



Restore 2

Shotlist
Nov 2022

Art Direction

Guiding Principles

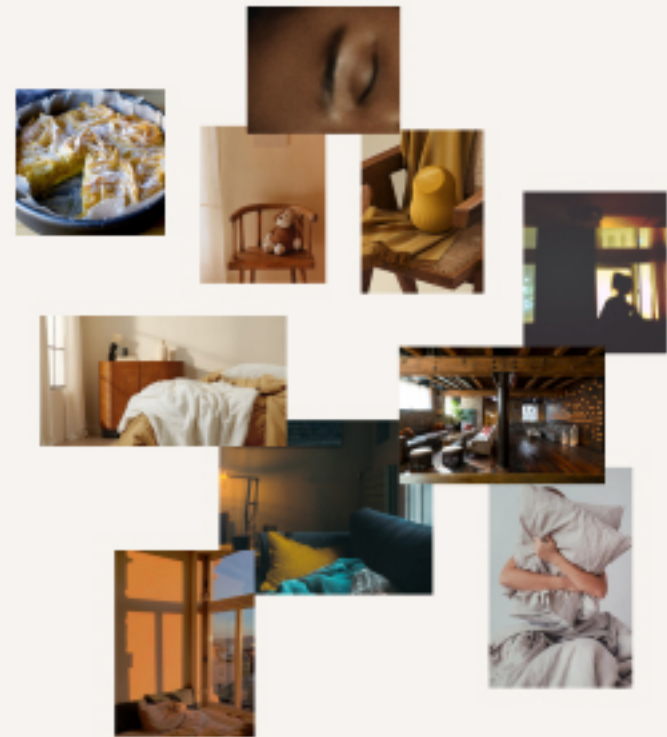
Restful Design™

1

Bring the Warmth

Be a friend

We bring warmth to everything we design. Like a friend with a warm welcome. Through smooth shapes, inviting textures, intimate lighting, and a restful palette, we set the tone for rest.



2

Declutter and Illuminate

Making space for rest

We design the space to rest. We ruthlessly edit and organise to bring peace and breathing room. We quiet down all the noise and clutter to center our focus, and illuminate what is most important in each moment.



3

Embrace Imperfection

Sleep honesty / Keep it real

We are all wonderfully imperfect. We embrace the inexact and human qualities of sleep and rest. We celebrate the subtle variations, natural textures, and real voices that make us feel grounded, at-ease and at-home.

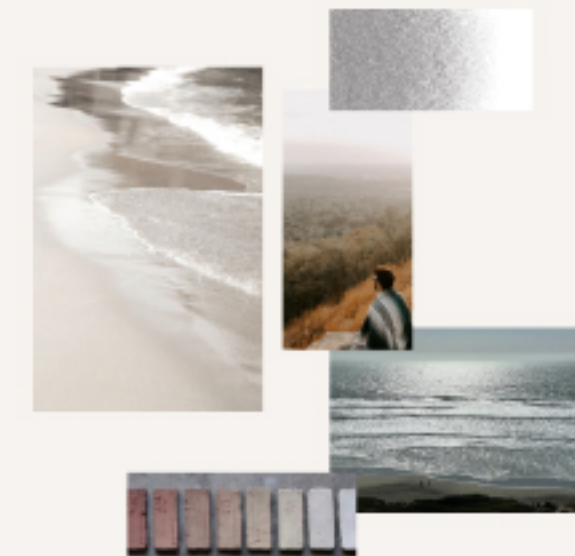


4

Transition Gently

Ally to the unrested

We use gradual transitions to guide you gently and seamlessly through change. We design pacing, steps, layers, and repetition to remove anything jarring, as you move from winding-down to switching-off.

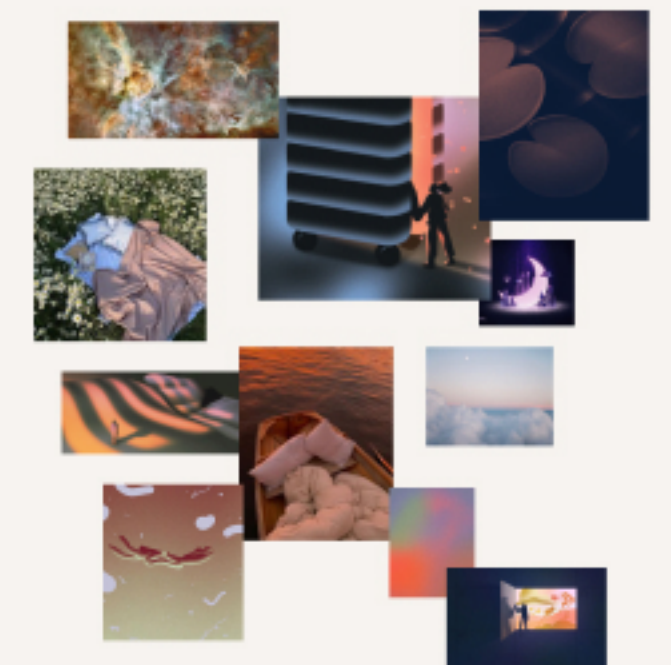


5

Balance Reality with Dreamy

Brighten the night / Joyful

We are not afraid to dream. We balance a calm backdrop, with sprinkles of delight, imagination and otherworldliness, to transport you to dreamland.

