

PHIL HALFMANN PHOTOGRAPHY

Fashion · Beauty · Lifestyle

Campaign Shoot Image Checklist

Use this checklist before production begins to ensure your campaign generates enough content to support launch, advertising, e-commerce, social media, email marketing, and future marketing initiatives.

Campaign Images

- Hero Images
- Alternative Hero Images
- Collection Launch Images
- Seasonal Campaign Images
- Brand Storytelling Images
- Campaign Announcement Assets

Product Images

- Product On Model
- Product Flat Lays
- Product Details
- Fabric Texture Images
- Product Feature Highlights
- Multiple Product Angles
- Collection Groupings
- Best-Seller Product Assets

Lifestyle Images

- Lifestyle Portraits
- Environmental Images
- Everyday Usage Scenarios
- Brand Identity Content
- Customer Aspiration Imagery
- Editorial Lifestyle Content

Social Media Images

- Feed Content
- Stories
- Carousel Assets
- Reel Covers
- Behind-The-Scenes Content
- Alternative Crops
- Detail Images
- Product Highlights
- Engagement-Focused Content
- Seasonal Social Content

Advertising Assets

- Prospecting Ads
- Retargeting Ads
- Product Ads
- Collection Launch Ads
- Brand Awareness Ads
- Conversion-Focused Ads
- Lifestyle Ad Creatives
- Detail-Focused Ad Creatives
- Vertical Ad Formats
- Square Ad Formats
- Alternative Creative Variations

Website Assets

- Homepage Banners
- Category Pages
- Product Pages
- Collection Page Imagery
- Landing Page Assets
- Promotional Graphics
- Mobile-Optimized Assets
- About Page Imagery
- Brand Story Content

E-Commerce Assets

- Product Photography
- Product Detail Images
- Product-On-Model Assets
- Lifestyle Product Images
- Collection Images
- Product Category Assets
- Mobile Product Assets
- Product Comparison Images

Email Marketing Assets

- Launch Campaign Images
- Product Spotlight Assets
- Newsletter Content
- Promotional Campaign Images
- Seasonal Email Assets
- Retention Campaign Content
- Editorial Email Visuals

PR & Retail Assets

- Press Release Images
- Media Kit Assets
- Retail Partner Content
- Wholesale Presentation Images
- Trade Show Materials
- Lookbook Content
- Catalog Assets

Future Content & Refresh Assets

- Alternative Model Selections
- Additional Crops
- Unused Hero Variations
- Backup Advertising Assets
- Future Seasonal Content
- Content Refresh Images
- Evergreen Brand Assets

Campaign Shoot Checklist Summary

Before approving a shot list, ask:

- Do we have enough content for launch day?
- Do we have enough content for social media?
- Do we have enough content for paid advertising?
- Do we have enough content for website updates?
- Do we have enough content for e-commerce?
- Do we have enough content for email marketing?
- Do we have enough content for retargeting campaigns?
- Do we have enough content for future promotions?
- Do we have enough content to last 3–6 months?

If the answer to any of these questions is no, the issue is usually not photography quality.

It is a campaign planning issue.

The strongest campaign shoots are not defined by how many images they produce. They are defined by whether they generate a complete content ecosystem that supports marketing objectives long after launch day.