

# Photo documentation Company Initiative – In-Store Demonstrations

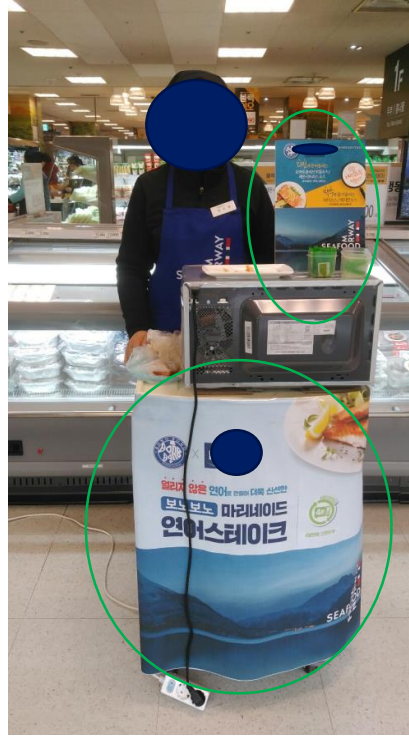
## Good photo documentation

- One picture per store, per demo day. No more, no less
- All marketing material related to the demonstration clearly visible
- Name of shop and place clearly labelled
- Clearly labelled date for each picture
- No clutter or unnecessary information

# Shop name, place



< 2018.11.22 >



\*Necessary information marked with green border  
< 2018.11.23 >



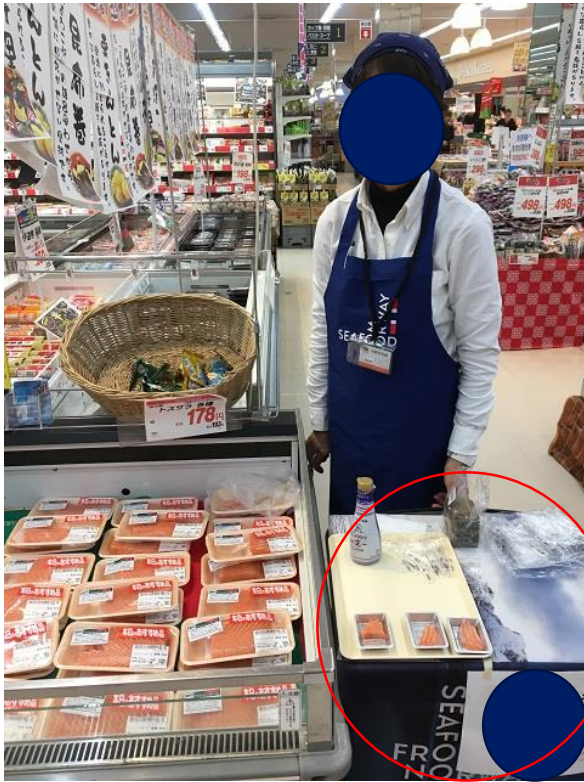
< 2018.11.24 >



< 2018.11.26 >

## Poor photo documentation

- More than one picture for each store per demo day
- Marketing material not clearly visible
- Name of shop and/or place poorly labelled
- No date
- Scope of picture too broad, clutter
- Duplicates
- Too low resolution



Marketing material barely visible. Too much non-necessary information. Clutter





\*Scope of picture poor



\*Necessary material poorly visible



\*No marketing material visible



\* Picture too small. Terrible resolution.

12.10.2018

Duplicate (same picture for two dates)

13.10.2018



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