

NINTENDO X WM SHOOT 4
R2 CREATIVE CONCEPT DECK

01_14_2022

AGENDA

- Status Update
- Schedule
- Photo Concepts

WM X NINTENDO

STATUS UPDATE

CURRENT STATUS

- 3/5 shoots completed
- 69/138 photo assets delivered to Nintendo
- **Shoot 1:** 23 Assets Delivered
- **Shoot 2:** 23 Assets Delivered
- **Shoot 3:** 23 Assets Delivered +15 additional

NEXT STEPS

- **2** Shoots By March 2022
- **Shoot 4:** January 2022
- **Shoot 5:** February/March 2022
- 69 more photo assets



PRELIMINARY SHOOT 4 TIMELINE

Fri, 1/7: WM to share R1 Creative Concept Deck with Nintendo by EOD ✓

Wed, 1/12: Nintendo to provide feedback on R1 Concept Deck by EOD ✓

Fri, 1/14: WM to share R2/Final Creative Concept Deck with Nintendo by EOD for approval ✓

Mon, 1/17: Nintendo to sign off on Final Creative Concept Deck by EOD

REMAINDER OF SCHEDULE BELOW MAY PUSH SLIGHTLY PENDING RECEIPT OF ALL FINAL PRODUCT

1/18 – 1/23: Tentative Shoot Window

Tues, 1/25: Unedited Selects Delivered to Nintendo by EOD

Fri, 1/28: Feedback on Selects due by EOD

Wed, 2/2: Final Colored Assets delivered to Nintendo by EOD



PHOTO CONCEPTS

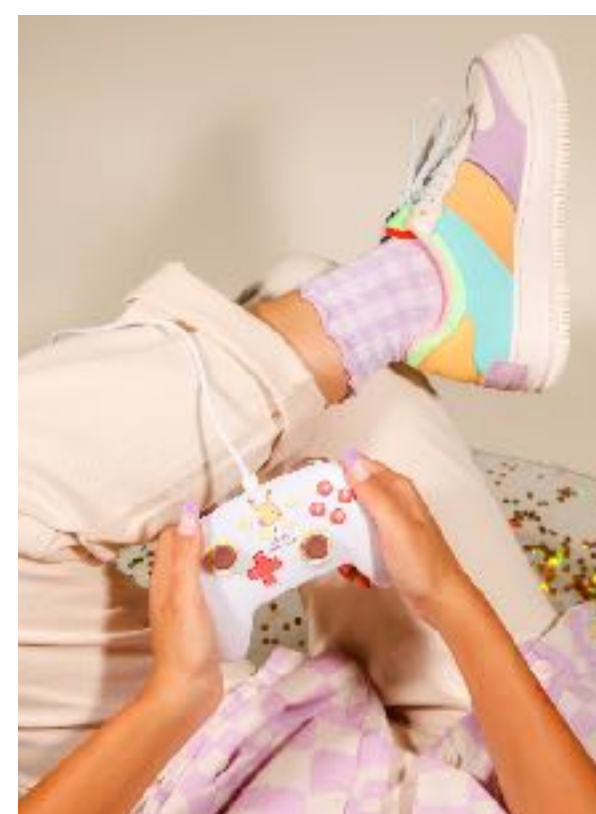
UP TO 46 ASSETS IN TOTAL

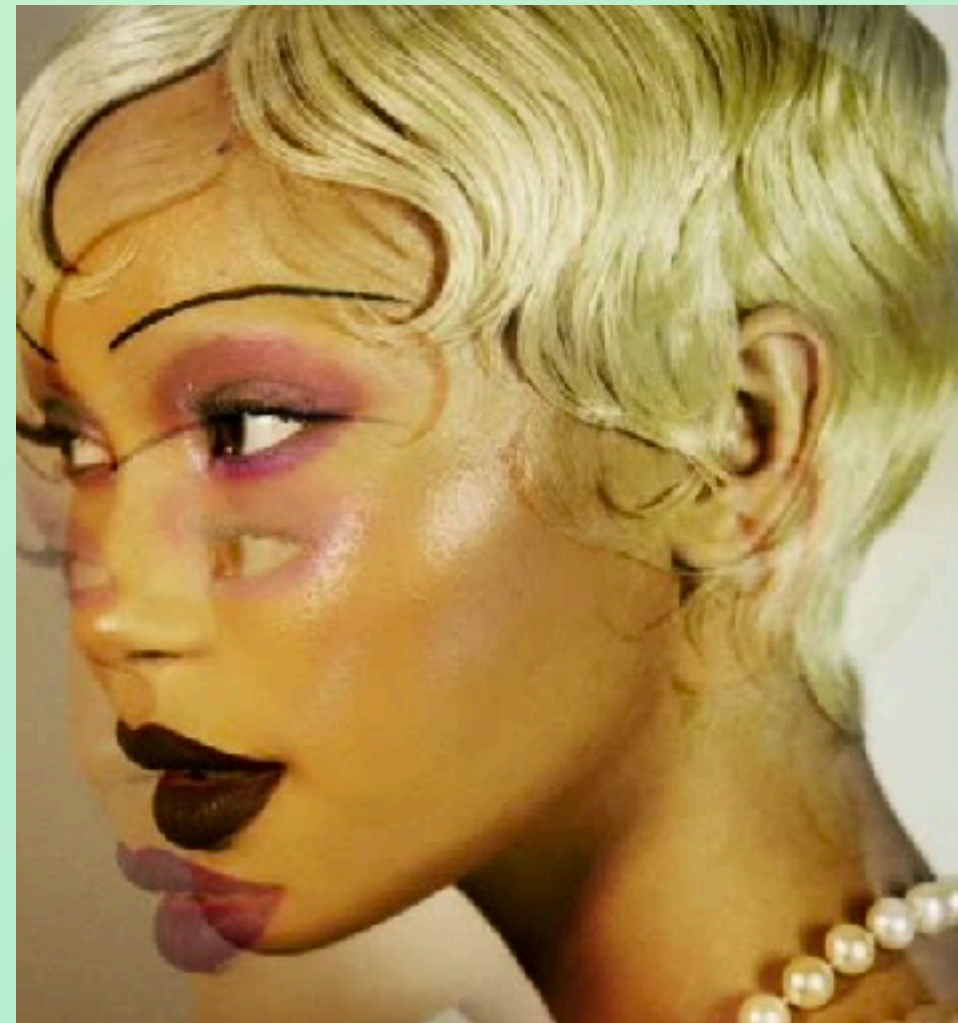
NINTENDO INSPIRED

WM SHOOTS 1-3

PREVIOUS NINTENDO INSPIRED

- Vibrant
- Playful
- Tells a story
- Taps into inner child, occasionally playing into nostalgia





SHOOT 4

NINTENDO INSPIRED

Continuing with the vibrant, playful, storytelling aspects of the previous 3 shoots these concepts will be inspired by self-care, reconnecting and growth as all are top of mind at the beginning of the year.

Products will lean into this when applicable, but remain playful enough to act as evergreen content.

LIGHTING APPROACH

To create awareness and consideration amongst our lifestyle focused audience, we utilize an aspirational aesthetic for thumb-stopping power and a natural aesthetic to maintain an accessible lifestyle.

REAL



Derived from the style guide organic aesthetic by using natural sunlight to capture sharp shadows and lighting imperfections.

OUTSIDE



Environmental shots that use sunlight and shadows to illustrate a natural, nostalgic feel.

STUDIO



In-Studio photography will use brand colors via lighting, vivid monochromatic set dressings, and various background and accent textures.

NATURAL



ASPIRATIONAL

OTHER OTHER CONSIDERATIONS

- All shots should look and feel COVID-safe, only 1-2 people in the shot and if faces are shown in public spaces, masks must be worn.
- Please keep Switch a safe distance away from water/fire/hazards.
- Key is to showcase Switch in various settings as an entertainment system you can take with you on all your travel adventures.
- For nature shots, place Switch in environments that are realistic/appropriate. Difficult ask but looking to shy away from the “why would you bring your Switch there?” comments/feedback.

HIGH LEVEL NOTES/ LEARNINGS:

- Close-up, detailed product shots resonate best with our audience.
- Imagery should have a strong narrative.
- Big brand partnerships should have very premium-feeling photography, with full, lively compositions.

