



PRODUCT PHOTOS THAT **SELL**

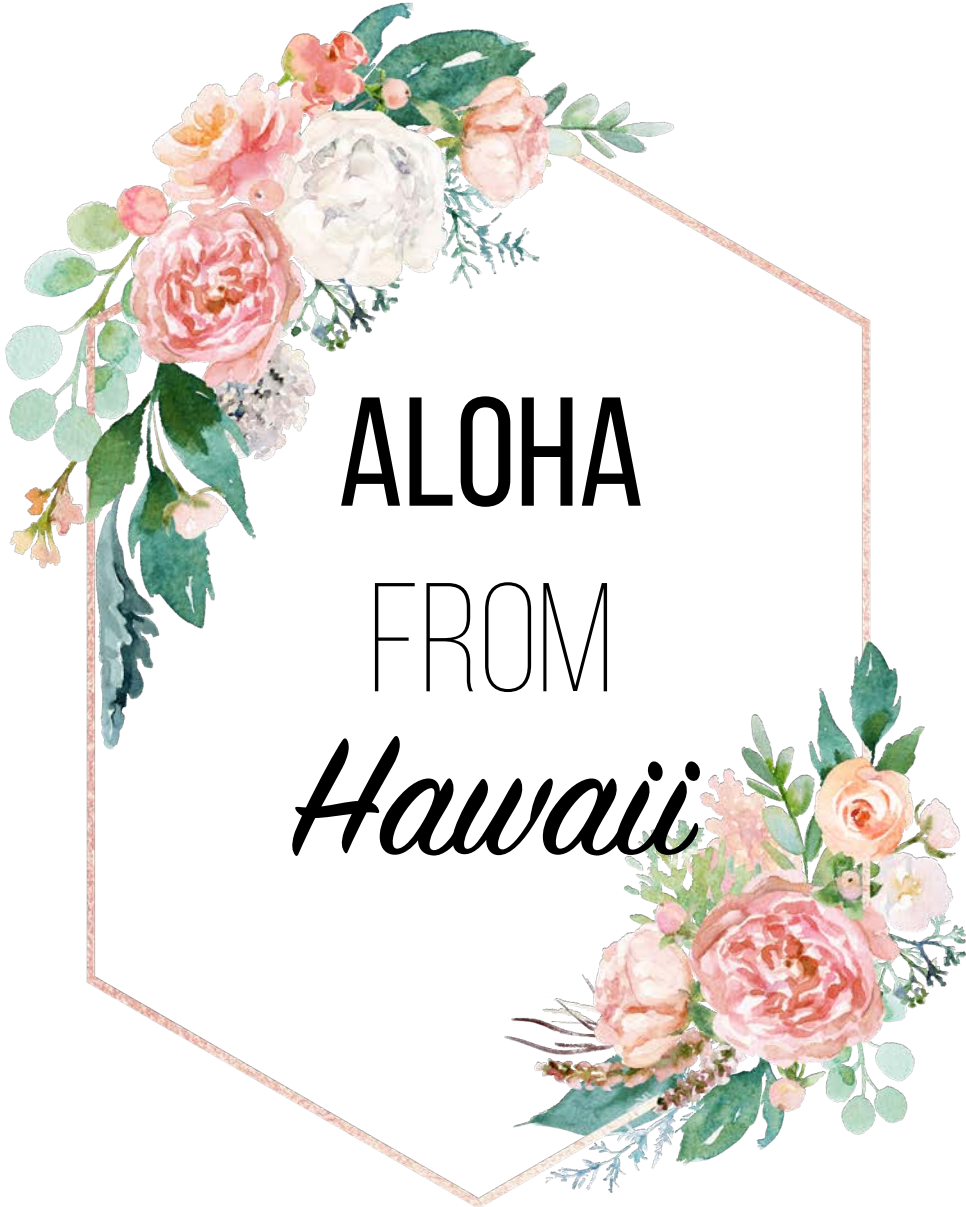
SALES JOLT! PHOTOS THAT SELL
PRESENTED BY: **REECE NAKAMOTO FARINAS, BERETANIA FLORIST**
SOCIETY OF AMERICAN FLORIST - PALM SPRINGS 2018



Aloha



Sales jolt!
PHOTOS THAT SELL
SAF PALM SPRINGS 2018



ALOHA
FROM
Hawaii

Fourth-generation florist Reece Nakamoto Farinas of Beretania Florist in Honolulu, Hawaii, works alongside mom and current owner Celeste Nakamoto Farinas, grandma and previous owner June Nakamoto and brother Beau. Drawing on a background in advertising and photography, Reece has implemented an aggressive e-commerce sales & marketing strategy to bring this family-owned business to the forefront of Hawaii's floral industry. With Beretania Florist celebrating its 80th anniversary this year, much has changed throughout the years, but its desire to share high-quality flowers and the spirit of aloha with the people of Hawaii certainly has not.



