



Location

Michigan

URL

www.jennair.com

Industry

Luxury Kitchen Appliances

Solution

- 3D Set Shots

Results

- High-quality visuals to support sales team on a modest budget
- Generated product images without having to source the product
- Quicker turnaround time than traditional set photography

“Well worth the money – and a big win for our brand!”

*- Marci Wark
Associate Marketing Manager
Jenn-Air*

3D SET SHOTS PROVIDE QUICK, CONSISTENT SOLUTION FOR SHOWCASING ARMOIRE-STYLE REFRIGERATOR DOOR PANELS

Challenge

Jenn-Air had completed a new armoire kit for its refrigeration units. The optional accessory would allow Jenn-Air refrigerators to seamlessly blend into existing kitchen cabinetry.

The sales team was eager to promote the new kit. They had already received black-and-white schematics that described the accessory. However, they approached the marketing department with a request for visuals that would enable them to help their customers – designers, builders and others – to “see” exactly how the kit would look in a kitchen environment.

The sales team needed high-quality photography that would showcase the armoire kit in its four available configurations.

Each configuration would require its own unique cabinetry – which, in turn, would require numerous set builds. However, the marketing department decided to explore options that were more cost effective and timely than traditional photography.

Cost wasn’t the only issue. As Jenn-Air Associate Marketing Manager Marci Wark explains, “So much time, as well as expense, goes into traditional photography. We needed a cost-effective solution that offered high-quality visuals, flexibility and a quick turnaround.”

Solution

As the marketing team began researching alternatives to traditional photography, an approach using digital 3D technology to produce set shots caught their attention. This process is capable of creating products in a photoreal environment – any décor, location, lifestyle or setting – without requiring set-building, product sourcing or photographers.

At first, the team was skeptical of the digital 3D process. “We’re never willing to sacrifice or compromise the appearance of Jenn-Air products. The number one priority for our visuals is that they must always portray our brand as luxury and super-premium,” says Wark.



MEDIA LAB
3D SOLUTIONS

“We needed a cost-effective solution that offered high-quality visuals, flexibility and a quick turnaround.”

“I realized that the 3D set shots I was viewing were certainly something I’d be proud to have represent my brand.”

“But when I saw MediaLab's samples from similar projects, I became more comfortable with using 3D set shots to represent the Jenn-Air brand. This gave me the confidence to move forward with the partnership.”

The Jenn-Air team wanted to ensure that the images visually showcased the armoire kit configurations in the most effective manner. The team worked with MediaLab’s design experts to find the best way for the art direction to fit the business need.

“Initially, we had thought that each configuration should be in a different setting.

However, after consulting with our MediaLab partners, we decided that we didn’t want different rooms and environments influencing the buying decision for consumers. We wanted to create an apples-to-apples comparison. So instead, we went with the same environment for all scenarios, to place the focus on the armoire kit itself,” says Wark.

The digital 3D production process made this strategy easy to accomplish. These results would have been more challenging – and costly – to achieve using traditional photography and multiple set builds.

Results

The Jenn-Air marketing team was able to use 3D set shots to achieve premium-quality photorealistic set images on a modest budget – and in a dramatically reduced delivery time.

Using traditional photography, this project would normally have required roughly six weeks. Partnering with MediaLab, Jenn-Air had images to share with its sales team in under two weeks. In addition, the 3D digital process eliminated all the costly and time-consuming coordination tasks normally involved with a traditional photography shoot – from sourcing product and coordinating photographers to building sets and prototypes, hiring stylists, and performing final photo-editing.

“This was well worth the money – and a big win for our brand!” says Wark.



A 3D set shot showing one of the four configurations of the Jenn-Air armoire kit



Next Steps

The Jenn-Air marketing team initially partnered with MediaLab to create images showcasing the European-style (frameless) cabinetry. However, to promote the appeal of the armoire kit to a broader audience, the team is now working with MediaLab to produce an additional series of 3D set shots that incorporate traditional-style (framed) cabinetry.

The consistent quality of the digital 3D images will ensure continuity across multiple Jenn-Air print and digital deliverables. All of the current 3D set shots will be used in the upcoming annual print catalog.

“MediaLab will be a resource Jenn-Air turns to when we need comparison photography. This was done so quickly, and the quality was outstanding!” says Wark.

About Jenn-Air

Since the introduction of the first self-ventilated cooktop in 1961 and downdraft ventilated range in 1965, Jenn-Air brand has consistently grown its reputation as a technology and design innovator. From downdraft cooktops, wall ovens and professional-style ranges to dishwashers, refrigerators and such entertaining essentials as warming drawers, built-in ice machines and wine cellars, Jenn-Air brand offers a complete line of major kitchen appliances.

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