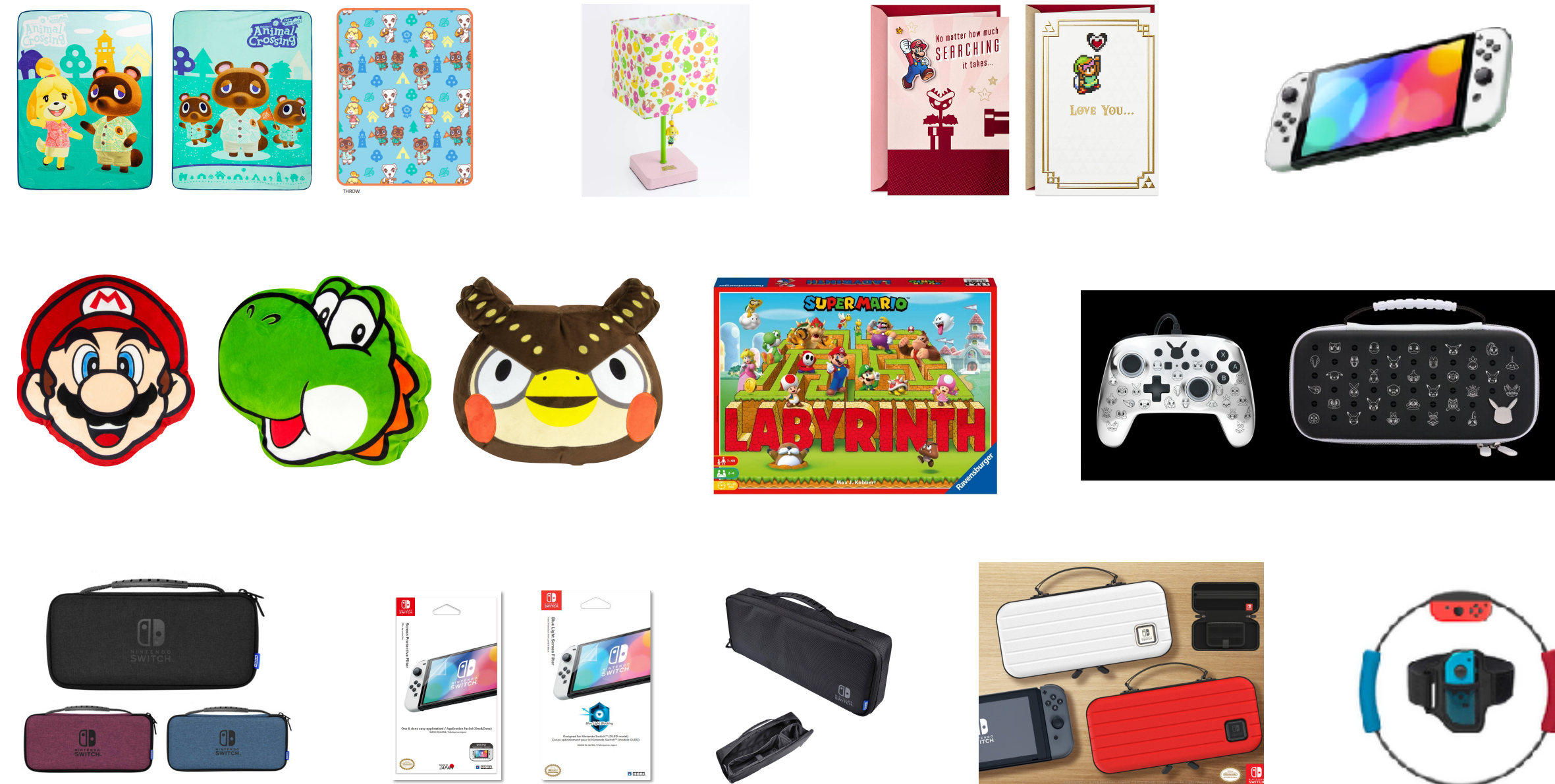


- Franco Animal Crossing: NH Throw Blankets
- Paladone Animal Crossing Isabelle Table Lamp
- Hallmark Valentines Day Cards
- OLED Nintendo Switch
- Tomy Club Mocchi Stuffed Toys
- Ravensburger Labyrinth Super Mario Edition
- Power A Pikachu Black & Silver Case and Controller
- Slim Tough Pouch (OLED Model)
- Screen Protective Filter (OLED Model) & Blue Light Cut Screen Filter (OLED Model)
- CARGO Pouch (OLED Model)
- Power A Travel Pro Case
- Nintendo Switch Ring Fit

PRODUCT OVERVIEW (21)

UP TO 37 ASSETS IN TOTAL





*OPTIONS ARE SUBJECT TO CHANGE DEPENDING ON EXECUTION



FRANCO ANIMAL CROSSING: NH THROW BLANKETS



NUMBER OF ASSETS: 3

SHOT	CONCEPT	LIGHTING	SET/PROPS	REFERENCE
1 & 2	<p>We'll have all three ACNH blankets hung up on a clothes line outside against a bright blue sky</p> <p>Any products used as set dressing are neutral and don't display competing IP.</p> <p>1 Shot with all ACNH Throw Blankets</p> <p>1 shot with just one ACNH Throw Blanket from a different angle</p>	<ul style="list-style-type: none"> - Clear, bright and heavily contrasted, rich color - Natural lighting 	<ul style="list-style-type: none"> - Clothes line - NI <u>Green</u> and Purple Clothes Pins - Outside 	 
3	<p>We will have a throw blanket draped on the foot of the bed showing off its full print</p> <p>Any products used as set dressing are neutral and don't display competing IP.</p>	<ul style="list-style-type: none"> - Lighter colors - More natural sunlight - Softer light 	<ul style="list-style-type: none"> - Bed - ACNH Pillow 	 

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PALADONE ANIMAL CROSSING ISABELLE TABLE LAMP






NUMBER OF ASSETS: 2

SHOT	CONCEPT	LIGHTING	SET/PROPS	REFERENCE
1	<p>Keep the light on and energy flowing at your desk</p> <p>ACNH Isabelle Table lamp perched on top of a desk with additional set dressings surrounding it</p>	<ul style="list-style-type: none"> - Soft Natural and clear lighting 	<ul style="list-style-type: none"> - Desk - Chair - Nintendo Switch OLED Controller - Light floral arrangement 	
2	<p>Get excited for Spring — we'll capture the Paladone ACNH Isabelle table lamp on top of a side table surrounded by flowers, confetti, ribbons and fruit emphasizing the fruit on the lamp shade</p>	<ul style="list-style-type: none"> - Saturated and contrasted - Bright and clear - Almost flat 	<ul style="list-style-type: none"> - White, yellow or green satin backdrop - Bright corresponding colored flowers growing around it - Fake or real peaches, pears, apples and bananas incorporated 	