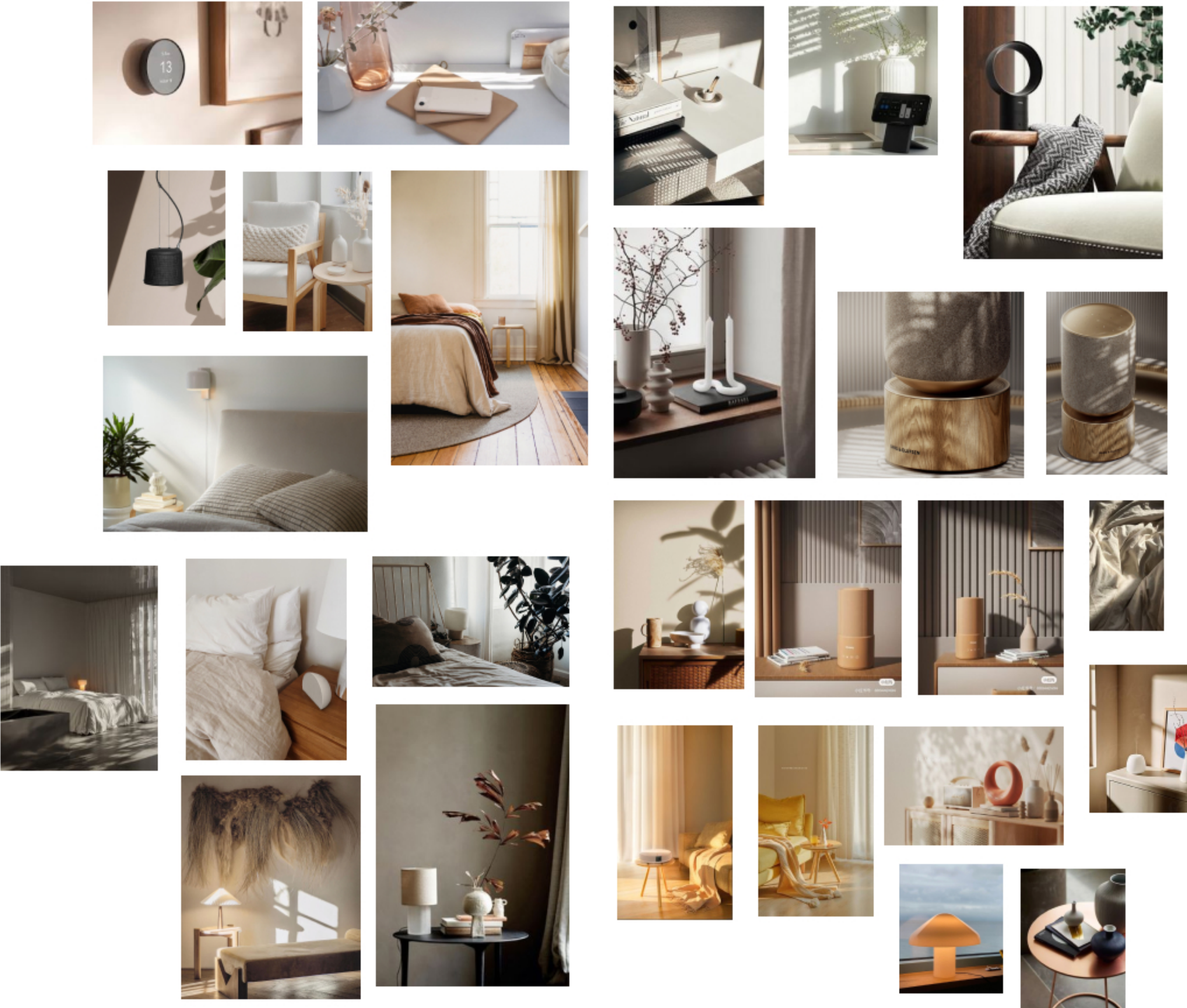


Lighting

Morning / Daylight

Soft shadows

Light, warm lighting

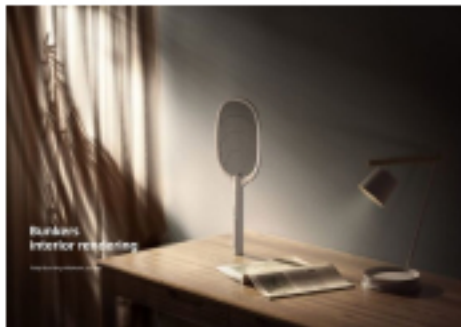
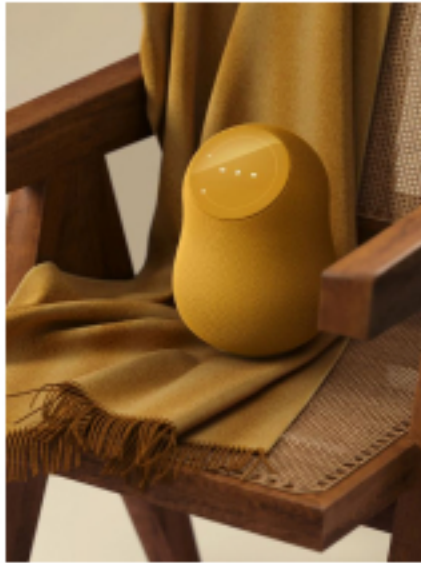
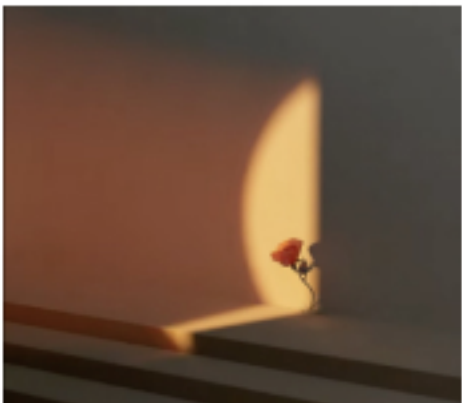
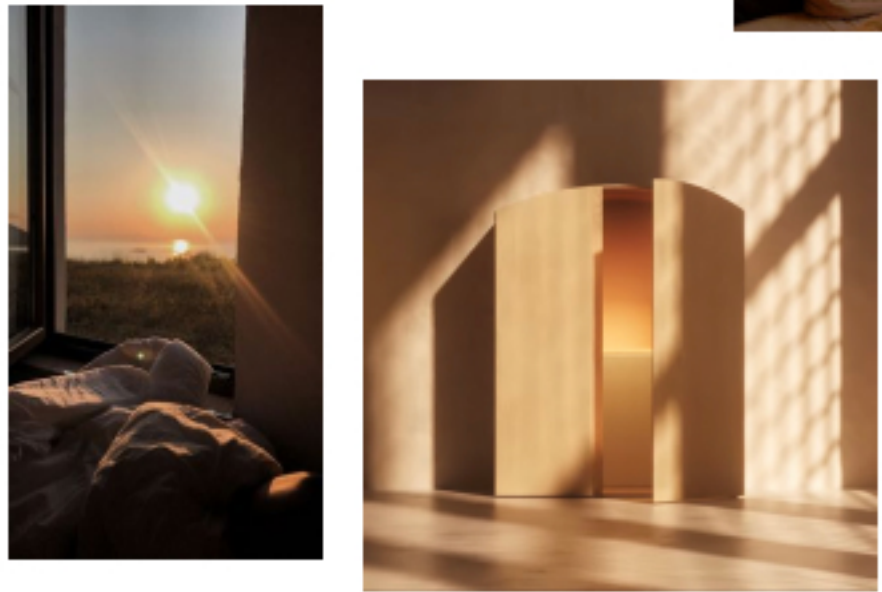
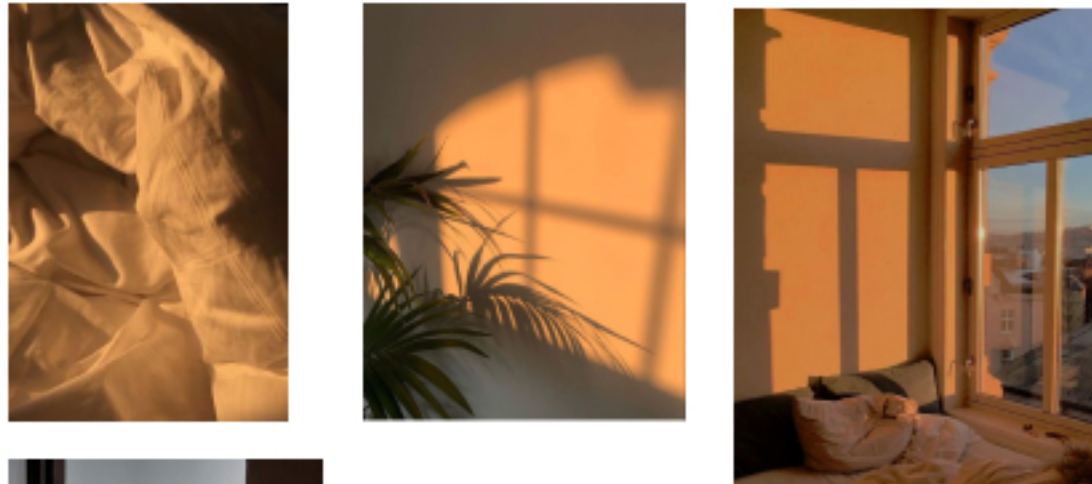


Lighting

Golden hour

Emphasis on shadows to show time of day

Warmer lighting than daytime (exaggerated golden hour lighting)



