress-free.

No shoot planning, no budget commitments. Think of it as a way of buying stock photos that are tailored to your needs and brand.

Your custom content will be presented in a private marketplace, that you have access to for 1 year. Access ready-to-use visual assets, whenever you need it.



WHAT ARE THE BENEFITS?

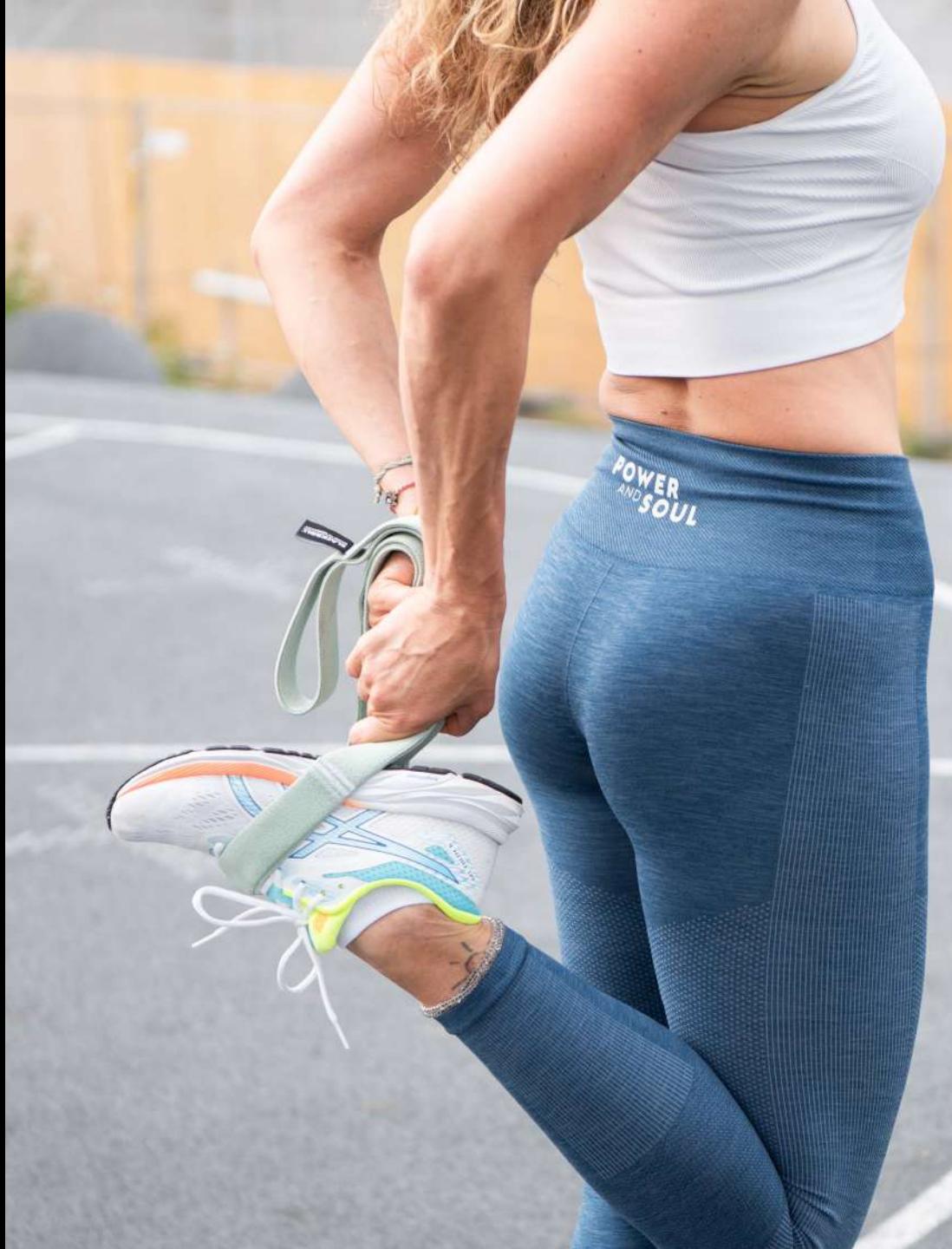
1. **It's tailored.** Branded Stock is tailored to your needs. Creatives will produce content with your products, your guidelines, and at your scale.
2. **It's cost-effective.** This option, you pay only for results. Avoid costly production projects and agency fees.
3. **It's easy and time-efficient.** The ease of the process and production management from our side saves you time. No sourcing content, organizing shoots, or finding talent.
4. **It's simple.** Whenever you need content, you have an easily accessible private content library with everything in one place!



