

Rear View Mirror Phone - Image Guidelines

Competitor Links:

<https://www.amazon.com/dp/B0D9R6V44F>

<https://www.amazon.com/dp/B0B5ZKF7KH>

<https://www.amazon.com/dp/B0BB2G5YJ5>

Image Guidelines:

1. Main Image:

- **Content:** A clear, high-resolution shot of the Rear View Mirror Phone Holder, angled to show its primary function and design.
- **Composition:**
 - The product should fill approximately 85% of the frame.
 - A clean, pure white background.
 - Ensure the product is well-lit, showing all details.
- **Infographics/Text:** None on the main image, as per Amazon guidelines.
- **Purpose:** To provide a clear and appealing first impression of the product.
- **Example Heading text:** "HOLD360 Rear View Mirror Phone Holder"

2. Product Technical Specifications:

- **Content:** A detailed image showcasing the product's dimensions, materials, compatibility, and other technical specifications.
- **Composition:**
 - Use a clean, organized layout with clear labels and measurements.
 - Include visual representations of dimensions (e.g., diagrams with measurements).
 - Show compatible phone sizes and mirror dimensions.
 - Use icons to represent materials (e.g., ABS plastic, silicone).
- **Infographics/Text:**
 - "Adjustable Width: [Dimensions]"
 - "Compatible Phone Size: [Dimensions]"
 - "Material: [Materials]"
 - "360-Degree Rotation"
- **Purpose:** To provide customers with essential technical information to make an informed purchase.
- **Example Heading text:** "Technical Specifications: Know Your Holder"

3. Product Feature Image:

- **Content:** Highlight 3-4 key features of the phone holder using close-up shots and infographics.
- **Composition:**
 - Show the adjustable clamp, 360-degree rotation, and secure grip.
 - Use arrows and callouts to point out specific features.
 - Show the stability of the product.
- **Infographics/Text:**
 - "One-Hand Operation"
 - "360° Rotatable"
 - "Secure Grip"
 - "Adjustable Clamp"
- **Purpose:** To showcase the product's unique selling points and benefits.
- **Example Heading text:** "Key Features: Drive Safely and Conveniently"

4. How to Use Image:

- **Content:** A step-by-step visual guide on how to install and use the phone holder.
- **Composition:**
 - Use clear, sequential images or a short animated GIF.
 - Show the process of attaching the holder to the rear view mirror.
 - Demonstrate how to insert and remove the phone.
 - Use numbered steps.
- **Infographics/Text:**
 - "Step 1: Attach to Mirror"
 - "Step 2: Adjust Clamp"
 - "Step 3: Insert Phone"
- **Purpose:** To provide clear instructions and reduce customer confusion.
- **Example Heading text:** "Easy Installation: Simple Steps to Secure Your Phone"

5. Lifestyle Image Showcasing Product Usage:

- **Content:** A lifestyle image showing the phone holder being used while driving.
- **Composition:**
 - Show the phone holder positioned at eye level, providing a clear view of the screen.
 - Use a natural driving scene (e.g., a scenic road, city street).
 - Focus on the convenience and safety of using the holder.
 - Use a model that appears to be driving safely.
- **Infographics/Text:**
 - "Hands-Free Navigation"
 - "Safe Driving"
- **Purpose:** To demonstrate the product's benefits in a real-world scenario.
- **Example Heading text:** "Navigate with Confidence: Keep Your Eyes on the Road"

6. Lifestyle Image Where Product Can Be Used:

- **Content:** Show the product being used in various driving scenarios (e.g., road trips, daily commutes, ride-sharing).
- **Composition:**
 - Use diverse settings and perspectives.
 - Show the product in different types of vehicles.
 - Highlight the versatility of the phone holder.
- **Infographics/Text:**
 - "Perfect for Road Trips"
 - "Ideal for Ride-Sharing"
 - "Essential for Daily Commutes"
- **Purpose:** To expand the product's appeal and show its versatility.
- **Example Heading text:** "Versatile Use: For Every Drive"

7. What's in the Package Image:

- **Content:** A clear, organized image showing all the items included in the package.
- **Composition:**
 - Lay out all the components neatly on a clean background.
 - Include the phone holder, any included accessories, and the user manual.
 - Use labels to identify each item.
- **Infographics/Text:**
 - "Rear View Mirror Phone Holder"
 - "User Manual"
- **Purpose:** To inform customers of exactly what they will receive.
- **Example Heading text:** "What's Included: Everything You Need"