Jaimie & Reece Nakamoto Farinas
Beretania Florist

TRY THIS

– Create new products that include flowers you receive in your standing orders. Control over your product offering is key in profitability.

– Consult your design staff to include products they feel can be easily mass-produced — as you know profitability comes from speed.



– Increase margins by planning new products that utilize easy-access varieties you always have on hand.

– Plan new products around vases and containers you have purchase agreements on.



Design



Design



AVOID THIS

- Avoid complicated designs that staffers feel uncomfortable recreating.
- Avoid products that require advanced skill to recreate, or are more challenging to design and even deliver.
- If your designers can't quickly pump out an everyday item in high volumes, it's likely less profitable.
- Avoid designs that require you to run out and pick up stock or hard goods.

Backdrop



TRY THIS

Build a backdrop



Backdrop



TRY THIS

– Build a dedicated photography shooting & staging area: A light-tone background will produce best results.

– For best results, find a tabletop with wood, wood laminate or stone for modern appeal. (Our tabletop is a piece of plywood with peel-and-stick vinyl plank flooring glued on. I was happy with how this came out, and no tools were needed to put it together.)

– Painted walls work best for a backdrop. (I picked up a thin sheet of plywood and painted it gray, which mounted easily and photographs well.)

- Matted paint absorbs light and reduces glare making flowers stand out.

Build a pinterest worthy backdrop under \$100

Recipe:

- 1 pc - 1/4" x 4' x 8' plywood for backdrop wall - \$23.99
- 1 qt - Matted gray paint - \$10.99
- 12 pcs - 3' x 6" Vinyl floor tiles - wood tone - \$11.88 (\$.99/ea)
- 1 pc - 1/2" x 3' x 6' plywood for table top base - \$4.99

Optional Equipment

- Light panel lighting kit - \$44.99

Total: \$96.84

Backdrop

AVOID THIS



Avoid using old white display columns from the sales floor. (I know. I have them, too.)
- If you can, just throw them away.



This setup is passable,
but we can do better!



AVOID THIS

– Avoid using stands or display areas in the shop. Anything not related to the photograph can be distracting and will take away from the composition of the photo. Less is more.

– Glossy paint or bright white backgrounds will reflect light and may make photography look dated and unflattering.

– Avoid curtains, roll paper, muslin fabric or any roll-down material. Creases, folds and wrinkles in material will give photography an unfinished look.



Our old Backdrop



Lighting



TRY THIS

- Lighting is a key element in beautiful product photography.
- Natural lighting from a window or door is a plus, but can be inconsistent depending on the time of day.
- Cool white lighting is a good happy medium.
- A diffused light panel kit will give you consistent light at any time of the day.



AVOID THIS

- Avoid harsh flash lighting. It'll result in a washed-out picture.
- Make sure your background doesn't reflect your light source.



Format & Distance



*Yes, those
are bananas.*



TRY THIS



- Front-facing and right-above-eye-level shots give the best results.
 - Include the entire arrangement in the frame, as well as the vessel, for size reference.
 - Deciding how close to take a picture can be a balancing act. Naturally, we want closeups, but including empty space around the featured product will add interest and balance the photo.
- Tip: When photographing a new collection for major holidays, take pictures from a consistent distance so customers get a good price-to-size reference.

Format & Distance



AVOID THIS

– Avoid top-down photos. They're great for detail shots of the design to supplement the primary product photo, but can be confusing to customers who are trying to determine the size of the product.

– Avoid having the photo fill the frame. This also makes it difficult to determine the size of the product.

– Avoid taking a photo too close or too far from the subject. Finding the right balance will depend on your website and what looks best.

– Avoid photos that are taken at eye level. Although it works to capture the vessel, bouquets photograph better at a slight top-down angle.



Focus



TRY THIS

- Center your design for an easy-to-understand focal area.
- Balance your depth-of-field to maintain a broad focus area.
- An investment in a tripod will go a long way. You can also find clips for your smartphone to achieve sharp and clear results.