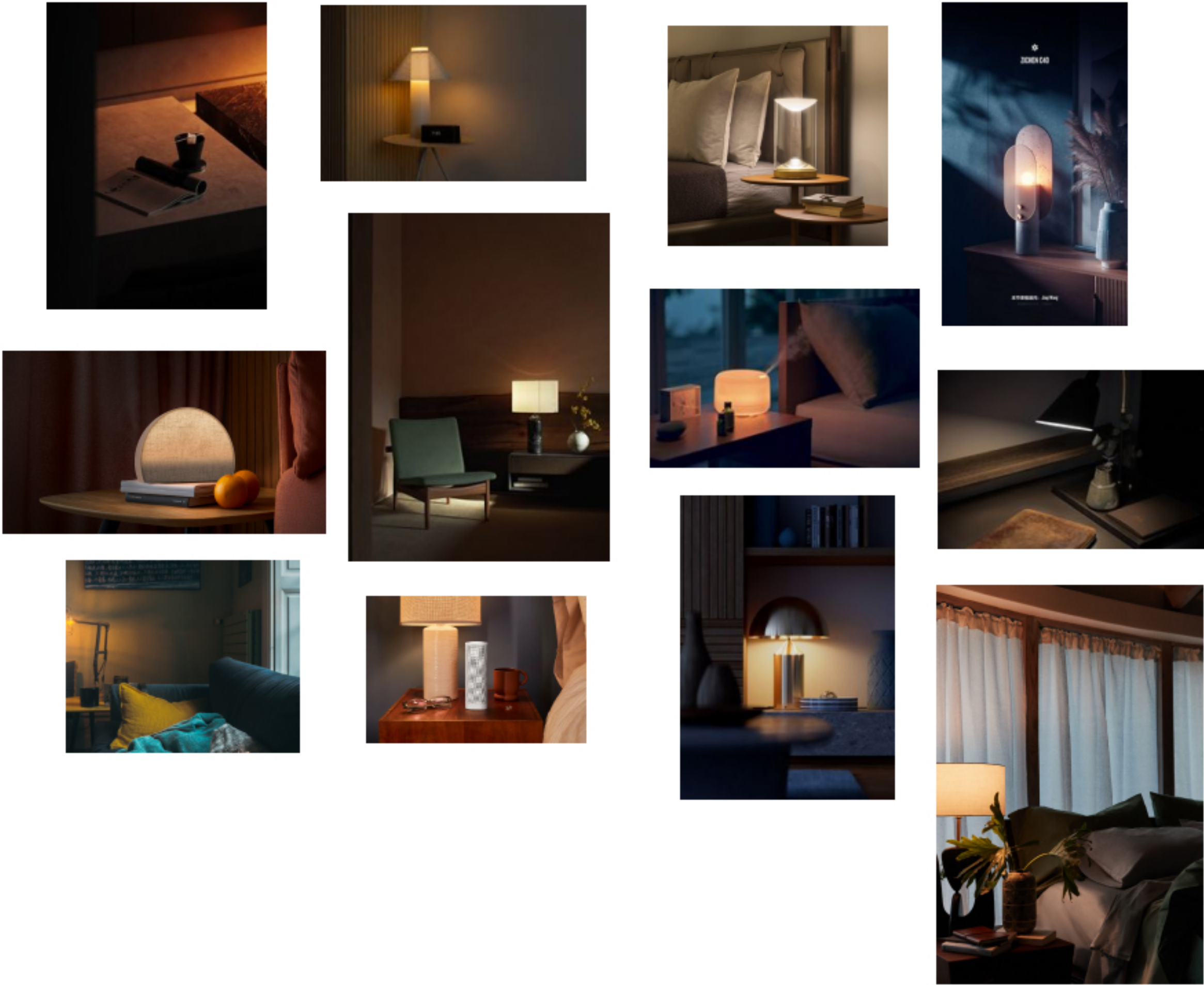
Lighting

Evening / Nighttime

Keeping the room dark without sacrificing the context of the room

Emphasizing the device glow

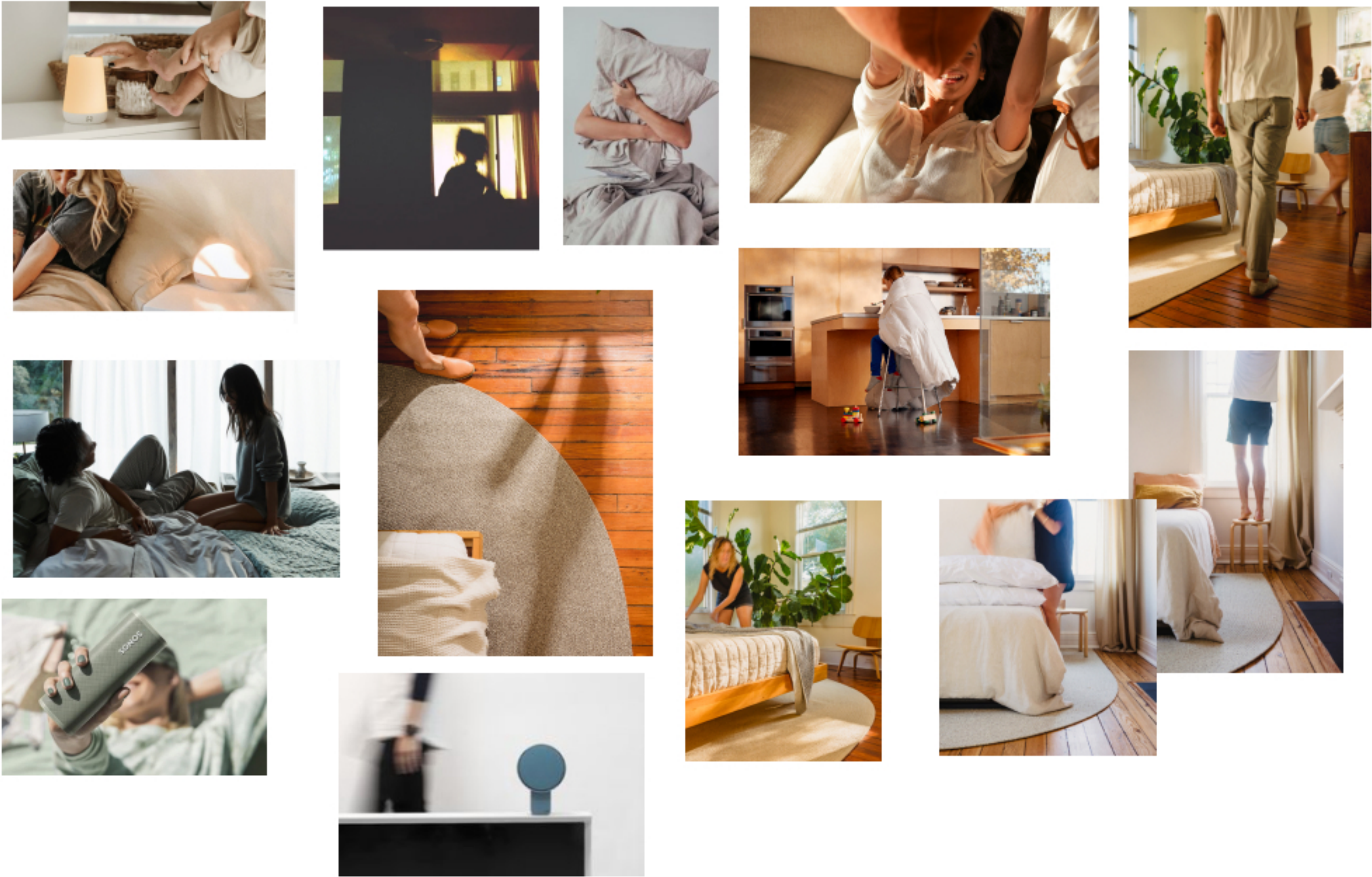
Slightly cooler tones for nighttime



People

Capturing real moments

Keeping people secondary to the device



Props / Room Styling

Lived in / imperfect textures and styling

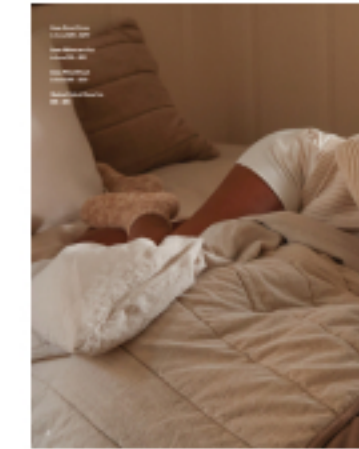
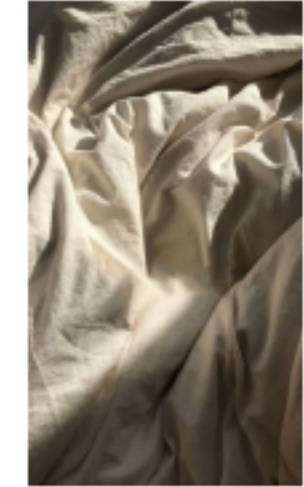
Natural, warm and textural

Woods, plaster, linens, wools, etc

Looks inviting

Realistic to personas (should not feel too staged or out of reach for our audience)

Somewhat minimal, should feel real life but letting the product be hero on the nightstand



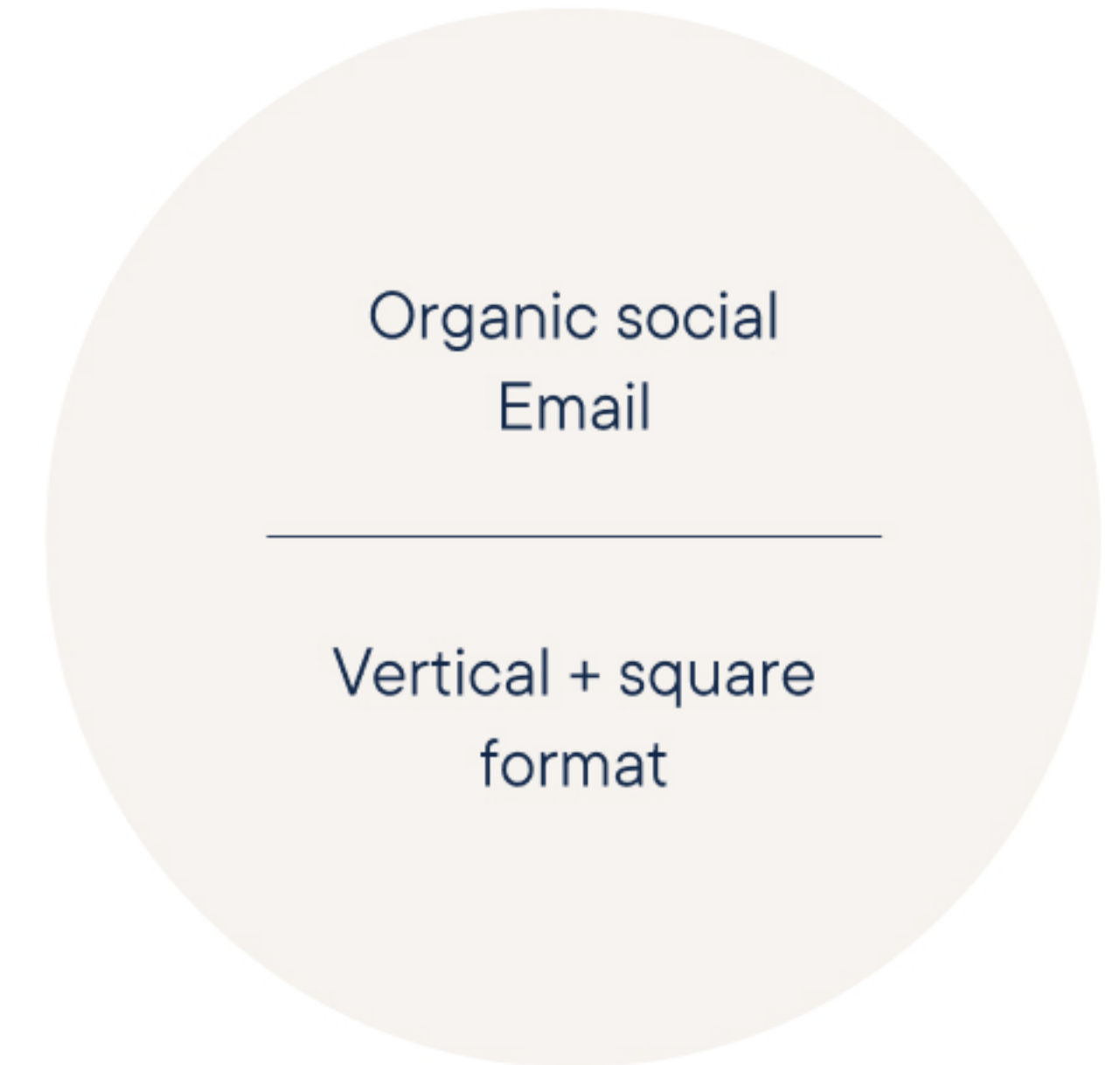
Usage

Things to consider:

