

STANDING OUT IN A CROWDED MARKETPLACE

► Good quality product photography is essential for brands looking to succeed in the growing and competitive e-commerce market.

By GS1 Australia Manager – Service and Customer Engagement Mark Blitenthall.

During the pandemic, consumers were unable to shop at bricks and mortar stores. Online shopping has increased enormously and has continued, even as Covid-19 restrictions have lifted.

Consumers have become accustomed to shopping online not only for basic groceries and essential goods but also household items, general merchandise and luxury goods.

It is increasingly important for retailers and brand owners alike to ensure products are showcased in the best possible light for an optimum shopping experience, and to also stand out in a highly competitive and overcrowded online marketplace.

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Consumers expect more when they purchase online; they want to see products clearly and also view the product information to relate it to their individual needs and circumstances.

If products are fuzzy or blurry, and consumers cannot view products clearly, in detail and from different angles, they are less likely to make a purchase. In terms of food and grocery products, including liquor, if consumers cannot access on-pack information such as ingredients, allergens and nutritional information, they are also unable to make informed decisions about the products they purchase.

GS1 Australia’s Product Photography service offers high quality photography across all industries and sectors, both in-house and on-site. Innovative and



Image types

Professional 2D and 3D images enable consumers to view products from an assortment of different angles, resulting in an improved online experience while also boosting e-commerce sales. Brand owners can showcase key features and product attributes using high resolution images and share with trading partners, including major retailers.

Mobile-Ready Hero Images make it easier for consumers to find products on all mobile devices as images are optimised and responsive, regardless of what device someone is using (eg, mobile, tablet, laptop, etc). With Mobile-Ready Hero Images brand owners can increase sales across all marketing platforms and improve the shopping experience with clearer product call outs.

Renders are ‘photorealistic’ images of a product before it is produced or manufactured. The advantage of creating a render is that it helps brand owners with pre-planning design and packaging of their product, potentially saving significant costs and time getting the product to market.

bespoke photography to differentiate products online, GS1 Australia specialises in lighting, spritzing, for liquor, and concept and stylised photography for digital and print.

Our Product Photography service is straight forward. Brand owners simply drop their product off (if it’s not already here for our Barcode Check service, for example), and then they are provided with a suite of high-resolution product images which they can use for digital and print marketing.

In addition to our photography service, there is also Content Creation, which helps brand owners produce, manage and share product images and all on-pack data for digital marketing and e-commerce.

High quality photography together with on-pack information including ingredients, nutritional panel and allergens are critical for major retailers’ online platforms. But it’s not only retailers that expect high quality photographs – online marketplaces also have specific requirements. For example, GS1 provides high quality compliant photography to Amazon, so that brand owners can upload product images to Amazon with the confidence that they will meet their customers’ requirements.

GS1 is also the only official licensed barcode provider authorised to supply barcodes for Amazon in Australia.

Brand owners can be confident that when they use GS1 services that all their product images meet standards and specific retailer requirements, and product data will be accurate and validated with all trading partners.

To find out more, visit gs1au.org/our-services/smart-media.



GS1 AUSTRALIA RECALL

► Be ready to act, before you are faced with difficult decisions.

By GS1 Australia Business Development Manager Andrew Brown.



Product recall is a topic few companies like to talk about. It’s a conversation loaded with apprehension, especially around the financial, reputational and organisational consequences created when something goes wrong with a product and leads to a situation that places consumers at risk. Sometimes those consequences are serious. Rarely do companies know the full extent of those consequences at the start of situation.

Decision making can often take place with imperfect understanding of the path or consequences likely to occur.

Many businesses are unprepared for this situation, even if they have team members who have corporate memory of a product recall. Product recalls mostly happen when unforeseen circumstances occur, and two situations are rarely the same.

It is common for companies to regard themselves as well equipped to respond to a product recall, even if they do not have insurance, experience and little training. It’s common for food companies to feel insulated by a mock recall they perform at audit time. While these activities can prepare companies in identifying affected products, they rarely involve all stakeholders that will make decisions and ‘pull-together’ to actually ensure the product is removed from the supply chain efficiently and effectively.

GS1 Australia has been helping industries identify products and standardise data for over 40 years, making the journey through the supply chain more efficient. In 2011 GS1 Australia initiated the ‘GS1 Australia Recall’, an online solution to help companies remove affected products that are unsuitable for sale or consumption more quickly and

effectively. Since then, we’ve realised that achieving this is more complicated than just creating an in-the-cloud place to create notices, communicate these to all your trading partners and complete the process with an audit trail of actions.

Companies need to be ready to act before they are faced with difficult decisions, not just ready to respond with the right information should things go wrong.

That’s why we’ve partnered with experts in related areas to help bring initiatives like our free Recall Bootcamp webinars and recall workshop training sessions that are held in conjunction with the Australian Institute of Food Science and Technology (AIFST). GS1 Australia Recall subscribers have access to support and training for all employees involved in the removal of products, not just the quality team. GS1 Australia Recall is administered by a broad-based advisory group that is chaired by industry experts in the field.

To find out more about this important program and how participants have been improving their preparedness for product recalls, visit gs1au.org/recall.

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About Andrew Brown

Andrew has been helping businesses leverage GS1 standards and solutions since 2010. His approach is to help find the most effective path for a company to achieve maximum value, according to the unique requirements of your trading environment and business needs, now and in the future.