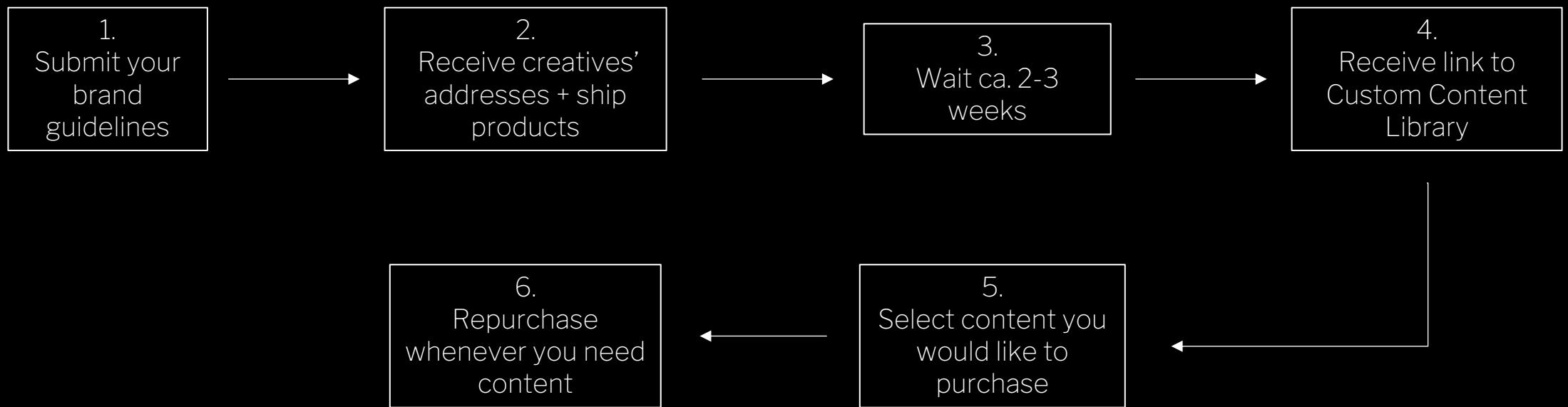
BRANDED STOCK CLIENTS

Companies such as Blackroll, Edzard, and La Mer are already trusting Cherrydeck Branded Stock to create their content.

- Blackroll received a total of **882 images** from **4 separate photo shootings**, in just **12 days**.
- Edzard received a total of **740 images** from **5 photographers** in **3 countries**, in just **15 days**.
- La Mer received a total of **713 images** from **3 photographers** in **3 countries**, in just **14 days**.



THE PROCESS IS SIMPLE



SUBMITTING YOUR BRIEF

In order to submit a brief, you can [fill out our guidelines form](#) and upload an existing document.

Typically, the more details you provide, the more suitable content you will receive.

For more tailored custom content please provide a rough time frame, examples of do's and don'ts, whether you require models, what products you will ship where you can ship to, etc.



PAST BRIEF EXAMPLES — GUIDELINE FORM

- What's your work E-Mail address?
- What's your company's website address?
- What type of formats are you using mostly for your brand?
Portrait, Landscape
- Should multiple products be shot together?
Yes, products can be shot together
- Halfway through! Do you need models or is this optional?
Models are optional
- Which type of models do you prefer?
We do not need lifestyle content but if a hand pops from the side or holds/opens the product it would be great. Ideally a female hand or a kids hand
- Is there any specific vibe you're looking for?
We are looking more for product photography with solid backgrounds that we can use in newsletters, social media and website. Like single products on solid bg without ingredients or with ingredients, products grouped by categories, the whole portfolio together and the box.
- Last three questions! What are your content "must haves"?
It needs to look foodie, yummy. We could use the ingredients that we use for our products as props to bring is freshness. It does not need to plasticky. We could also use a kitchen background with product on counter top or box on counter with product next to it.
- What is a "No-Go" for your content?
No shabby chic backgrounds (palets, wooden boxes paint in white...), no dark colors
- Is there any online resource we should look at representing the perfect fit for your content direction?
<https://cerebelly.com/> the banner with product at the end of homepage could be an example. <https://mareawellness.com/> also has nice photography.
- Please a branding guideline here!
[Brand_Book_v01_compressed.pdf](#)
- Anything else we have to know?
The brand guidelines are still a work in progress as we are still working on the rebranding. We have some inspirational images that are happy to share if you need more direction on what we would like to achieve