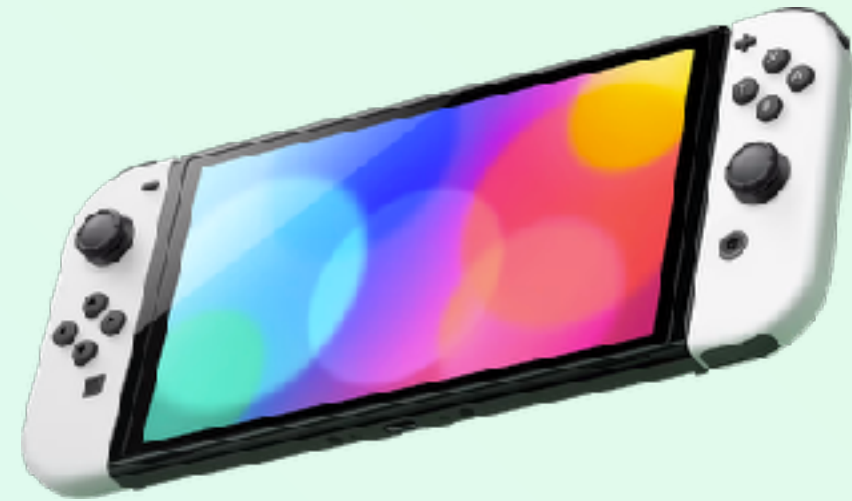
HALLMARK VALENTINES DAY CARDS



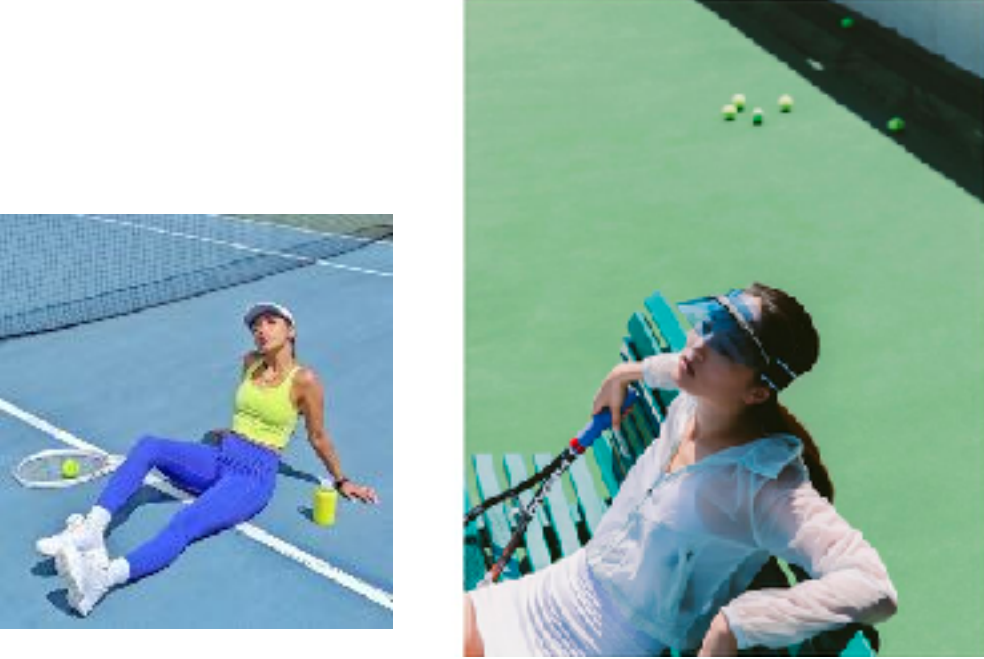
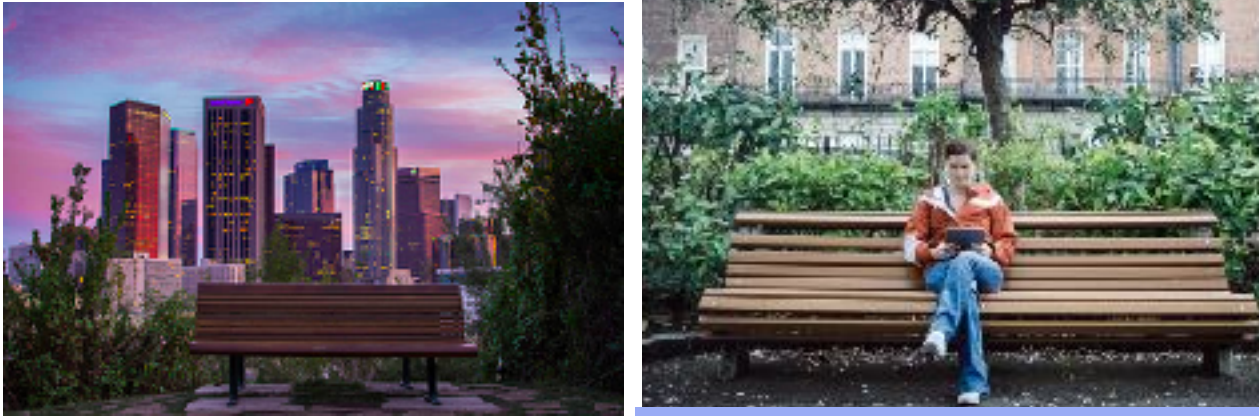
NUMBER OF ASSETS: 2

SHOT	CONCEPT	LIGHTING	SET/PROPS	REFERENCE
1	We'll close up on our model's hands holding a pen as if they're about to write a Super Mario Valentine's day card on a curated desk	<ul style="list-style-type: none"> - Vintage, heavily saturated and contrasted 	<ul style="list-style-type: none"> - Nintendo green or Purple desk - Both cards - Manicured Hands - Fun <u>Red pen</u> to bring out the red details in the cards 	
2	We'll have our model opening up a Valentine's day card close to their heart, focusing the close up shot on their hands and open card	<ul style="list-style-type: none"> - Clear and bright, natural lighting 	<ul style="list-style-type: none"> - Manicured or gloved hands - Nintendo Inspired Green or Purple Sweater 	 <p data-bbox="2425 1545 2985 1609">COMPOSITION</p>

