Photo Shoot

Creative Brief

2021- 2022



Tax Season Tone and Theme

Tone

Empowering, Supportive, Bold, Helpful, Friendly, Relatable, Modern, Trustworthy, Intentional, Reliable

Theme

I feel confident in my ability to file my own taxes because I have TaxSlayer on my side.

Objective

Build our portfolio of unique images that accurately portray the customers we empower to slay their taxes. Down to earth, grounded, hard working Americans who rely on us to provide a high quality, low cost tax filing option.

Focus on the moment of achievement. That may be the moment a customer sees their well deserved refund or it may be the moment they finish filing and can confidently mark taxes off their to-do list.

Reenforce the TaxSlayer brand and continue building momentum. We are successful by doing a lot of little things right. These photos will help us tell our story consistently and seamlessly across marketing touch points, our website, and within our product.

Color Palette

#11881B	#D82631	#333740	#249CEF	#FFD600
#E6F5CD	#FCE7DE	#F0EFEF	#CFF2FF	#FFF0A1
#C6E791	#FF0045	#F3E5FC	#133F80	#FFF6C4
#1B5000	#910009	#7B22A4		
		#4B056C		

Scene color examples



Morris Room Grey
SW 0037
MI 16



Essential Gray
SW 6002
MI 01



Folkstone
SW 6005
MI 02

Snowbound
SW 7004
MI 03



Anew Gray
SW 7030
MI 04



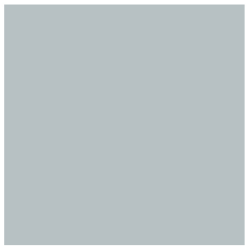
Elephant Ear
SW 9168
MI 05

Reflection
SW 7661
MI 06



Magnetic Gray
SW 7058
MI 07

Silverpointe
SW 7653
MI 08



Krypton
SW 6247
MI 09



Dutch Cocoa
SW 6032
MI 10



Light French Gray
SW 0055
MI 11



Downing Slate
SW 2819
MI 12

Crushed Ice
SW 7647
MI 13

Unfussy Beige
SW 6043
MI 14

Talent selection



Single female device



Single female device



Single female



Couple having fun



Couple having fun



Single male
(pointing to content/CTA)



Single male
(approval)



Single female
(approval)



Single female device
(need to challenge this ad)







Money roll
(need to challenge this ad)

Money Roll Notes:

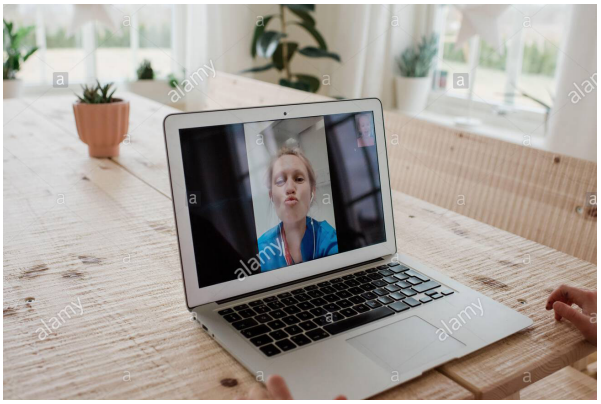
1. Would like for “APRIL” to be more clearly visible at the top of the calendar
2. “TAXES” and circle in red ink
3. An additional version with the money spread out vs a roll

Scene examples









Scene Items

Clothing

- Earth tones (mainly light)
- Modern
- Comfortable
- Casual
- Bright
- Pop(y)

Objects - Based on color (15%)

Red accents

- Cups / Mugs
- Picture Frame
- Table
- Sofa
- Pillows
- Lamp
- etc...

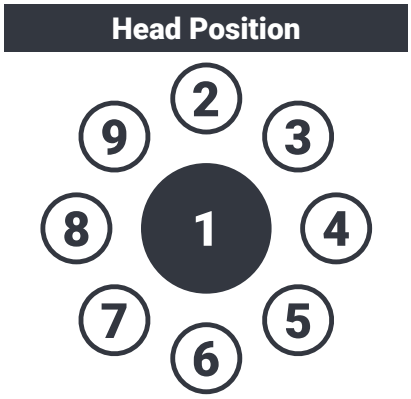
Green accents

- Plant (small - medium) size
- Pillows
- Wearables (ex: earrings, scrunchy, watch, etc...)