Consideration Points:

- Share the formats you need for your content (often influenced by the channels you will use the content for; Social Media, E-Commerce, etc.)
- State if you need models. If so, what should they look like?
- Specify on the vibe of the photos and what your content 'must haves' are
- Share no-go's and an existing file showcasing your brief (see next slides)

PAST BRIEF EXAMPLES — DO'S AND DON'TS

DO

- Schöne Idee das Making off zu zeigen
- Produktgröße gut einschätzbar
- ⌚ Eine Detailansicht wäre noch schön gewesen

Nice idea to show the making off
Product size well assessable
⌚ A detailed view would be nice

DON'T

- ⌚ Produkt nicht im Fokus, sondern der Waschtisch
- ⌚ Produkt ist eine Vase kein Kühler, eignet sich aufgrund der Beschaffenheit nicht als Kühler, Idee sonst gut
- ⌚ Produkt ist kein Glas sondern ein Teelicht, eignet sich nicht als Glas weil es nicht Spülmaschinenfest ist

⌚ Product not in focus, but the washstand
⌚ Product is a vase not a cooler, is not suitable as a cooler due to its nature, idea otherwise is good
⌚ Product is not a glass but a tea light, not suitable as a glass because it is not dishwasher safe

Consideration Points:

- Do's and Don't Examples allow for the creative(s) to get a better feel for your brand
- Include keywords that describe your brand
- State what works in an image/ what should be improved
- Please share your briefing in English

PAST BRIEF EXAMPLES — PRODUCT LIST

Nr. No.	Artikel Item	Bild Picture	Anzahl Quantity	WAS IST DAS? IS THIS?	Bemerkung Comment
1	3773		1	Eine Blumenvase	Hier ist es wichtig das auch der Platinrand sichtbar ist, gerne konserative Blumen nicht zu bunt zum Beispiel grün und weiss. Here it is important that the platinum rim is also visible, like conservative flowers not too colourful for example green and white.
2	3132		1	Rotweinkaraffe	Bitte Rotwein verwenden, sofern mit Flasche bitte die mitgelieferte Flasch. Schön wäre hier ein gießen ins Glas. Please use red wine, if you are shooting with bottle please use the supplied bottle. It would be nice to pour it into the glass.
3	1269		1	Rotweinkaraffe	Schöne wäre hier zu sehen wie der Rotwein aus der Flasche ins Glas fließt. Would be nice to see how the red wine flows from the bottle into the glass.
4	3774		1	Wasser oder Saftkaraffe	Die Karaffe bitte nur für unalkoholische Getränke Please use the carafe for non-alcoholic drinks only.
5	0534		1	Windlicht	Hierfür eignet sich die Kerze 7827 mit den Teelichtern die dazu gehören. Candle 7827 is suitable for this with the tea lights that belong to it.
6	7134		1	Kerzenhalter für Artikel 7827	Hierfür eignet sich die Kerze 7827 mit den Teelichtern die dazu gehören. Candle 7827 is suitable for this with the tea lights that belong to it. Same for 7133 and 7130.
7	7133		1	Kerzenhalter für Artikel 7827	Gerne immer mit Kerze und gerne die Kerze immer an. We like it to have the candles always burning

Consideration Points:

- State what products you will share with the creatives
- If the product has more than one use, please explain how the products should be shot.
- For example, Carafe for alcoholic drinks and non-alcoholic drinks
- Possibility: Describe a brief idea of how the product should be shot.

PROCESSING THE BRIEF

Based on your brief, we will publish the job on our Opportunities Page and start our search for the best creatives for the project.

Once we have filtered through suitable candidates, we discuss the decision internally before briefing the selected photographers about the project based on the details you provided. Through this, we ensure that your expectations are met.