OLED NINTENDO SWITCH



NUMBER OF ASSETS: 4

SHOT	CONCEPT	LIGHTING	SET/PROPS	REFERENCE
1 & 2	<p>While waiting to play a tennis match we catch our model sitting on the bench playing on their OLED Nintendo switch</p> <p>Ensuring this feels realistic or maybe even more product-shot like we'll experiment with different set-ups and compositions we'll give you a couple of options to choose from for the final asset</p>	<ul style="list-style-type: none"> - Bright - Contrasted lighting - Natural light 	<ul style="list-style-type: none"> - Tennis Court - Model 	
3 & 4	<p>A model playing on an OLED Nintendo Switch on an aesthetically pleasing park bench</p> <p>1 Peering over the model's shoulder playing on OLED Nintendo Switch</p> <p>1 straight on shot of a model gaming on OLED Nintendo Switch</p>	<ul style="list-style-type: none"> - natural outdoor lighting - Direct Sunlight 	<ul style="list-style-type: none"> - Park Bench - Model - Manicured Hands 	 <p>COMPOSITION</p>

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TOMY CLUB MOCCHI STUFFED TOYS



INVENTORY:

- Club Mocchi- Mocchi- Animal Crossing Blathers Mega 15 Plush Stuffed Toy
- Club Mocchi- Mocchi- Super Mario Yoshi and Mario Mega 15 Plush Stuffed Toys




NUMBER OF ASSETS: 5

SHOT	CONCEPT	LIGHTING	SET/PROPS	REFERENCE
1 & 2	<p>Playing into self-care and sleep we will have both Mario and Yoshi pillows propped up next to each other in front of two neutral-colored Pillow shams and on top of a bed</p> <p>*Super Mario and Animal Crossing pillows will not be shot together</p> <p>1 shot of Mario & Yoshi Pillows</p> <p>1 shot of ACNH Pillow</p>	<ul style="list-style-type: none"> - Soft light - Natural sunlight - Lighter colors 	<ul style="list-style-type: none"> - Bed - Light - Both Mario and Yoshi pillows together - As well as separately 	
3, 4, 5	<p>We will capture all three of these pillows separately against a Nintendo inspired green back drop and surrounded by flowers, confetti, and ribbons</p> <p>1 shot of Mario Pillow</p> <p>1 shot of Yoshi Pillow</p> <p>1 shot of ACNH Pillow</p>	<ul style="list-style-type: none"> - Vintage, heavily saturated and contrasted 	<ul style="list-style-type: none"> - NI Green satin or velvet backdrop - Bright corresponding colored flowers growing around it with ribbons and confetti 	

RAVENSBURGER LABYRINTH SUPER MARIO EDITION



NUMBER OF ASSETS: 2

SHOT	CONCEPT	LIGHTING	SET/PROPS	REFERENCE
1	After being served Labyrinth, it is revealed it is a dinner party setting, but instead of food there is a game of Labyrinth set-up and in full swing	<ul style="list-style-type: none"> - Nostalgic, heavily saturated - Film 	<ul style="list-style-type: none"> - Red Blue, green table cloth - Green Back drop (same as one above) - Color Coordinated Candles - Drinks and glass bowls of snacks 	  <p>COMPOSITION</p>
2	Game night at a bed-picnic: Game of labyrinth is set-up on top of a neutral colored bed	<ul style="list-style-type: none"> - Lighter colors - More natural sunlight - Softer light 	<ul style="list-style-type: none"> - Bedroom - Lighter colors 	

POWER A PIKACHU BLACK & SILVER CASE AND CONTROLLER



NUMBER OF ASSETS: 4

SHOT	CONCEPT	LIGHTING	SET/PROPS	REFERENCE
1	Close up of a model clutching both Pikachu black & silver case and controller against their chest	<ul style="list-style-type: none"> - Clear and bright, natural lighting - Contrasted and saturated 	<ul style="list-style-type: none"> - Manicured hands - Model wearing Monochromatic Nintendo Inspired Purple or Green chunky sweater so that the silver and black of the controller and case pop 	
2, 3 & 4	<p>Picking up on the silver details in the case and controller we will have them perched in the middle with an all silver tinfoil-like backdrop with surrounding lights</p> <p>1 shot of just black & silver Pikachu case</p> <p>1 shot of just black & silver Pikachu controller</p> <p>1 shot of both products together</p>	<ul style="list-style-type: none"> - Clear and bright, natural lighting - Contrasted and saturated 	<ul style="list-style-type: none"> - Silver back drop - Bright lights 	<div data-bbox="2349 1088 2615 1322"> <p>INSPIRATION</p> </div> <div data-bbox="2748 1059 2982 1238"> <p>COMPOSITION</p> </div> <div data-bbox="2748 1285 2982 1463"> <p>COMPOSITION</p> </div> <div data-bbox="2748 1510 2982 1688"> <p>COMPOSITION</p> </div>

*OPTIONS ARE SUBJECT TO CHANGE DEPENDING ON EXECUTION

SLIM TOUGH POUCH (OLED MODEL)



NUMBER OF ASSETS: 2

SHOT	CONCEPT	LIGHTING	SET/PROPS	REFERENCE
1	<p>To show off the Slim Tough Pouch's versatility we'll have multiple shots of the same model doing different poses against a white seamless in an outfit that is in Nintendo Inspired green or purple</p> <p>In post we will combine the different poses on to one frame</p>	<ul style="list-style-type: none"> - Clear and bright - Saturated 	<ul style="list-style-type: none"> - bubbles! - White seamless or nintendo inspired seamless - High contrast between model and backdrop 	
2	<p>We will have our model be shot from below looking up at her with a forced perspective gaze against a city scape</p>	<ul style="list-style-type: none"> - natural lighting - Direct Sunlight 	<ul style="list-style-type: none"> - Outside - City Scape/ skyline 	