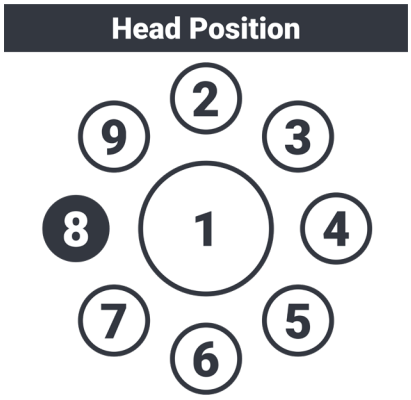
Head position legend

Imagine a person's face in the center of the legend. If they were in "Head Position 1" they would be looking directly at the camera. If a person were to be in "Head Position 8" they would have an eyeline that would gaze to the left of the photo. In this guide you will occasionally see these diagrams on the main photos. See example of both below.





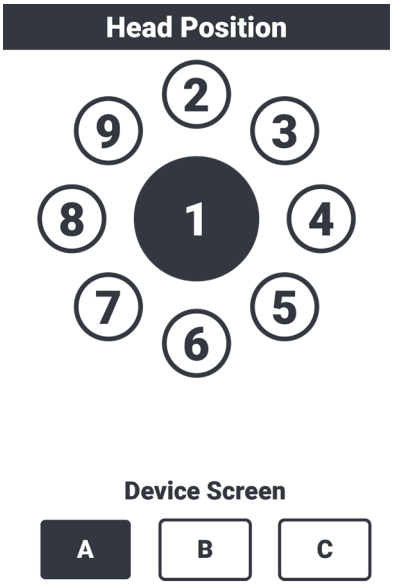




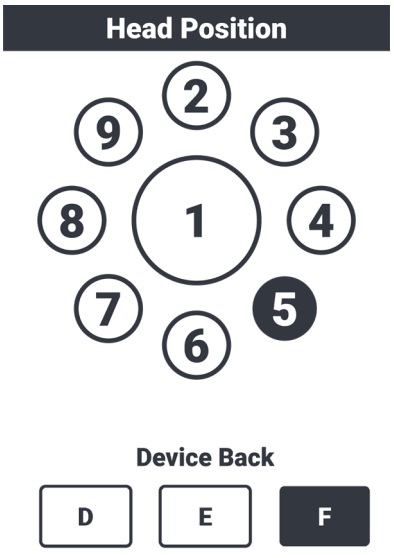
Device postion legend

Occasionally you will see a diagram that indicates where to position the device (laptop, phone, or tablet). This will also serve as a guide for showing the front of the device or the back of the device. Positions A, B, and C will be for position Left, Center, and Right respectively, and indicate the device screen should be visible. Positions D, E, and F will be for position Left, Center, and Right respectively as well, and indicate the device screen should NOT be visible. See examples below.





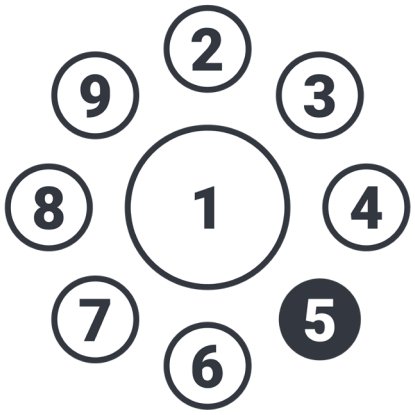




Single filing



Head Position



Device Back

D | E | **F**

Goal:

The goal of this series of photos is to capture an individual talent interacting with and engaging with a tablet, a laptop, and a phone in various positions while showing facial expressions looking directly at the device and slightly away from the device.
Mood should show variations of delight and concentration. Avoid frustration, anger, or stress.

Keywords:

Not frustrating
Errand not a chore
Won't derail your day
Bite-sized tasks
Modern workflow
Not bogged down
Easy to pick up

Desired poses and interaction are on the following page

of People

0 | 1 | 2 | 3 | 4+

Emotion

Happy/Laughing — Focused/Pensive

Focus (specific object/UI element)

Highly focused — NOT highly focused

Setting/Atmosphere

Busy — Not busy

of Devices

0 | 1 | 2 | 3 | 4+

Device Type(s)

