



# CANDLE WARMER LAMP

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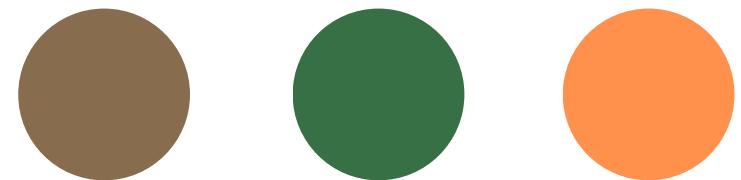
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- This document is for internal use only, and no direct changes shall be made from your end. Please coordinate with your CSM in this regard.
- All the concepts shown are what we feel best as per the information provided by you and our internal research on your product. Please highlight if any features were missed during the process.
- The design team will work according to what is directed in this plan. Please make sure you read all sections thoroughly and if you see the need for changes, please let us know beforehand to avoid any delays in the project.
- The references and examples showed here are to just convey the idea of how the project may be carried out. Images, however, may subject to change as per needed when the actual work starts.
- A maximum of 2 sets of revisions are allowed. This does not include reshoots/revamps.
- Each image does not receive a separate set of revisions. Please submit revisions on the plan as a whole.
- Sourced files will not be shared. Reach out to your respective CSM in case this is required.

## BRAND COLORS

Black #000000 , white #000000



## BRAND LOGO



## FONTS

**Heading | Name**

Subheading | Name

## BRAND TONE

Corporate, Elegant, Modern, Expressive, Confident, Friendly, Homely, Witty, Casual, Enthusiastic etc.

## BRAND PRODUCTION NOTES

Client requests, any overall design notes

## PROPS NOTES

List of props

## LOCATION NOTES

Clean modern home setting, nail salons and spas with neural and gold tones.

## MODEL NOTES

Spa settings with a woman model enjoying the relaxing environment. Mother and son sleeping together, displaying comfort and peace .

FEATURES	BENEFITS
Dimmer, on/ off button and timer function	Enjoy the scent of your favorite candle without having to light the wick. Continuous warmth is delivered, so you can enjoy the fragrance throughout the area. Can set the mood with the dimmer function
No smoke or open flame to ensure safety	Sleep soundly knowing the warmer has a fail-safe shut-off. Uses eco-friendly electricity rather than open flames- Safe for pets and children
Ergonomic adjustable lamp pole	Versatile design to fit any standard jar candle
Decorative appearance to enhance any living space	Bring warm, pleasant fragrances into any room without the risk of burn hazard.

# 1 MAIN IMAGE

Images for references only (do not reflect final outcome)

## Strategy

Showing the item being used and the purpose.

## Image Concept

- Image of the candle warmer with a candle in it
- Sized and placed to minimize white background emitting a soft, golden light that reflects off the ivory porcelain surface.
- Elegant design of the lamp adds a touch of elegance to the décor.



## PRODUCTION NOTES

**Location:** white background set

**Photography:** angled as reference with actual candle showing the use of the candle warmer.

**Design:** can add gold tones fern props as well as a fairy lighting effect at the back. Can also be placed on a gold placemat on a white counter top.

# 2 MAIN IMAGE

Images for references only (do not reflect final outcome)

## Strategy

What makes us different from the others

## Image Concept

- Its sleek design adds a sophisticated elegance as compared to the contemporary styles.
- Showing the difference with a side by side pic to visually see the comparison.

## PRODUCTION NOTES

**Location:** neutral tone background

**Photography:** angled as reference with the vs comparison

**Design:** full image pictures to enhance the whole background.

Body text explaining the differences. Can be a pros and con.



# 3 INFOGRAPHIC

Images for references only (do not reflect final outcome)

## Strategy

Ergonomic adjustable light pole

## Image Concept

- Versatile design to fit any standard jar size candle
- 3 different size candles to show the variations
- Photo of the candle warmer lamp with size labels on it to show the height.

## PRODUCTION NOTES

**Location:** Fully white background

**Photography:** Candle warmer can be angled straight with a prop item of a picture frame or three other candles of different sizes to show the dimensions when next to other items.

**Design:** Can add lines and arrow. Want a clean and basic background for no distractions



# 4 LIFESTYLE

Images for references only (do not reflect final outcome)

## Feature

Perfect for domestic or commercial purposes

## Image Concept

- Highlights the soft, flickering light of a candle warmer lamp in the warm, inviting atmosphere of a spa.
- The soft glow of the candle light adds a peaceful, restorative atmosphere to the calming environment of the spa.

## Header

## PRODUCTION NOTES

**Location:** spa setting or nail salon showing the commercial aspect of the lamp.

**Photography:** Next to a nail tech doing a basic clean manicure or next to a masseuse with white garments. Angled wider to show more of the item with lavender or chamomile flowers next to it on a table.

**Design:** keep it warm and relaxing but clean.



# 5 LIFESTYLE

Images for references only (do not reflect final outcome)

## Feature

Decorative appearance to enhance any living space

## Image Concept

- A luxurious candle warmer lamp radiates a soft, ambient light that illuminates the room, making it a welcome addition to any space
- candle warmer lamp adds a touch of sophistication to any living area.

## Header

Make your home look and smell good

## Subheading / Body Text / Icons

## PRODUCTION NOTES

**Location:** modern living room background can be blurred out a bit to focus on the candle to stand out. Can also be on a corner stand or table with floral props.

## Photography:

**Design:** gold orange and white tones for decor accents.



# 6 LIFESTYLE/INFOGRAPHIC

Images for references only (do not reflect final outcome)

## Feature

No more smoke or flame to ensure safety

## Image Concept

- Presents a warm and comforting atmosphere that is perfect for a candle warmer lamp product. It highlights a mother and her child snuggling together as the candle provides a nurturing glow to their room.
- Showing the peace of no longer having to worry about lit flames around your toddler.

## Header

Never worry in your sleep again

## Subheading / Body Text / Icons

Peace of mind knowing your home is safe

## PRODUCTION NOTES

**Location:** mother and a toddler on bed sleeping

**Photography:** angled as reference with the candle warmer on the night stand can be a front angle as well.

**Design:** earthy warm tones with image being not as bright to overshadow the lamp.



# 7 LIFESTYLE/INFOGRAPHIC

Images for references only (do not reflect final outcome)

## Feature

Adjustable pole, dimmer and timer function

## Image Concept

- Showcasing the lamp on a corner table set up with other decor

## Header

Product details

## Subheading / Body Text / Icons

Climate Friendly, efficient and safer. Made with premium quality materials.

## PRODUCTION NOTES

**Location:** modern living room or kitchen

**Photography:** want to add features of the candle warmer with images of the adjustable pole, bulb used, dimmer and timer option in Circle shapes at the side of the lamp. Image is to be zoomed in.

**Design:** ivory and white tones with gold accents keeping it clean.



# 8 LIFESTYLE/INFOGRAPHIC

Images for references only (do not reflect final outcome)

## Feature

Properly packed for gifting

## Image Concept

- Lamp with the packaging box to show brand recognition
- Showcasing the packaging of the lamp

## Header

Give the perfect gift to your loved ones for any occasion

## Subheading / Body Text / Icons

Perfectly designed in our elegant packaging to be gifted

## PRODUCTION NOTES

**Location:** white background

**Photography:** the product packaging with a bow in top of it showing as a gift or thin ribbon wrapped at the top of it.

**Design:** logo can be placed as well on the Warmer. Keep clean and fun.



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**FOR CHOOSING OUR SERVICES**

We can't wait to bring the absolute best out of your products  
Please don't hesitate to reach out and we will always answer your queries, ASAP

**REGARDS**



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