SCREEN PROTECTIVE FILTER (OLED MODEL) & BLUE LIGHT CUT SCREEN FILTER (OLED MODEL)



NUMBER OF ASSETS: 2

SHOT	CONCEPT	LIGHTING	SET/PROPS	REFERENCE
1	Shot of the packaging on top of a desk to show off both of the boxes and packaging	<ul style="list-style-type: none"> - Bright, light and clear - Natural lighting 	<ul style="list-style-type: none"> - Desk - Candles and flowers - OLED Switch 	
2	<p>We'll catch our model applying screen protective filter on their OLED Switch</p> <p>Close-up Action shot: shooting when the protective filter is halfway on the switch's screen</p>	<ul style="list-style-type: none"> - Bright, light and clear - Natural lighting 	<ul style="list-style-type: none"> - OLED Switch - Nintendo green or Purple desk - Manicured Hands 	

CARGO POUCH (OLED MODEL)



NUMBER OF ASSETS: 3

SHOT	CONCEPT	LIGHTING	SET/PROPS	REFERENCE
1 & 2	<p>Knock Knock! We see a model standing outside the front door with a floral wreath we see the back of a model holding the cargo pouch behind her</p> <p>1 close-up shot with OLED poking out of the Cargo pouch</p> <p>1 zoomed-out shot with it just the Cargo case zipped up</p>	<ul style="list-style-type: none"> - natural lighting - Direct Sunlight 	<ul style="list-style-type: none"> - Front Door - Floral Wreath - OLED Nintendo Switch - Model 	<p>COMPOSITION COMPOSITION</p> <p>SET INSPO</p>
3	<p>You have arrived: You see two friends opening up the Cargo pouch with the OLED Nintendo switch on a stylized table</p>	<ul style="list-style-type: none"> - natural lighting - Bright Clear and Contrasted 	<ul style="list-style-type: none"> - Table top - Nintendo green or purple table cloth - Table dressings - 2 Models 	

POWER A TRAVEL PRO CASE



NUMBER OF ASSETS: 2

SHOT	CONCEPT	LIGHTING	SET/PROPS	REFERENCE
1	Resolution: self reflection ... For this concept, we'll go full-throttle fashion editorial with experimental, mirrored sets and compositions.	<ul style="list-style-type: none"> - Highly contrasted - Saturated, bright and clear 	<ul style="list-style-type: none"> - Mirror - Colorful set dressings - Bubbles - NI Colored Black or sky surface for travel case to rest on 	
2	We'll channel current visual trends in sporty editorial fashion photography using forced perspective and complimentary outfits. The model will be holding the bag above their head against a sky backdrop	<ul style="list-style-type: none"> - Clear and bright - Natural lighting - Contrasted and saturated - Outdoor lighting 	<ul style="list-style-type: none"> - Sky Backdrop - Model 	