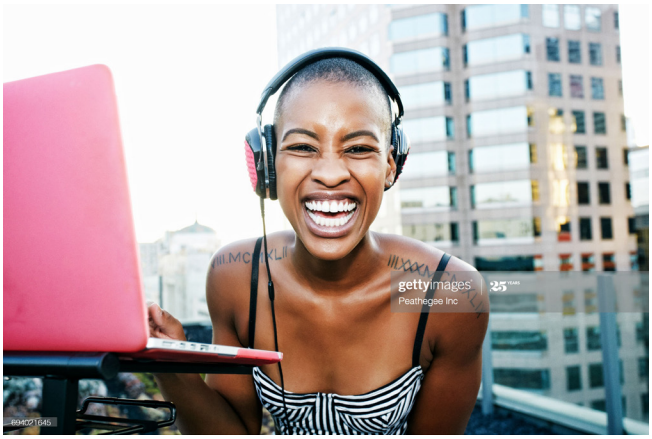
Phone, Mobile, **Laptop**, **Tablet**, Desktop


gettyimages
Westend61


gettyimages
Eva-Katalin


gettyimages
Ezra Bailey


gettyimages
JGI/Jamie Grill


gettyimages
Peathegee Inc


gettyimages


gettyimages
kupicoo


gettyimages
Guido Mieth

Single not filing



Head Position



Device powered off and set aside

Goal:

The goal of this series of photos is to capture an individual talent interacting with and engaging with a tablet, a laptop, and a phone in various positions while showing facial expressions looking directly at the device and slightly away from the device.
Mood should show variations of delight and concentration. Avoid frustration, anger, or stress.

Keywords:

Not frustrating
Errand not a chore
Won't derail your day
Bite-sized tasks
Modern workflow
Not bogged down
Easy to pick up

Desired poses and interaction are on the following page

of People

0 — 1 — 2 — 3+ — 4+

Emotion

Happy/Laughing — Focused/Pensive

Focus (specific object/UI element)

Highly focused — NOT highly focused

Setting/Atmosphere

Busy — Not busy

of Devices

0 — 1 — 2 — 3 — 4+

Device Type(s)

Phone | Mobile | Laptop
Tablet | Desktop


gettyimages
Tim Roberts
3890754


gettyimages
Westend61
1152990290


gettyimages
Tim Kitchen


gettyimages
Jessica Peterson


gettyimages
Westend61
691047747


gettyimages
Westend61
946920396

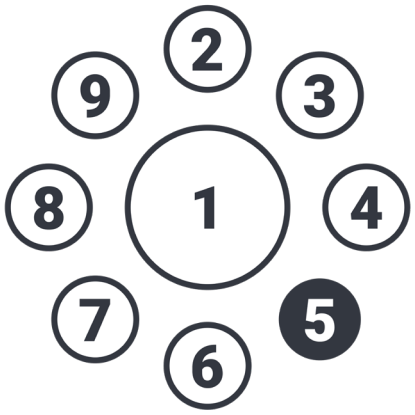

gettyimages
MoMo Productions
1182736650


gettyimages
Mersa Images
493511627

Couple filing



Head Position



Device Back

D | E | **F**

Goal:

The goal of this series of photos is to capture a talent couple interacting with and engaging with a tablet, a laptop, and a phone in various positions while showing facial expressions looking directly at the device and slightly away from the device.
Mood should show variations of delight and concentration. Avoid frustration, anger, or stress. Photos should be realistic and not overly dramatic or falsely representational of excitement.
Couples should be together, as well as realistically apart.

Keywords:

Delight
Stress-free
Concentration
Focus

Desired poses and interaction are on the following page

of People

0 | 1 | **2** | 3+ | 4+

Emotion

Happy/Laughing — Focused/Pensive

Focus (specific object/UI element)

Highly focused — NOT highly focused

Setting/Atmosphere

Busy — Not busy

of Devices

0 | **1** | 2 | 3 | 4+

Device Type(s)

Phone | Mobile | **Laptop**
Tablet | Desktop


gettyimages
Maskot


gettyimages
JGalione


gettyimages
Jonathan Knowles


gettyimages
Eugenio Marongiu


gettyimages
Westend61


gettyimages
Luis Alvarez


KISS THE COOK
gettyimages
Westend61


gettyimages
MoMo Productions

Couple not filing



Head Position



Goal:

The goal of this series of photos is to capture a talent couples without the device in lifestyle settings.

Mood should show variations of togetherness, love, and family. Avoid frustration, anger, or stress. Photos should be realistic and not overly dramatic or falsely representational of excitement.
Couples should be together.

