

## New Product Shot List June 2026

### **Goal:**

Primary Objective: To get new lifestyle images and videos of our new products: Maggy, Midnight Edition DJ-10, Magnetic Cigar Holder that match the general theme of 1st photoshoot you did for us.

Secondary Goal: To get “matching” images in the current photo shoot of our existing products: Can Cooler, Phone Caddy, DJ-10 Speaker so that all of our products had the same lifestyle image look and feel. I think right now, we will focus on the primary objective.

### **Uses For Photos:**

These photos will be used on our website, product listings, marketing material and social media. We will use the blank product that we can photoshop on the logos we want (like our NCAA logos, custom logos, and any future artwork/logos we come up with).

### **Services Requested:**

The 1st photo shoot you did was amazing and honestly we just want to follow those BKM's.

- 1) Take lifestyle images using the shot list below.
- 2) Take videos using the shot list below
- 3) Edit the images for color, lighting, etc. filtering out all of the bad photos and naming the photos indicating the subject and the context. Example: Maggy On Cart with Phone Portrait Tilted In.jpg
- 4) Provide us with raw and edited copies of the photos that make the cut. Edit versions can be in .png format
- 5) Provide us with the raw videos

### **Short Hand Definitions for the Shot List:**

**FRONT:** Looking perfectly inline with the post (so the post is lined up through the center of the products)

**45:** 45° Outside the cart, level with the product

**90:** 90° Outside the cart, level with the product

**BACK:** Outside the cart looking at the backs of the product.

### **Key Points to Consider:**

- 1) For all blank shots we will be photoshopping artwork onto the products so we want to make sure there aren't any weird lighting, shadows, etc. on the face of the product that will make it hard to add the artwork later.
- 2) Make sure the Maggy base is centered on the post and parallel to the post (not crooked)
- 3) Make sure speaker is centered on post and not crooked.
- 4) I'm not a fan of showing any of the products on the outside of the frame (only facing the inside of the cart). So don't need to waste time on those shots.
- 5) In composition shots cigar holder is always on the bottom. Maggy is always above the speaker (enough so when the phone is on the Maggy it doesn't cover the front of the speaker).
- 6) In composition shots with the maggy and speaker show them with the Maggy and the Speaker faced the same direction (so the faces are parallel), don't show it with the Maggy tilted in at a different angle than the speaker. This looks cleaner for composition shots.
- 7) Be creative on trying to show cool new shots (like what you did on the 1st photo shoot).

- 8) When doing any creative stuff always have our products installed on the cart in any background shots. We want to use the compositions where ever possible. If you are focusing creative shots on a DJ-10 always have the other products installed. I think its easier to remove a product with photoshop then it is to add one in.
- 9) Pick a time of day where shadows will be easiest to deal with (definitely not golden hour).

Shot List:

Maggy:

- 1) On the frame FRONT Blank no phone face of maggy vertical no interior tilt
- 2) On the frame FRONT with phone portrait phone face vertical no interior tilt
- 3) On the frame FRONT with phone landscape phone face vertical no interior tilt
- 4) On the frame 45 Blank no phone face of maggy vertical no interior tilt
- 5) On the frame 45 with phone portrait phone face vertical no interior tilt
- 6) On the frame 45 with phone landscape phone face vertical no interior tilt
- 7) On the frame 90 Blank no phone face of maggy vertical no interior tilt
- 8) On the frame 90 with phone portrait phone face vertical no interior tilt
- 9) On the frame 90 with phone landscape phone face vertical no interior tilt
- 10) On the frame FRONT Blank no phone face of maggy vertical with interior tilt
- 11) On the frame FRONT with phone portrait phone face vertical with interior tilt



- 12) On the frame FRONT with phone landscape phone face vertical with interior tilt



- 13) On the frame 45 Blank no phone face of maggy vertical with interior tilt
- 14) On the frame 45 with phone portrait phone face vertical with interior tilt





15) On the frame 45 with phone landscape phone face vertical with interior tilt



16) On the frame 45 with person in cart interacting with it. Like the old pressing something like maybe changing the playlist. These are inspirational don't need to duplicate it exactly. Just conveying the idea.



17) On the frame 90 with person in cart interacting with it. Like the old pressing something like maybe changing the playlist. These are inspirational don't need to duplicate it exactly. Just conveying the idea.

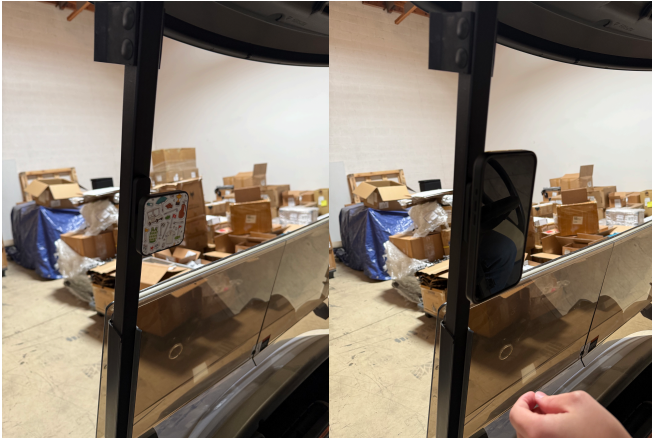


18) On the frame over the shoulder maggy tilted in blank

19) On the frame over the shoulder maggy with phone portrait tilted in

20) On the frame over the shoulder maggy with phone landscape tilted in

21) 2 Shots: On Frame 45 Blank Maggy one without the Phone Installed and then immediately with the phone installed without moving. The idea is we are going to photoshop a logo on the blank Maggy and then superimpose the phone onto of it with a very reduced opacity (so you can see through the phone to the Maggy with the logo on it). This will be used to show the maggy product behind the phone.



