

PRODUCT CONNECTIONS

PERFECT PICTURE GUIDELINES



The "perfect" photo includes a clean & complete uniform, name tag, we id sign, sampling supplies, fully stocked featured product & D2D cart price sign, and QR code.

DOs

- Take at least one photo at $\frac{3}{4}$ profile to see the side of the cart.
- Ensure the cart is fully in the frame and not too far away or close.
- An image of you smiling with your display is always preferred. Those are the pictures that are often featured in our recaps!



DON'Ts

- Submit photos with thumbs covering lens of the camera, Target Guests, Target team members, store carts, etc.
- Ensure the cart is in the frame and not too far away or close.
- No blurry photos or anything other than the cart in the frame.
- Use a Target shopping bag as a trash can liner.
- Submit a photo with the wrong/incomplete uniform.



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Do you have low inventory? If you have little inventory, please ensure the product looks neatly displayed, like the pictures below.

Reminders:

- Wine/liquor bottles will still need to be in rows of 2 or 3 depending on the bottle size and inventory.
- Seltzer/beer boxes are to be displayed with the label facing out and spread out evenly. (As pictured below)
- Make sure you have the right BSOCS inserted into your D2D cart.
- Don't forget the goal is to encourage customers to pick up the product from your visually appealing display!