Keywords:

Delight
Stress-free
Fun
Togetherness

Desired poses and interaction are on the following page

of People



Emotion



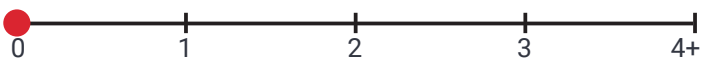
Focus (specific object/UI element)



Setting/Atmosphere



of Devices



Device Type(s)

Phone	Mobile	Laptop
Tablet	Desktop	


gettyimages
Jack Hollingsworth


gettyimages
SelectStock


gettyimages
SelectStock


gettyimages
Peathegee Inc


gettyimages
Oliver Rossi

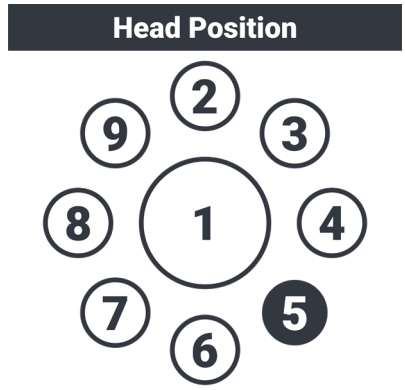

gettyimages
Westend61


gettyimages
kupicoo


gettyimages
Tara Moore

Couple with children filing





Device Screen

A | B | **C**

Goal:

The goal of this series of photos is to capture a talent couples with the device in lifestyle settings that includes children.

Mood should show variations of delight and family life. Avoid frustration, anger, or stress. Photos should be realistic and not overly dramatic or falsely representational of excitement

.

Couples should be together and realistically separate to remain realistic.

Keywords:

Delight
Family Night
Focus
Togetherness

Desired poses and interaction are on the following page

of People

0 | 1 | 2 | **3+** | 4+

Emotion

Happy/Laughing ——— Focused/Pensive

Focus (specific object/UI element)

Highly focused ——— NOT highly focused

Setting/Atmosphere

Busy ——— Not busy

of Devices

0 | **1** | 2 | 3 | 4+

Device Type(s)

Phone | Mobile | **Laptop**

Tablet | Desktop




gettyimages
SelectStock

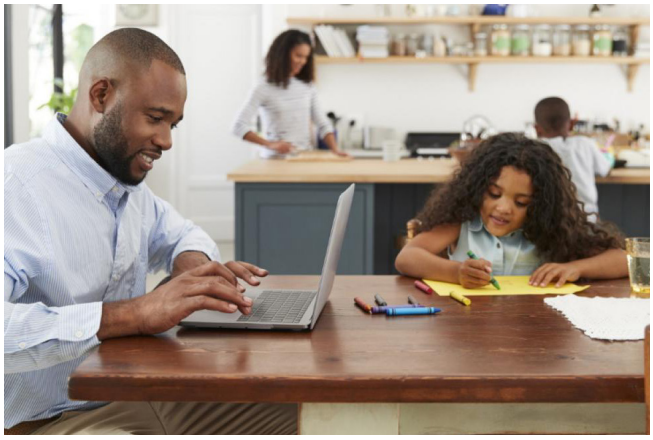

gettyimages
JGI/Jamie Grill
155771105


gettyimages
Jose Luis Pelaez Inc
155771213


gettyimages
Maskot
115230880


gettyimages
Justin Paget
121333196


gettyimages
Phynart Studio
121393460



Couple with children not filing



Goal:

The goal of this series of photos is to capture a typical family setting with children.

Mood should show variations of delightful interaction and reflect a happy family life. Avoid frustration, anger, or stress. Photos should be realistic and not overly dramatic or falsely representational of excitement.

Couples should be together and realistically separate to remain realistic.

Keywords:

Delight
Family Night
Focus
Togetherness

Desired poses and interaction are on the following page

of People

0 — 1 — 2 — **3+** — 4+

Emotion

Happy/Laughing ——— Focused/Pensive

Focus (specific object/UI element)

Highly focused ——— **NOT highly focused**

Setting/Atmosphere

Busy ——— **Not busy**

of Devices

0 — 1 — 2 — 3 — 4+

Device Type(s)

