

Docking Drawer® UGC Shot List

Tips for Taking Videos & Photos
of Your In-Drawer Outlet



We value videos and photos of our solutions in your projects. Not only do they help us to make better in-drawer outlet solutions, they also fuel the imaginations of our customers. With this in mind, we wanted to share with you this Shot List with examples of our most requested content to help you capture Docking Drawer solutions in action.

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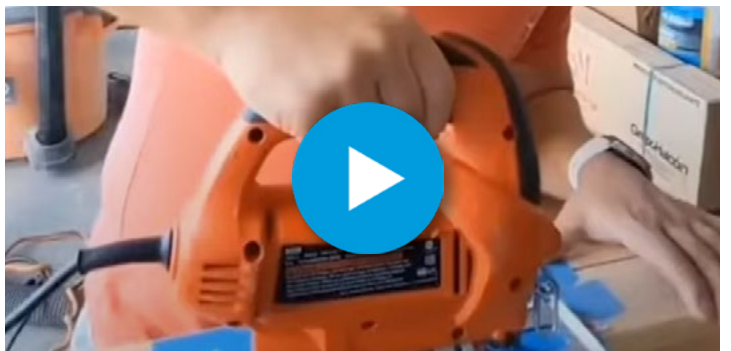
Example 1: "Before" Videos & Photos

- ★ **Pro Tip:** Show us the room, area and space where you Docking Drawer will go.
 - Problem Content: Take videos to show us the clutter, functional problems of the area, and why you need a solution like Docking Drawer.
 - If you are remodeling, show the before of your room



Example 2: Installation Videos & Photos

- ★ **Pro Tip:** Show off people and tools and all aspects of the installation.
 - Show off all steps of the process, including unboxing, installation, and any installation techniques you've used.



Example 3: Testimonial Videos

Walk us through your project. Use videos to capture your project in action and tell us why you chose Docking Drawer.

We'd love to see you on camera and for the camera to be set up far enough back to provide context of where the outlet is installed.

1 Record Discovery Phase Clips

- How did you find out about Docking Drawer?
- Why did you choose Docking Drawer over another option?
- Share your experience in specifying Docking Drawer into your project. How were your dealings with our resources and our team?

2 Record Testimonial Clips

- Tell us about the room, the design, the vision for your space
- How does Docking Drawer make it better?
- Why are you participating in our Content Buying program? What do you think of the process?

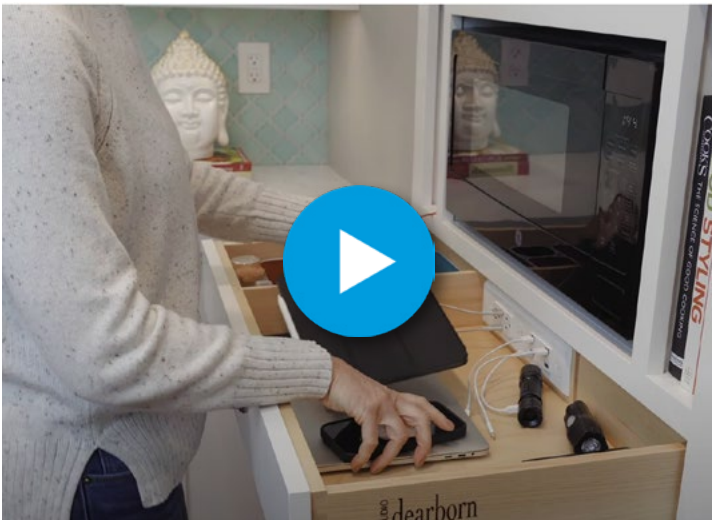


Example 4: Demonstration Videos

Show off your finished project with a walkthrough of your space and demonstrate your Docking Drawer in action.

Set up a tripod or ask a friend to record you:

- Opening and closing the drawer
- Plugging/unplugging a device
- Using a device while it's being powered by your in-drawer outlet



Example 5: "After" Photos

Show off your finished project with a variety of the angles. Take a step back to provide more context of where the outlet is installed:

- 3/4 View
- Open & Closed Drawers
- Straight-on View
- Overview of the Space

3/4 View



Straight-on shot of Docking Drawer in cabinet.



Open & Closed Drawers



Overview of the room to show the space.



Photos by Studio Dearborn with Tim Lenz Photo and Adam Kane Macchia Photography

Example 6: ASMR Videos

ASMR content focuses on relaxing sounds, so the key is to record videos with sound on and no other background noise

Setup and stock your drawer with all of your devices and other stored items