RING FIT ADVENTURE



NUMBER OF ASSETS: 6

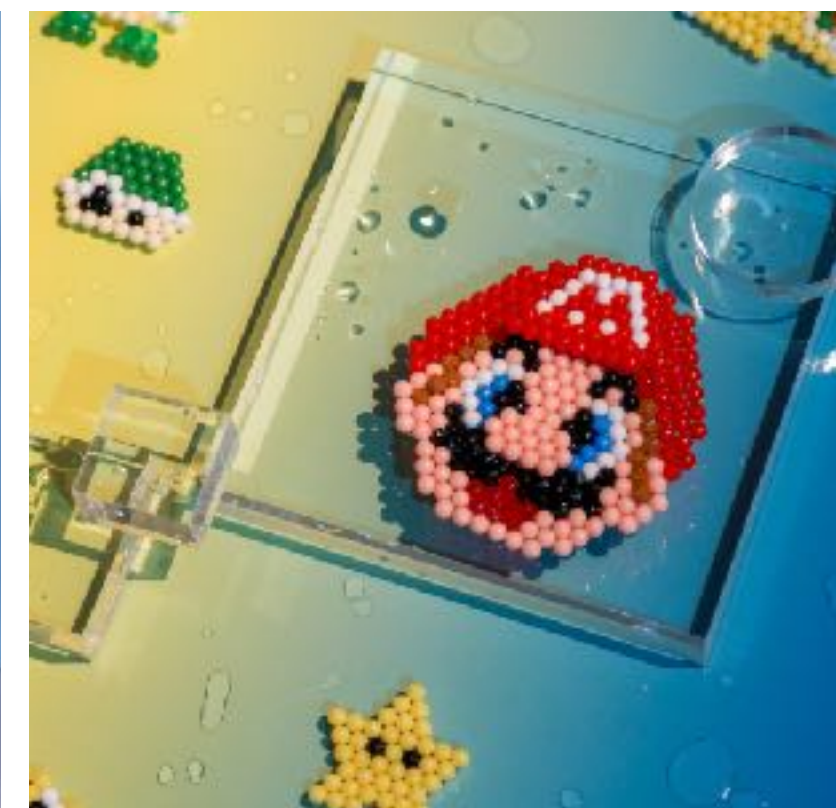
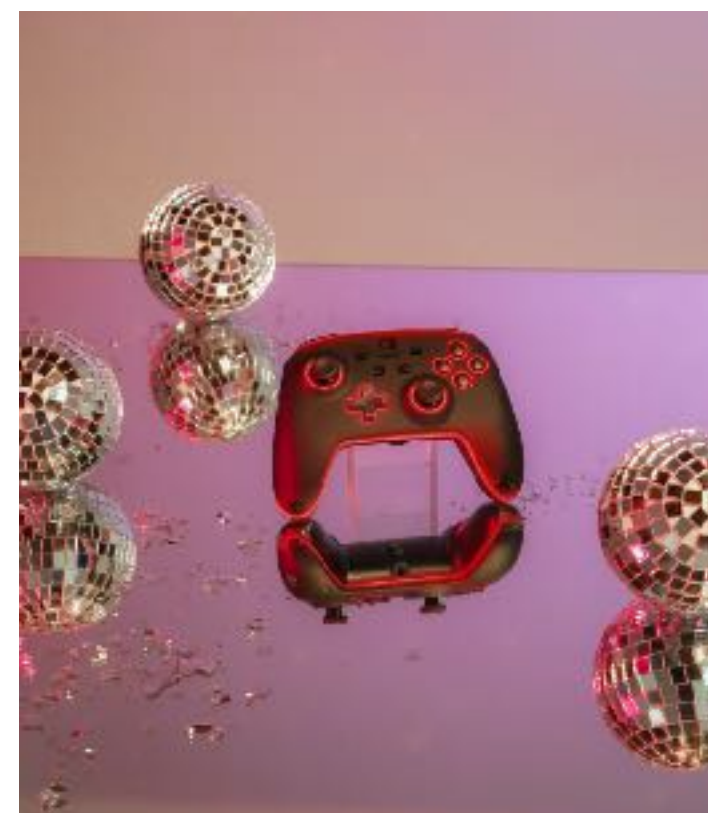
SHOT	CONCEPT	LIGHTING	SET/PROPS	REFERENCE
1 & 2	<p>Keeping up with New Year resolution to stay fit we'll focus on a model performing different Ring Fit exercises in front of a colored seamless. We will have the model do two different exercises/poses with the Ring Fit adventure referencing the Ring Fit Adventure Style Guide</p> <p>1 shot with OLED</p> <p>1 shot with Classic Red/Blue Switch</p>	<ul style="list-style-type: none"> - Vintage, heavily saturated and contrasted 	<ul style="list-style-type: none"> - NI Colored seamless - Models will be diverse and outfitted in Terry cloth sweatsuits 	
3 & 4	<p>Starting off the New Year with a fitness journey from home we'll see our model doing different ring fit exercises in front of a TV and Couch as well as the ring fit on its own. We will have the model do two different exercises/poses with the Ring Fit adventure Ring Fit Adventure Style Guide</p> <p>1 shot with OLED</p> <p>1 shot with Classic Red/Blue Switch</p>	<ul style="list-style-type: none"> - Natural bright lighting - Heavy contrast - Bright and clear 	<ul style="list-style-type: none"> - Very chic and hip living room - Disco Balls and fun floral arrangements added - Models will be diverse and outfitted in Terry cloth sweatsuits 	<p>COMPOSITION</p> <p>SET INSPO</p>