Leaving extra room for cropping options

We use type on image so having extra room to crop and use of negative space in the photo is ideal

We also use a lot of photos in both horizontal and vertical formats across marketing channels



Shot List

Shot list by type

Requested shots

Bedroom personalities

Shot 1: Personality 1

Shot 2: Personality 2

Shot 3: Personality 3

Key restful moments

Shot 4: Unwind

Shot 5: Unwind

Shot 6: Sleep

Shot 7: Sleep

Shot 8: Sunrise

Shot 9: Sunrise

Shot 10: Wake

Shot 11: Wake

Features

Shot 12: Tap for time

Shot 13: Rest + Rise buttons

Shot 14: Sunrise

Shot 15: Setting up device

Shot 16: Hand tapping

Option to weave this into another shot

Additional Video

Product setup
(3 key focuses)

If we have time

Nice -to-haves

Shot 17: Light on / light off

Shot 18: Colorway group shot

Shot list by setup

Based on video setups

Setup 1

Shot 1: Personality 1

Shot 15: Setting up device

Nice-to-have

Shot 17: Light on / light off

Shot 18: Colorway group shot

We might need to see what room we want this in once we're on set

Setup 2 (Hero)

Shot 2: Personality 2

Shot 4: Unwind

Shot 5: Unwind

Shot 6: Sleep

Shot 7: Sleep

Shot 8: Sunrise

Shot 9: Sunrise

Shot 10: Wake

Shot 11: Wake

Shot 13: Rest + Rise buttons

Shot 14: Sunrise

Setup 3

Shot 3: Personality 3

Shot 12: Tap for time

Additional video: product setup

Shot 16: Hand tapping

Option to weave this into another shot

Bedroom Personalities

Defining the personas and rooms
No talent (hands only)

SHOT 1

Bedroom personality 1

Tie to "Scene 1" in casting notes

Individual, 25-35

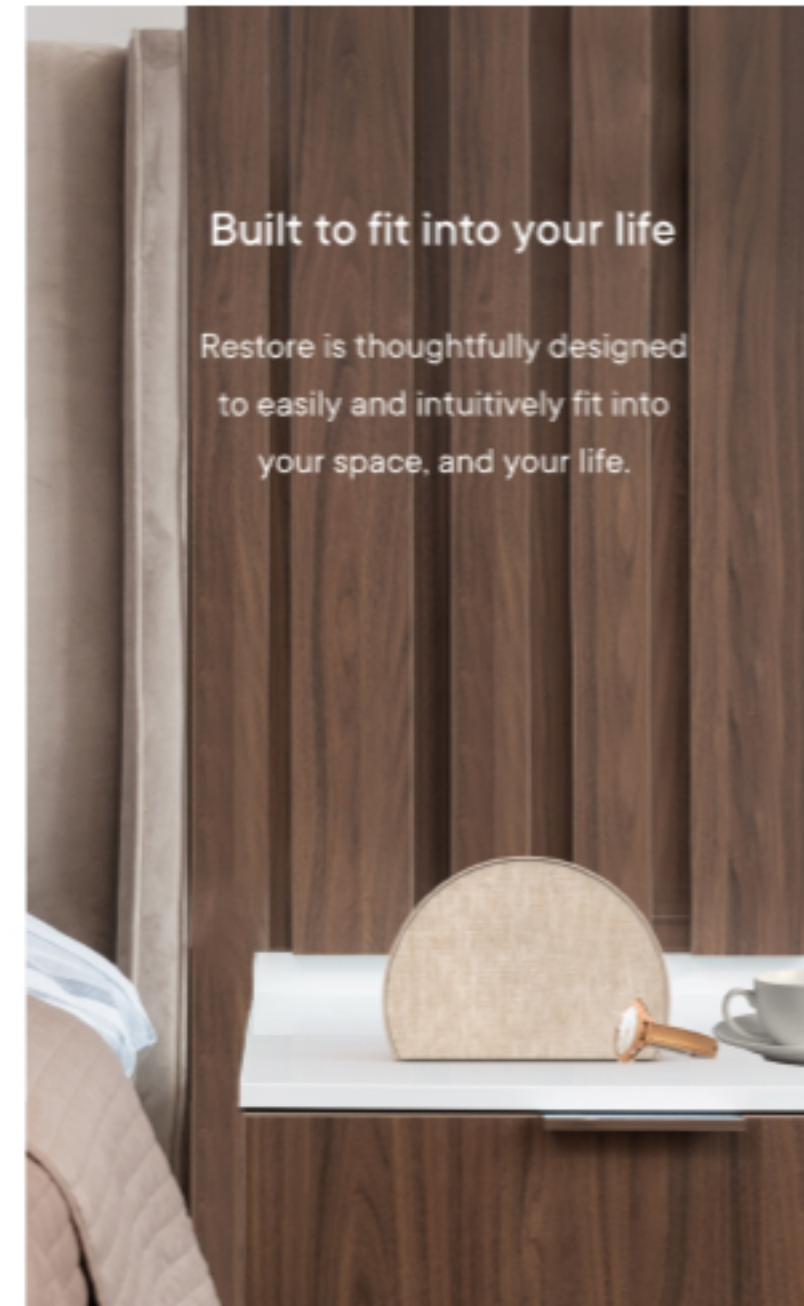
Suburban vibe

Is a parent

Wears a lot of hats

Should include:

- Plate shot
- Daytime / light off
- Nighttime / light on



Inspo



Device color: Latte

Lighting: Daytime + Nighttime

SHOT 2

Bedroom personality 2

Tie to “scene 2” in casting notes

Individual, 25-35

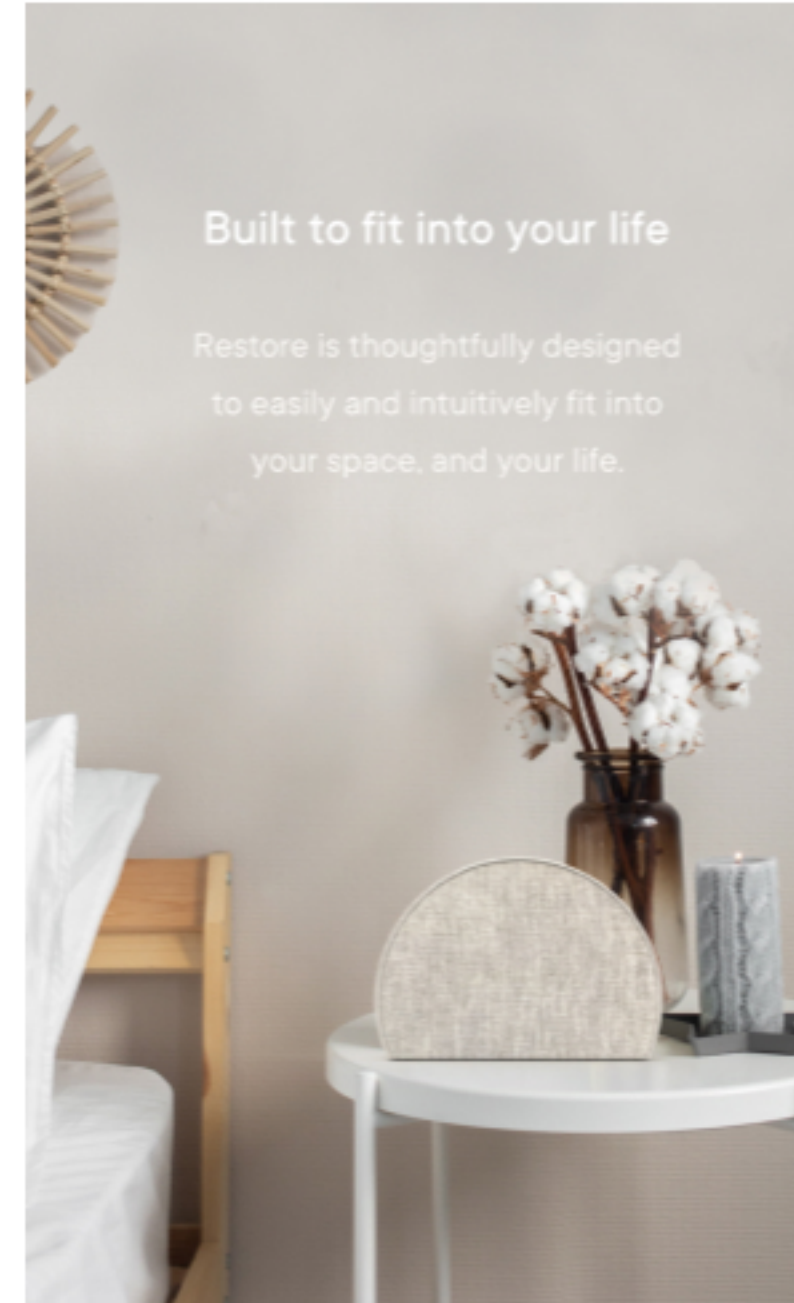
Urban vibe

Entrepreneurial

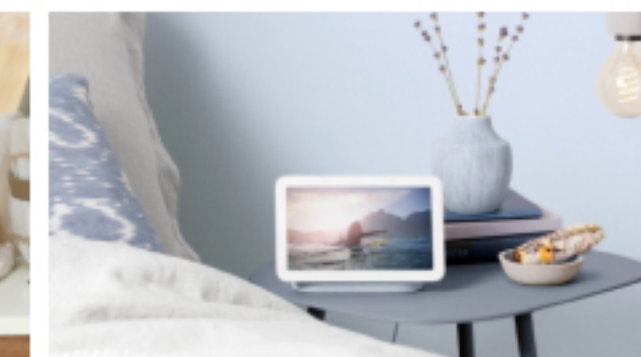
Has a pet

Should include:

- Plate shot
- Daytime / light off
- Nighttime / light on



Inspo



SHOT 3

Bedroom personality 3

Tie to “scene 3” in casting notes

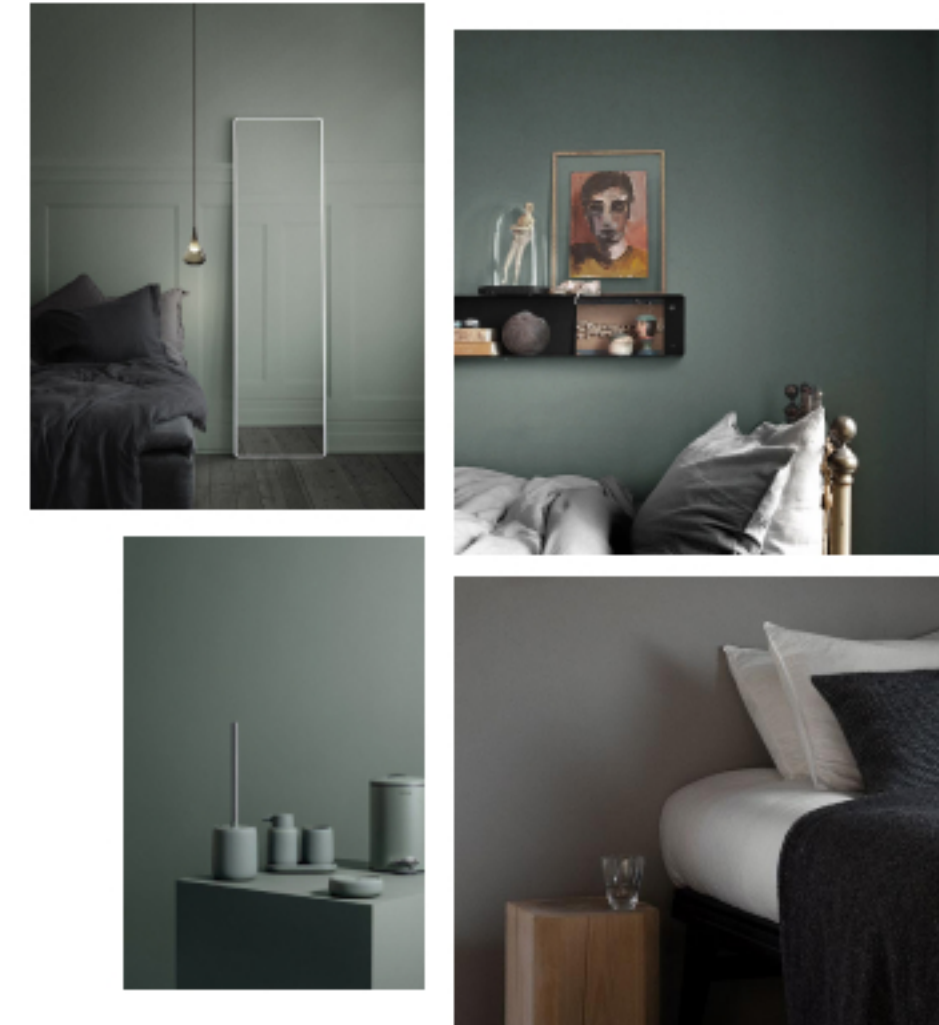
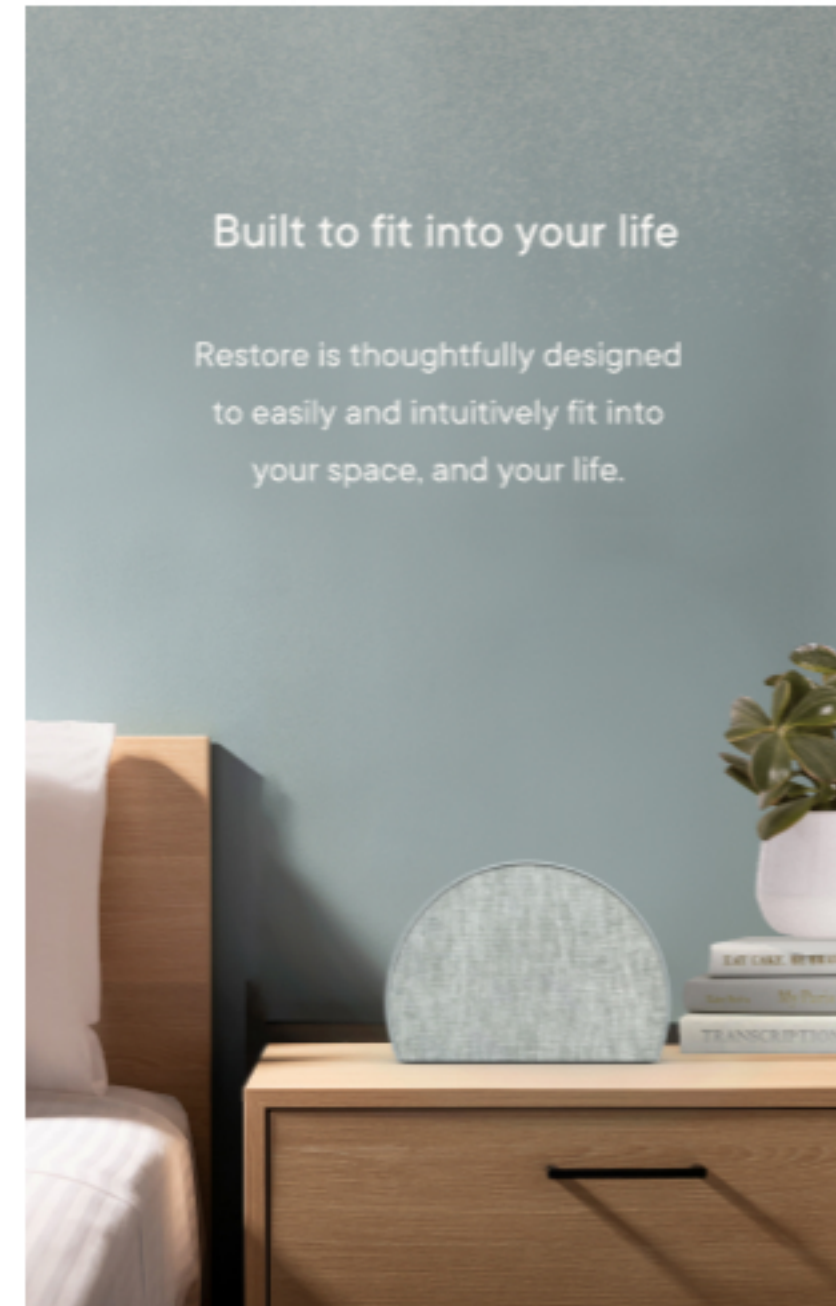
Couple, 35-45

Established in their home

Attention to room details, neat

Should include:

- Plate shot
- Daytime / light off
- Nighttime / light on



Inspo



Device color: Slate

Lighting: Daytime + Nighttime

Key Restful Moments

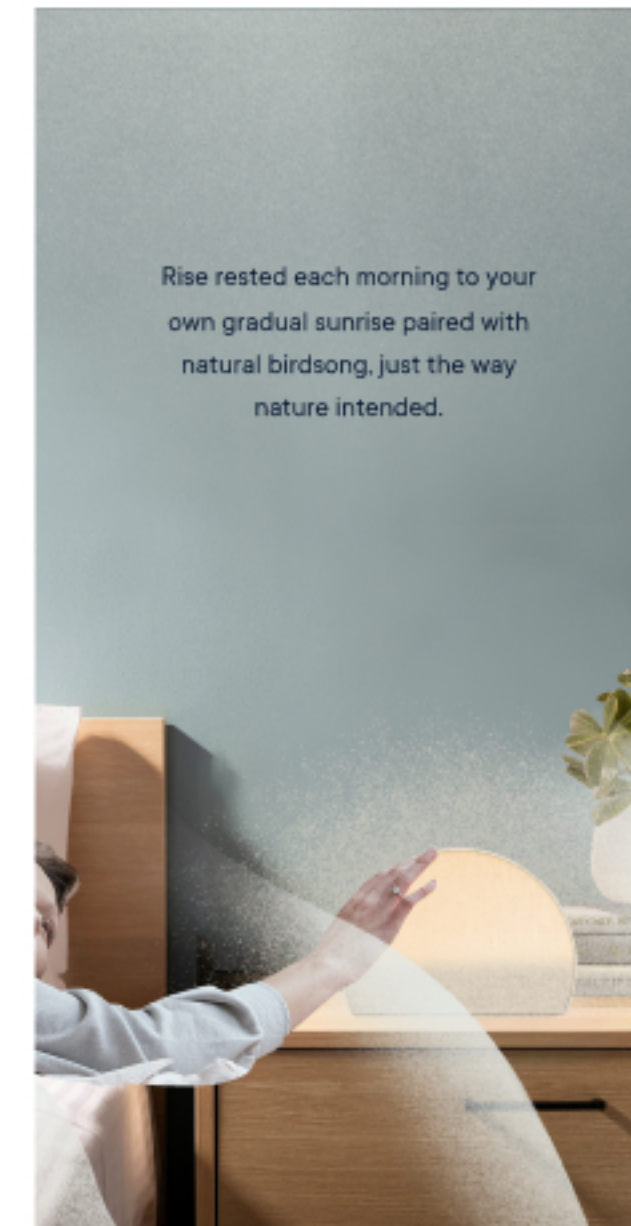
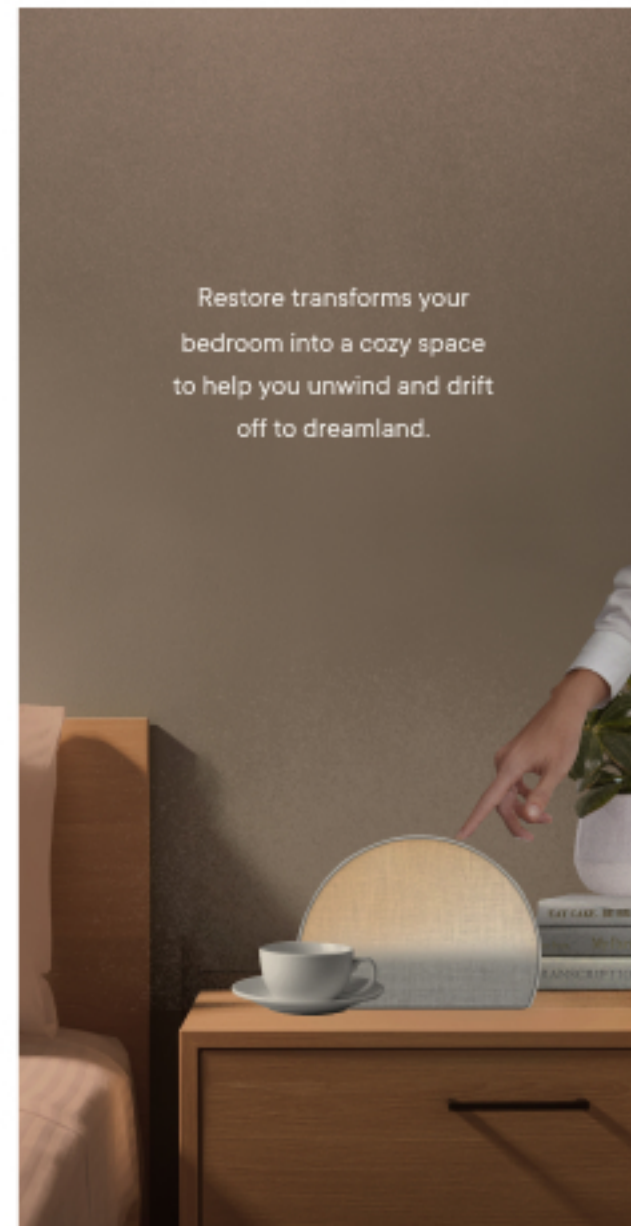
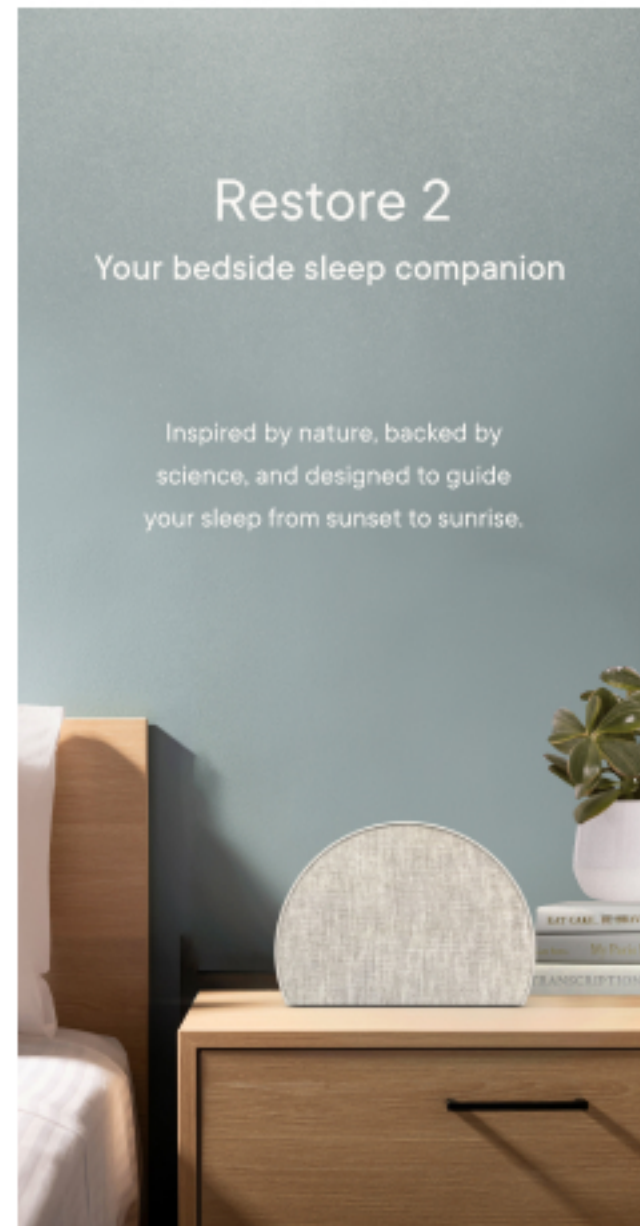
With talent

Ideally 2 shots per moment

Reference

While we're getting these shots, we would like to have these comps in mind since this is the direction we'll be moving forward with on the website.

Emphasis on straight on shots with hints of people in them. Shots 4-11 should be considered conceptual.