AVOID THIS

- Avoid motion blur and incorrectly focused photographs - seriously, get a tripod.
- Don't exaggerate your photographs by focusing shots on a single point.



Props



TRY THIS

– Props such as Japanese shears, books, votives, air plants, flower heads and foliage — are attractive, add dimension and accent your photography without drawing attention away from products.

– Take some time and develop a good plan. A simple, clean and minimal studio backdrop with one or two props will enhance your product photography.

Props



TRY THIS

– Props can also give customers some reference for scale and size. They may not be able to immediately tell that the bouquet on the facing page is 3 feet tall, but they might notice it is a larger item because of the props. (Note that air plant in the photo on this page and the photo on the facing page serves as a reference for size when compared.)

– When developing smaller products, sizing props can help manage a customer's expectations to avoid any surprises.

Exposure



TRY THIS

– If using a DSLR camera, slightly overexposing photos (brightening) may give you an attractive effect, especially for vibrant flowers.

– You can adjust the exposure or brightness on your smartphone with a simple adjustment in the camera app.

– Lighter and brighter photos always display best on computers and mobile devices.

AVOID THIS

– Avoid dark photos and underexposed photographs.

– Dull photos can misrepresent you and hurt your sales.



Post Production



TRY THIS

– As a goal, strive to do as little editing as possible for speed and efficiency.

– Product photos with natural lighting are modern and minimal. Less is always more.

The only edits I do:
– Cropping photos for website compatibility.
– Adding logo watermarks.
– Brightening photos.



AVOID THIS

– Avoid post-production programs unless you're experienced and can do this quickly.

– Aim to capture your products' natural color and beauty, but more importantly, learn to do it quickly and efficiently.

– Poor use of filters and color-correction tools are easy to spot and can hurt sales.



Final Product



Here's a recap of how you can take product photos that sell:

- Plan & create profitable designs that can be recreated quickly.
- Use a clean and modern background that isn't distracting or takes away from the product.
- Learn to effectively use props that add texture and give customers

reference of scale, while adding interest.

- Balance your distance to represent the true size of your product.
- Find an attractive angle to display the flowers and vessel.
- Well-lit natural light will show



products with good contrast and interest.

- Make sure your focus is broad, centered and easy to understand.
- Slightly overexposing your photos will produce best results.
- Maintain a minimal post-production editing rule.



My offer to you



MAHALO
FROM
Hawaii

THANK YOU FOR STOPPING IN



Here's your next step:

Take a moment to develop a plan for improving your product photos online — a plan to set yourself apart from your competitors, a plan to win.

Email me a few samples of your photos, old or new, and we'll work on it together. I'll send you feedback with steps to improve your product photography

100% free.

However, candy and cookies are never turned down.



Aloha,
Reece Nakamoto Farinas
Beretania Florist
reece@beretaniaflorist.com

Our History

BERETANIA FLORIST & THE NAKAMOTO FAMILY



Jaimie & Reece (4th Generation), Larry & Celeste (3rd Generation), June (2nd Generation), & Beau (4th Generation).

Japanese immigrants Shigeichi and Yukie Nakamoto established Beretania Florist in 1937 with a modest mission in mind: to share the highest quality of flowers with Hawai'i.

The location for the flower shop that the couple settled on in the 1930s was slowly becoming a bustling artery for Honolulu's growing population and commerce. And their foresight to set up shop on the main road, Beretania Street, proved to be fortuitous, putting the florist within a 2-mile radius of the capitol district, as well as the city's financial district, convention centers, ports, hospitals and Waikiki — a world-renowned tourist destination.

This year, Beretania Florist, which now spans four generations of Nakamotos, celebrated its 80th anniversary. Driven by a desire to make people smile, Beretania Florist has built a reputation for world-class service, and with a strict focus on flower quality, has grown to become the state's largest retail-only



florist. The business recently received Honolulu Japanese Chamber of Commerce's Generational Award, and has been voted Hawai'i's best by Honolulu Star-Advertiser for the past decade.

As the business continues to push for the advancement of the floral industry in Hawai'i, Beretania Florist still operates out of its flagship location in Honolulu, and at one point counted five satellite locations.

Today, Beretania Florist continues to thrive, and currently is owned and operated by Celeste Nakamoto Farinas — Shigeichi and Yukie's granddaughter. Eighty years later, the Nakamoto's vision for a happy and beautiful community lives on through one simple gesture: the gift of a flower.



Mahalo