22) On Frame 45 zoomed out showing a person about to put the phone on the Maggy. We want the full blank faceplate to be visible so we can photoshop peoples logo on it. We will zoom in after the fact to get a closer view on the maggy just before the phone gets installed.



23) Creative: Person holding the blank maggy out towards them find something that looks cool. Make sure the all 3 of the other products are on the frame in the background. These are inspirational don't need to duplicate it exactly. Just conveying the idea.



24) Creative: Really low angle looking up at woman casually holding the blank maggy looking cool. Make sure all the other products are on the frame if you can see them. These are inspirational don't need to duplicate it exactly. Just conveying the idea.



- 25) VIDEO: person installing the maggy, then putting phone on in portrait mode.
- 26) VIDEO: person installing the maggy, then putting phone on in landscape mode.
- 27) VIDEO: person walking up pulling phone off, taking a photo, then snapping it back on.
- 28) VIDEO: any other great ideas (be creative).

DJ-10 Midnight Edition (all frame images should have a blank Maggy above the speaker unless otherwise specified):

- 1) On the frame FRONT Blank button in
- 2) On the frame 45 Blank button in
- 3) On the frame 90 Blank button in
- 4) On the frame Back Blank button in
- 5) On the frame 45 with person in cart interacting with it. Like turning the volume up
- 6) On the frame 90 with person in cart interacting with it. Like turning the volume up
- 7) On the Frame 45 with cord hanging. Match this composition pretty closely. Make sure the DJ-10 speaker doesn't look crooked. Sometimes it can in these angle shots.





- 8) One the Frame 45 with cord plugged in. Match this composition pretty closely. Make sure the DJ-10 speaker doesn't look crooked. Sometimes it can in these angle shots.



- 9) Holding the DJ-10 with the bottom opened showing the cord compartment. These are inspirational don't need to duplicate it exactly. Just conveying the idea. We do want to be able to photoshop a logo on the faceplate so make it so you can see the faceplate with no weird shadow (like in the examples).



- 10) Creative: Holding the DJ-10 Speaker out



- 11) VIDEO: person installing the DJ-10, getting in the cart then pressing the knob and turning the volume up and then driving away.
- 12) VIDEO: Showing the DJ-10 (with Maggy) plugged in and following the cord down to the plug.
- 13) VIDEO: any other great ideas (be creative).

Cigar Holder (All images should have a blank Maggy Above the Cigar Holder unless otherwise specified):

- 1) On Frame FRONT without Cigar
- 2) On Frame FRONT with Cigar
- 3) On Frame 45 without Cigar
- 4) On Frame 45 with Cigar
- 5) On Frame 90 without Cigar
- 6) On Frame 90 with Cigar
- 7) On Frame BACK without Cigar
- 8) On Frame BACK with Cigar
- 9) On Frame 45 installing the cigar
- 10) One Frame 90 installing the cigar
- 11) On Frame 45 no cigar holding the arm up with finger
- 12) Creative: Some bad ass lower angle pretending to smoke the cigar with the cigar holder and dj-10 and maggy on the cart in the background.
- 13) Creative: What you did last time as all good ideas.
- 14) VIDEO: Putting it on frame, installing the cigar driving away
- 15) VIDEO: pulling the cigar out of the clip

Compositions:

- 1) All DJ-10, Maggy, Cigar Holder FRONT no phone no cigar no interior tilt on the maggy
- 2) All DJ-10, Maggy, Cigar Holder 45 no phone no cigar no interior tilt on the maggy
- 3) All DJ-10, Maggy, Cigar Holder 90 no phone no cigar no interior tilt on the maggy
- 4) All DJ-10, Maggy, Cigar Holder BACK no phone no cigar no interior tilt on the maggy
- 5) All DJ-10, Maggy, Cigar Holder FRONT Phone Installed with cigar
- 6) All DJ-10, Maggy, Cigar Holder 45 Phone Installed with cigar
- 7) All DJ-10, Maggy, Cigar Holder 90 Phone Installed with cigar
- 8) All DJ-10, Maggy, Cigar Holder BACK Phone Installed with cigar
- 9) Over the shoulder shots with all 3 installed no phone
- 10) Over the shoulder shots with all 3 installed phone and cigar installed. This general angle but with the golf bags installed. Focus on the products and the golf bags/clubs everything else slightly out of focus.



- 11) Full drip: Blank Maggy, DJ-10s and cigar holders on both frames. Shot from behind the cart (looking over the bag). Idea will be to use this as NCAA rivals, or cart divided where we have rival schools on each side of the cart. Maybe something like this angle and maybe another one pulled back a little bit.



- 12) Same thing only again with both phones installed, left one in Portrait mode and right one in landscape mode. Idea here will be to photoshop game stats on the left one and the right one will have the game playing.
- 13) Creative: open to more ideas. We will have composition shots in all the other creative shots since they will be in the background.