SHOT 4

Unwind 1

Reading in bed with Restore on nightstand with light on

Should include sunset feature

Device should be hero, but we want room to be able to crop to use the person too

Device color: Putty

Lighting: Nighttime

Talent: Urban female



SHOT 5

Unwind 2

Person laying down listening to a sleep meditation. Maybe we focus on the position of the person's body and hands so we capture the difference between meditating and sleeping

Should include sunset



Device color: Putty

Lighting: Nighttime

Talent: Urban female

SHOT 6

Sleep 1

Person leaning over and tapping the rest button



Device color: Putty

Lighting: Nighttime

Talent: Urban female



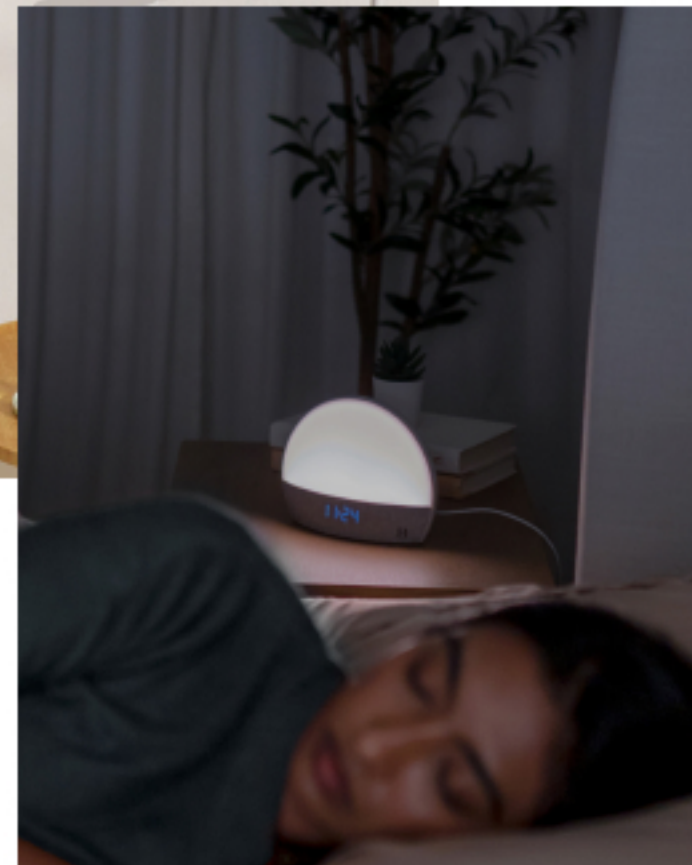
SHOT 7

Sleep 2

Product in focus, person sleeping in the peripheral.

Space to add sound illustrations in post

Device light will be off



Device color: Putty

Lighting: Nighttime

Talent: Urban female

SHOT 8

Sunrise 1

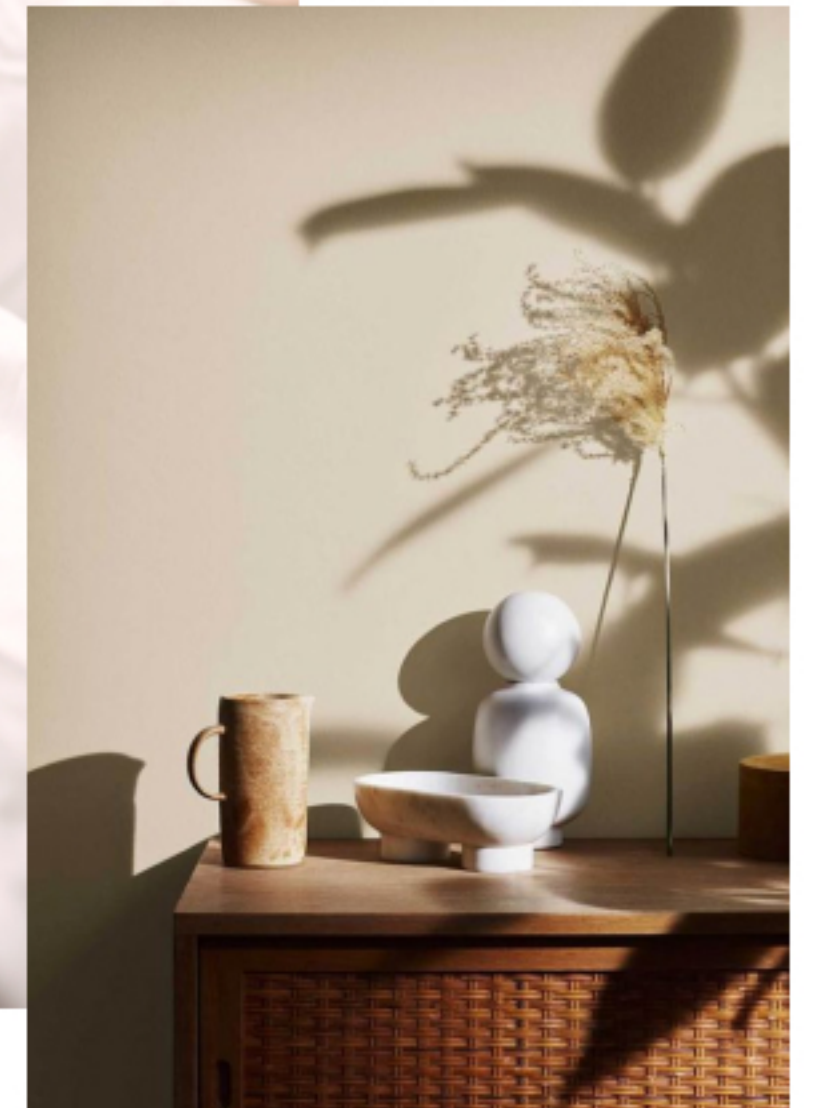
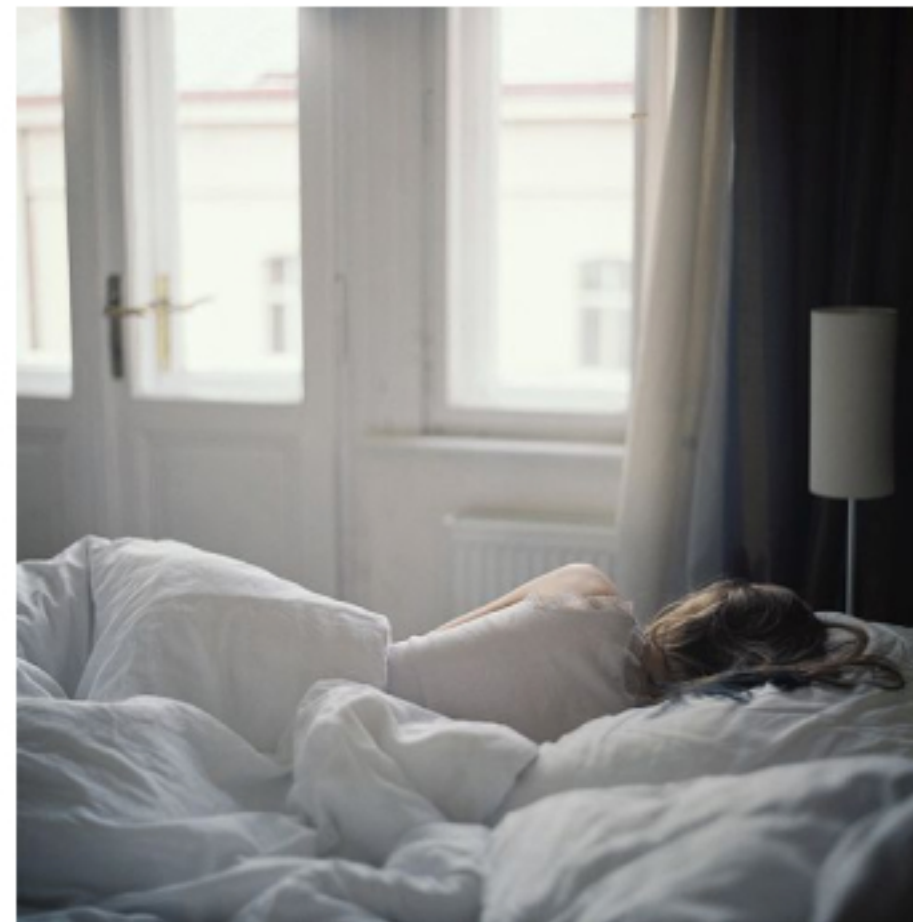
Someone sleeping as the sunrise alarm comes on. The moment where they're starting to wake up but not fully up yet

Device color: Putty

Lighting: Daytime / Golden hour

Talent: Urban female

Setup 2



SHOT 9

Sunrise 2

Sunrise alarm is on and the person is awake and sitting up/stretching, maybe getting out of bed or up around the room. The moment after “Sunrise 1”



Device color: Putty

Lighting: Daytime / Golden hour

Talent: Urban female

SHOT 10

Wake 1

Hand tapping device to start their morning routine. Human in shot should be the secondary focus.

Person is probably still in bed



Device color: Putty

Lighting: Daytime

Talent: Urban female

SHOT 11

Wake 2

Someone up and moving. Maybe getting ready for the day or doing some morning yoga/stretches. Could also be in another room of the house (kitchen making coffee or tea)

Ideally the person would be secondary and device would be in focus.



Device color: Putty

Lighting: Daytime

Talent: Urban female

Features

Minimal talent (mostly hands)

SHOT 12

Tap for time

Product focused shot of Restore on nightstand. Hand is reaching over from bedside and clock is on

Option to weave this into another shot

Device color: Latte

Lighting: Nighttime



Rest & Rise buttons (sleepy hands)

Hand tapping the device

- at night to start their bedtime routine
- In the morning to start their morning routine or turn off the alarm

Preference to have at least 2 bedside tables represented (maybe capture this during the bedroom personality scenes)

Device color: Putty

Lighting: Daytime + Nighttime



SHOT 14

Sunrise / light

Possible GIF for this one?

Sunrise color gradually comes in as room brightens

How much of this should be done post-production?