5 & 6	<p>Our model will pose doing a ring fit exercise on a white backdrop. To Demonstrate motion, in post, we will duplicate the model and turn down the opacity so that the duplicates are faded into the background</p> <p>1 shot with OLED</p> <p>1 shot with Classic Red/Blue Switch</p>	<ul style="list-style-type: none"> - More natural sunlight - Softer light 	<ul style="list-style-type: none"> - White back drop - Models will be diverse and outfitted in Terry cloth sweatsuits 	

MAIN BRAND
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WM SHOOTS 1-3

PREVIOUS NINTENDO MAIN BRAND

- Grounded, universal extension of “elevated make-believe”
- Straightforward, hyper-real studio lighting. No color gels or heightened studio lighting effects
- Simpler, color block props and sets
- Palette skews more primary. Traditional Nintendo brand colors



PRODUCT OVERVIEW (6)

UP TO 9 ASSETS IN TOTAL

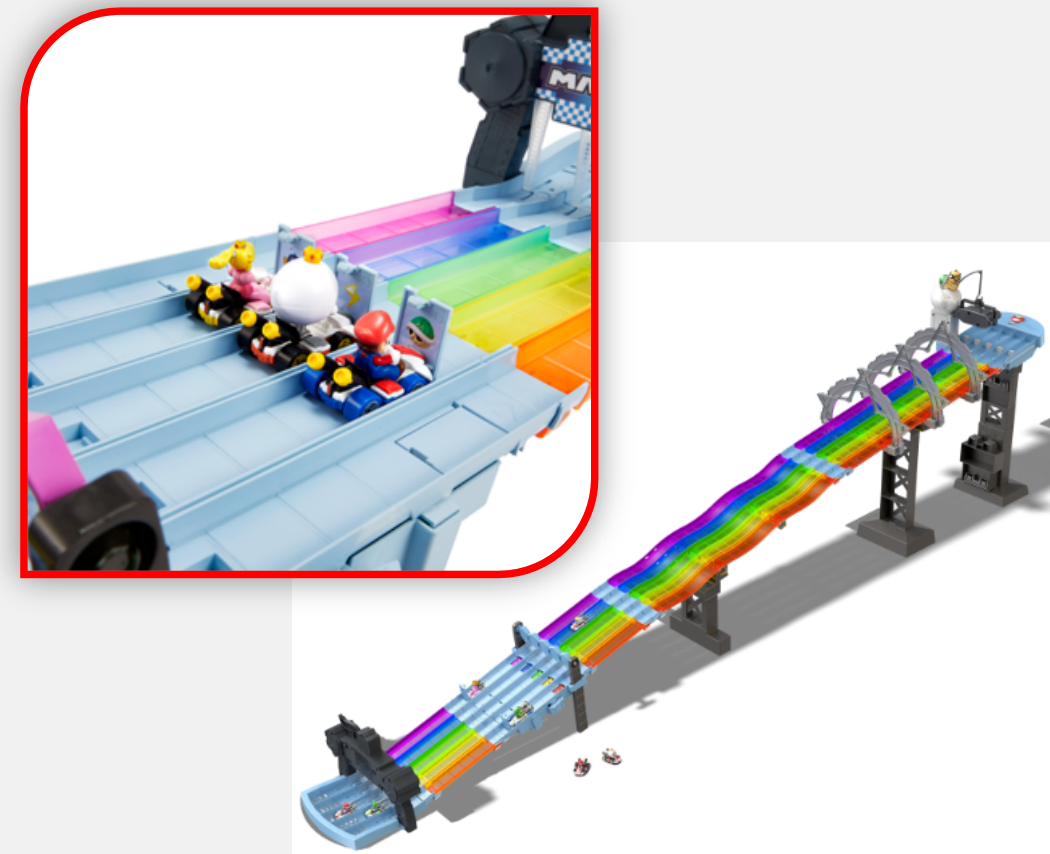
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PALADONE SUPER MARIO BROS. BUILD A LEVEL LIGHT



