

GEORGIA SHOT LIST & VISUAL GUIDE

CUSTOMER PERSONAS: Connection Campbells . (We want to improve our home and outdoor living space so we can make meaningful connections with our family and friends.) Best-Life Larsons. (We want to live our best life by enjoying the luxury of the personal vacation spot that we've always wanted.)

STORY: Peaceful backyard sanctuary that is a great space for the family to connect. Enhanced outdoor living space and modern oasis with a luxury M9. (Peaceful body, mind and home.)

SPA FEATURES TO HIGHLIGHT: The M9 has more of everything. Most capacity of any spa its size. More JetPak therapy options and variety in seating/seating heights. Stunning, modern aesthetics, simple water care and intuitive operation.

SETUP 1 (no models)

Close/Med Would love some underwater product shots. Jet shots showcasing our powerful jets / water movement. (Big product pillar that we don't have many shots of. We'll want a DeepRelief JetPak.)



SETUP 2 (shoot this first before models get wet)
Product-based shots in addition to general:

- ☐ M Series steps against spa (without model)
- ☐ Spa with cover (without model)
- ☐ Models lifting cover
- ☐ Models walking out to spa
- ☐ @ease & Simplicity in M Series
- ☐ Adding chemicals
- ☐ Models holding JetPaks

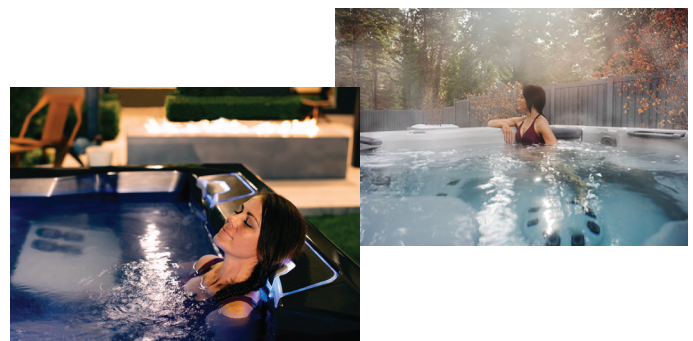
SPECIAL WARDROBE: *Casual wear*



SETUP 3

Close/Med/Wide Day and night individuals relaxing – alone time. Peaceful mind and body.

New shot request: daytime model's back facing camera, they are looking out to see the lake view instead of the house. More environmental



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SETUP 4

Close/Med/Wide Quality couple time, together relaxing with heads back, eyes closed and talking/smiling.

(Need smiling conversation – video)



SETUP 5

Close/Med/Wide Family spa time. Shots of family enjoying spa together. Peaceful home.

Parents looking at each other, looking at children. Family interaction, some not staged.

(Need smiling conversation – video)

Optional phones in foreground shot, high angle shots, etc. Show whole spa on wides.



SETUP 6

Wide landscape shots with and without models. Pool/spa/lake combo. Spa and home combo. Peaceful home.

Nighttime shots also needed with models. (Lots of space around spa for text if possible on these wide angles.)