Device color: Putty

Lighting: Daytime

Setting up device (app focused)

Person setting up the device on their phone

Ideally the screen itself is not showing, and there's space to add UI to the photo to represent the app

Opportunity to add a “put the phone away” reference here. Setting up in bed, setting the phone down and starting the routine

Device color: Latte

Lighting: Daytime

Talent: Suburban mom



Hand tapping

Hand tapping the top of restore.

Hand placement should feel natural, someone walking up to the device at their bedside or leaning over in bed to tap

Device in focus, human secondary

Option to weave this into another shot

Device color: Slate

Lighting: Daytime + Nighttime

Talent: Male



Additional Product Video

No talent (hands only)

VIDEO

Product setup

Showing a general unboxing experience

- Opening the product
- Setting up restore on nightstand
- Hand taping the device

Device color: Putty

Lighting: Daytime / Golden hour

Setup 3



Nice-to-haves

No talent

SHOT 17

Light on / Light off

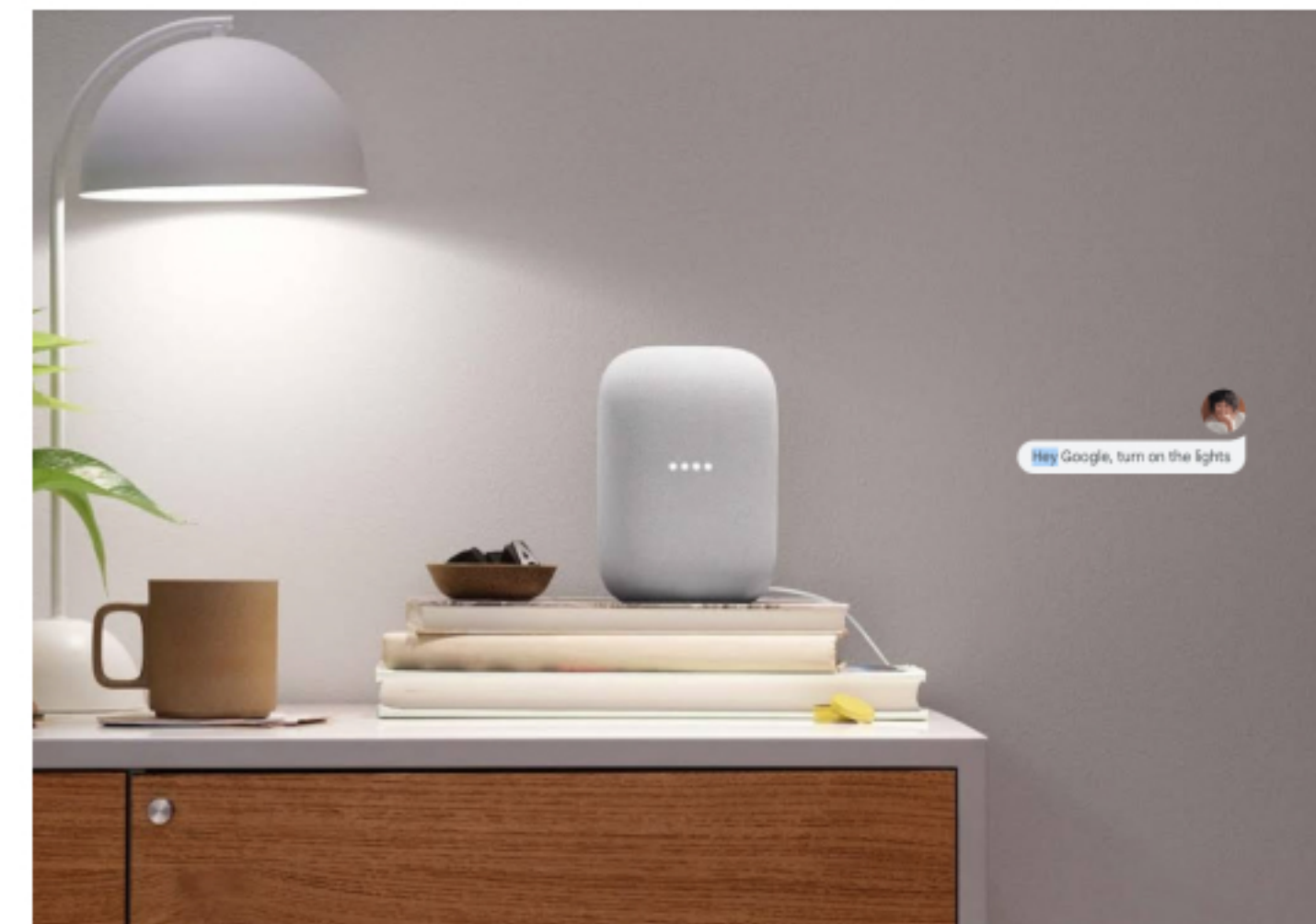
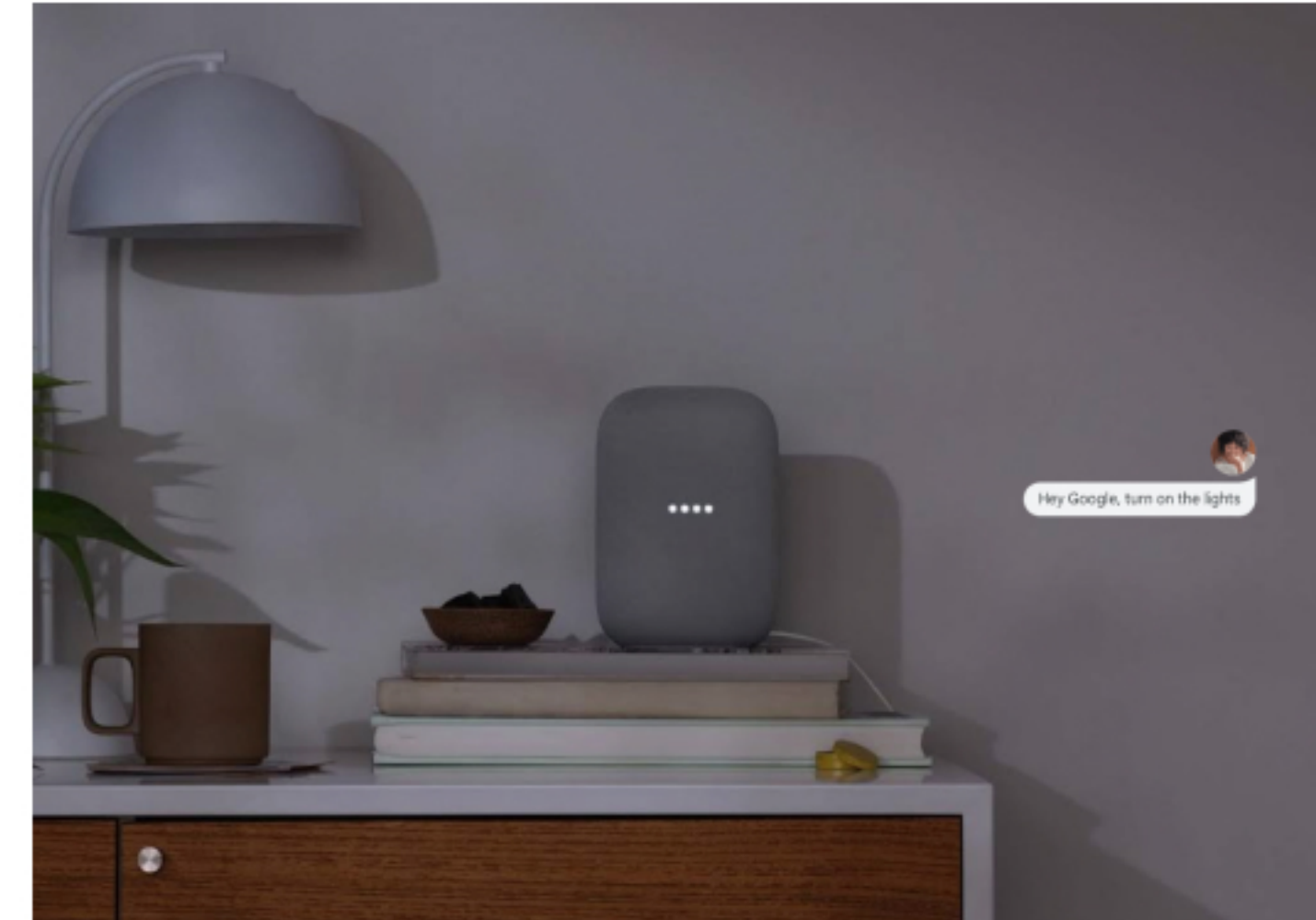
Potential turned in a GIF, a shot of Restore on a nightstand transitioning from day to night

Preference is to have a different setup than “bedroom personalities” shots

Option to include this in the bedroom personalities

Device color: Latte

Lighting: Nighttime



SHOT 18

Group shot

Group shot of all 3 colorways on table top (in situ)

*Paid consideration:
contrast of device/background
performs better*



Device color: All

Lighting: Daytime + Nighttime