HYLIAN SHIELD PVC STATUE



MATTEL/HOT WHEELS MARIO KART RAINBOW ROAD RACEWAY TRACK SET




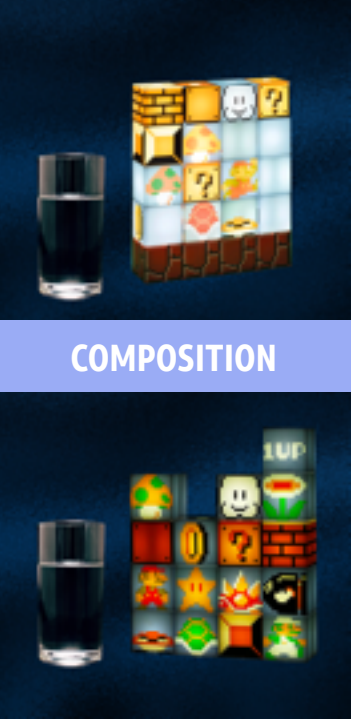

LEGENDS OF ARCEUS VIDEO GAME ACCESSORIES

PALADONE SUPER MARIO BROS. BUILD A LEVEL LIGHT



PALADONE®

NUMBER OF ASSETS: 3

SHOT	CONCEPT	LIGHTING	SET/PROPS	REFERENCE
1 & 2	<p>Shot through a glass table we see the perspective from below of an illuminating Mario build a level light that makes it look like it is towering over the viewer</p> <p>We will have set dressings around it to give accurate size reference of the Mario Build Level Light</p> <p>1 shot of all light blocks stacked together</p> <p>1 shot of the light with some blocks around it</p>	<p>Dark, the main source of light is the level light itself</p> <p>Make sure the illuminating shadows are clear</p>	<ul style="list-style-type: none"> - Navy Satin background - Glass table - Set dressings: example glass of water, vase - Have 2 different set-ups to show its versatility 	  <p>COMPOSITION</p>
2	<p>Bring some light to your morning routine, set on top of a brightly colored dresser we see the Mario Brothers build a level light surrounded by other table top accessories</p>	<p>Bright, clear, contrasted and saturated</p>	<ul style="list-style-type: none"> - Dresser that is either white, blue, red or yellow - Flowers, plants - Glass of water - OLED Switch 	

HYLIAN SHIELD PVC STATUE



NUMBER OF ASSETS: 2

SHOT	CONCEPT	LIGHTING	SET/PROPS	REFERENCE
1	Hylian Shield perched on top of a boulder mirroring Zelda on top of a mountain in Zelda Breath of the Wild Game key art	Bright, clear, contrasted and saturated	<ul style="list-style-type: none"> - Boulder - Blue Sky Backdrop 	
2	Dressing up your dresser we'll set the Hylian Shield PVC statue next to a brown jewelry box emulating the box that the Hylian Statue is found in the game	Bright, clear, contrasted and saturated	<ul style="list-style-type: none"> - Dresser - <u>Brown Jewelry Box</u> 	

LEGENDS OF ARCEUS VIDEO GAME ACCESSORIES



NUMBER OF ASSETS: 4

SHOT	CONCEPT	LIGHTING	SET/PROPS	REFERENCE
1, 2 & 3	<p>Inspired by Arceus's golden rings we will have a golden backdrop with reflective gold table with different table top accessories</p> <p>1 shot of case</p> <p>1 shot of controller</p> <p>1 shot of both controller & case</p>	Bright, clear, contrasted and saturated	<ul style="list-style-type: none"> - Gold accessories - Gold reflective surface 	
4	<p>A close up of models hands taking OLED Nintendo Switch out of an Arceus Case surrounded by a bed of flowers and grass that is inspired by the Key art</p> <p>1 shot with hand pulling Switch Controller out of the case</p> <p>1 shot of just the case</p>	Bright, clear, contrasted and saturated	<ul style="list-style-type: none"> - hand model - Grass and flowers 	



THANKS
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