Phone	Mobile	Laptop
Tablet	Desktop	


gettyimages
Jacobs Stock Photography Ltd


gettyimages
monkey business images


gettyimages
Westend61


gettyimages
wera Rodsawang


gettyimages
AleksandarNakic


gettyimages
wera Rodsawang

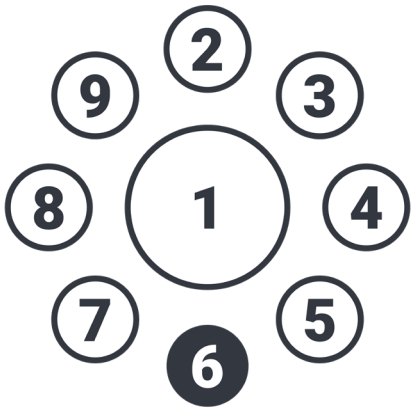



gettyimages
Westend61

Parent with child filing



Head Position



Device Back

D | **E** | F

Goal:

The goal of this series of photos is to capture a typical parent setting with children while filing their taxes.

Mood should show variations of delightful interaction and reflect a happy family life. Avoid frustration, anger, or stress. Photos should be realistic and not overly dramatic or falsely representational of excitement.

Couples should be together and realistically separate to remain realistic.

Keywords:

Delight
Stress-free
Fun
Togetherness

Desired poses and interaction are on the following page

of People

0 | 1 | **2** | 3+ | 4+

Emotion

Happy/Laughing — **Focused/Pensive**

Focus (specific object/UI element)

Highly focused — NOT highly focused

Setting/Atmosphere

Busy — **Not busy**

of Devices

0 | 1 | **2** | 3 | 4+

Device Type(s)

Phone | Mobile | **Laptop** | **Tablet** | Desktop


gettyimages
kupicoo
909997796




gettyimages
Morsa Images
1144539387




gettyimages
Eva-Katalin
1170696451


gettyimages
SDI Productions
1209117074





Parent with child not filing



Goal:

The goal of this series of photos is to capture a typical parent setting with children when their tax filing is over and they can focus fully on their family life.

Mood should show variations of delightful interaction and reflect a happy family life. Avoid frustration, anger, or stress. Photos should be realistic and not overly dramatic or falsely representational of excitement.

Couples should be together and realistically separate to remain realistic.

Keywords:

Delight
Stress-free
Fun
Togetherness

Desired poses and interaction are on the following page

of People

0 — 1 — **2** — 3+ — 4+

Emotion

Happy/Laughing — Focused/Pensive

Focus (specific object/UI element)

Highly focused — **NOT highly focused**

Setting/Atmosphere

Busy — **Not busy**

of Devices

0 — 1 — 2 — 3 — 4+

Device Type(s)

Phone	Mobile	Laptop
Tablet	Desktop	


gettyimages
Vasyl Dolmatov


gettyimages
pixelfit


gettyimages
RoBeDeRo


gettyimages
nd3000


gettyimages
eli_asenova


gettyimages
Jose Luis Pelaez Inc


gettyimages
Lane Oatey / Blue Jean Images


gettyimages
fizkes

Devices, no people



Goal:

To showcase several types of common devices we can lay mock-up screens onto. Even though some photos contain people, the focus should clearly be on the device they are using.

Keywords:

Bright
Modern

Desired poses and interaction are on the following page

of People

0 — 1 — 2 — 3+ — 4+

Emotion

Happy/Laughing — Focused/Pensive

Focus (specific object/UI element)

Highly focused — NOT highly focused

Setting/Atmosphere

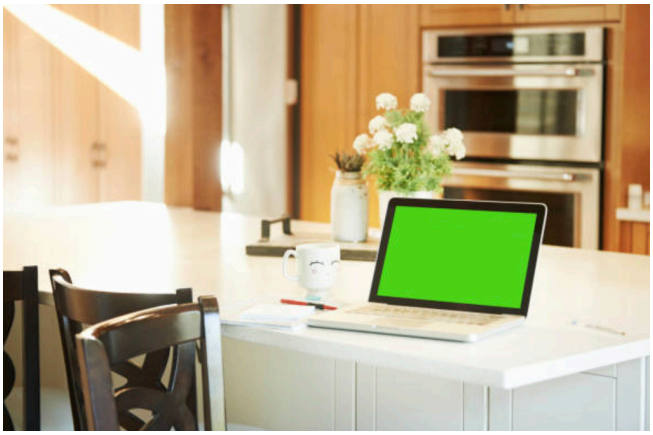
Busy — Not busy

of Devices

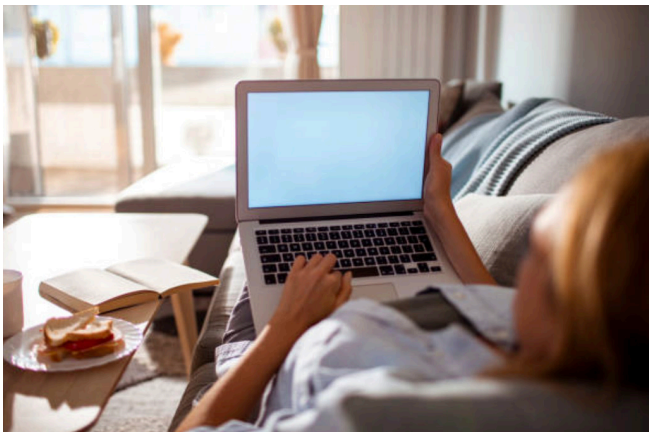
0 — 1 — 2 — 3 — 4+

Device Type(s)

Phone	Mobile	Laptop
Tablet	Desktop	












gettyimages
Yuko Yamada
889310064


gettyimages
Jasmin Merdan



24/7 Evening Filers Poses



Goal:

These images are meant to be paired with messaging surrounding TaxSlayer being an online service that is on your schedule. Day or night, we are ready to help you slay your taxes. Focus about half of these shots on child asleep in the background on the couch or across lap of parent working on computer or tablet to convey parents finally getting a minute.

Keywords:

Cozy
Warm lighting
End of a long day
Home
Easy
Relieved

Head Position



Device Back

D E F

# of People

0 1 2 3+ 4+

Emotion

Happy/Laughing — Focused/Pensive

Focus (specific object/UI element)

Highly focused — NOT highly focused

Setting/Atmosphere

Busy — Not busy

# of Devices

0 1 2 3 4+

Device Type(s)

Phone Mobile Laptop
Tablet Desktop


gettyimages
PeopleImages
524816939


gettyimages
Jonner Images
1190811017


gettyimages
Sellwell
1204172367


gettyimages
Cavan Images
960893952


gettyimages
Justin Case
523271482


gettyimages
Tooga
457942567


gettyimages
Carlina Teteris
1150614537


gettyimages
shapecharge
637232624

Promotional



Goal:

These images are meant to be paired with a CTA or a line of important content. **Wider shots** so it can be paired with content and a CTA or button. Give “empty” or simple space for content in all shots. Multiple eye directions and hand directions (pointing, presenting) are nice to have.

Keywords:

Happy and smiling
Confident
Strong and clear eye gazes
Minimal background elements
Solid color
Eye-catching

Head Position



No Device

of People

0 1 2 3 4+

Emotion

Happy/Laughing — Focused/Pensive

Focus (specific object/UI element)

Highly focused — NOT highly focused

Setting/Atmosphere

Busy — Not busy

of Devices

0 1 2 3 4+

Device Type(s)

Phone	Mobile	Laptop
Tablet	Desktop	


gettyimages
AaronAmat
1175205058


gettyimages
Phongphorn Hiranlikhit / EyeEm
1150906278


gettyimages
Tim Robberts
1153899893


gettyimages
Teeramet Thanomkiat / EyeEm
1163511388


gettyimages
Jonathan Knowles


gettyimages
PeopleImages
908850808


gettyimages
ViewStock
507748347


gettyimages
Tomas Rodriguez
1003097776









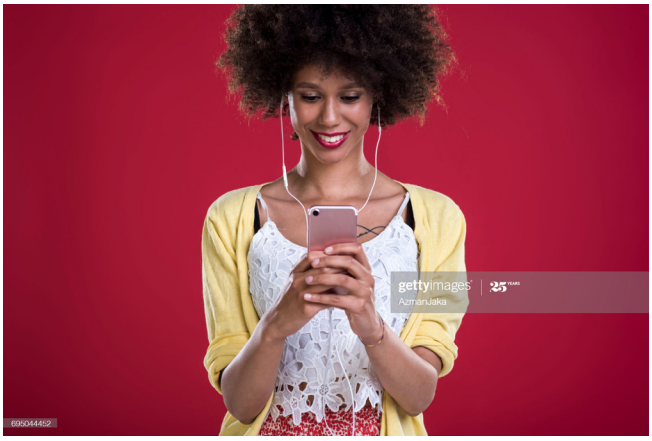







gettyimages
valentinrussanov


gettyimages
izusek


gettyimages
AzmanJaka


gettyimages
Flashpop


gettyimages
PeopleImages