

## CREATION OF PRODUCT PHOTOGRAPHY AS VISUAL MARKETING ASSETS FOR THE MIRELLE 3 BRIGHTENING KIT

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### Abstract

The skincare sector in Indonesia has undergone swift expansion, leading to heightened rivalry. In digital marketing, product photography serves as a crucial visual representation that profoundly affects consumer perception and purchase choices. This project seeks to provide effective and uniform graphic assets for product photography to enhance the advertising of the Mirelle 3 Brightening Kit on digital channels. The design thinking technique was utilized, consisting of five stages: empathize, define, ideate, prototype, and test. The result of this project is a collection of high-key minimalist product shots that exude a clean, elegant, and professional appearance. This visual concept was intentionally selected to emphasize product distinctiveness, uphold brand identity consistency, and guarantee adaptability across diverse promotional mediums. The conclusion derived from this production process is that a user-centered strategy, informed by contemporary visual trends, may produce assets that boost visual appeal and bolster brand competitiveness in the digital marketplace. The final outputs have been implemented on the Shopee e-commerce platform and the brand's Instagram account.

**Keywords:** Product Photography, Visual Asset, Digital Promotion, Skincare

### INTRODUCTION

The skincare sector in Indonesia has undergone substantial expansion in recent years. The Ministry of Industry reported a 77% increase in this sector from 2020 to 2024, designating it as a strategic component of national economic development (Waluyo, 2024). Mirelle is an emerging brand that has developed from this market expansion. The innovation is embodied in the 3 Brightening Kit facial care product, introduced with the primary objective of providing effective and cheap skincare treatments. The swift expansion of the industry has concurrently presented new issues, especially regarding market rivalry.

In the contemporary digital landscape, digital marketing is an essential element for brands to establish and enhance their market presence, while ensuring consumer awareness and relevance (N, 2024). In the ever-changing realm of digital marketing, graphic material becomes an increasingly vital role. As stated by - & - (2025), visuals are not solely aesthetic instruments, but essential elements of communication that influence audience involvement and perception. In addition to attracting consumer attention, visual content establishes brand identity, improves social media engagement, reinforces brand narratives, and aids in the

understanding of products or services (Sunarso et al., 2023).

Product photography occupies a crucial position among many visual aspects. Photography enables marketers to assist prospective buyers in envisioning the appearance and tactile experience of a product upon personal use (Christanto & Wiksana, 2021). The lack of direct engagement with the product—such as visual observation, tactile contact, or physical trial—effectively establishes photography as the principal visual depiction for potential consumers. Product photographs taken with suitable lighting techniques and background settings can markedly improve consumer perceptions of product attractiveness and affect purchasing decisions (Szulc & Musielak, 2023). Furthermore, research by Yang (2025) demonstrates that product photography on e-commerce platforms significantly influences consumer attractiveness and sales performance.

Previous similar study have been carried out, notably by Huda et al. (2022), who sought to produce commercial advertising pictures to endorse “AH Lurik,” a local SME fashion and accessories firm from Klaten, via Instagram. A further illustration is a project by Rifdan Musyaffa et al. (2023), which aimed to create promotional visual media via product photography to improve the image and competitiveness of Banyumili Store, a local distributor in Ponorogo specializing in Javanese-themed fashion products. This literature study indicates that prior research has predominantly concentrated on the design of product photography. Nonetheless, a scholarly and practical void persists, since there remains an insufficiency of research that explicitly investigates and cultivates product photography designed as visual assets for promotional purposes within the skincare sector.

This article examines the development of product photography designed to emphasize product distinction while being optimized for digital platforms. This project provides a viable way to improve product competitiveness in a saturated market. The generated pictures are designed to function as visual assets that enhance promotional initiatives by reinforcing brand awareness through consistent and compelling visual representation. This development is anticipated to offer a theoretical framework and act as a significant empirical reference for forthcoming study in product photography and visual communication.

## **IMPLEMENTATION METHOD**

The development of product photography for Mirelle's 3 Brightening Series utilized the design thinking methodology. This approach prioritizes user-centered problem-solving (Saputra, 2024). It provides benefits in question formulation, hypothesis generation, and relevance assessment by enhancing problem elucidation with an emphasis on human needs. Design thinking has been extensively embraced across multiple industries due to its demonstrated efficacy in fostering new ideas (Combelles et al., 2020). This approach comprises five phases:

### **1. Empathize**

This phase emphasizes acquiring a profound comprehension of the consumers and their challenges. The objective is to understand needs from their viewpoint.

## 2. Define

This phase involves the exploration, collection, and analysis of pertinent information related to the identified issues. The obtained data is subsequently synthesized.

## 3. Ideate

This stage involves designers or researchers generating a diverse array of unique and inventive ideas to solve the problem.

## 4. Prototype

The most promising concepts are converted into straightforward, concrete prototypes. These function as preliminary representations that can be evaluated and improved based on feedback.

## 5. Test

The concluding phase entails evaluating the prototypes that were previously developed. The objective is to identify the most effective solution for implementation and to finalize the concept that most effectively handles the identified issue.

# RESULTS AND DISCUSSION

## 1. Empathize

In the empathize stage, the process began with direct observation of existing product photos of Mirelle to identify both the visual strengths and weaknesses. This stage was crucial to maintain the consistency of the company's identity, as a clear visual identity enhances brand recognition in communication strategy (Zakiyah & Jaeni, 2025). Identity allows us to differentiate, identify, and acknowledge a thing or the entity it signifies. Brand identity consists of multiple components intended to define and distinguish a brand, enabling it to stand out from competitors. Examples of these aspects encompass illumination, ambiance, and chromatic tones utilized in visual content.

Online observation was also conducted to map current visual trends and analyze the strategies used by competitors—particularly on social media, which is considered one of the most effective promotional platforms (Tirta Yasa & Arya Putra, 2021). This methodology concentrated on the examination of visual patterns, lighting approaches, and compositional tactics that have demonstrated efficacy. Furthermore, conversations were held with Mirelle's marketing team to obtain firsthand insights into particular difficulties, audience preferences, and graphic specifications for forthcoming campaigns. This knowledge was essential, as it offered internal insights unattainable by external research alone. The findings were subsequently augmented by a literature review on product photography and visual branding to guarantee that the implemented method was evidence-based and contextually pertinent.

## 2. Define

The Define stage is essential for clearly defining the fundamental problem following data collection. A SWOT analysis was utilized at this phase to discern internal and external influences. SWOT analysis is a potent tool for problem formulation and is especially beneficial in strategic company planning, since it facilitates the identification of internal strengths and weaknesses alongside external opportunities and threats (Benzaghta et al., 2021). In this instance, a primary strength is in the brand's vigorous digital marketing initiatives, reflecting a

proactive strategy to engage target audiences. Nonetheless, a notable deficiency is the lack of product images tailored as visual assets, which may hinder the efficacy of current advertising operations.

The research also identified opportunities that may be utilized. In the same market segment, few firms have acknowledged the significance of high-quality product photography as a promotional asset. This provides Mirelle with the potential to distinguish itself by delivering professional and aesthetically pleasing material. Conversely, a significant issue is the oversaturation of social media and the continual introduction of new companies, which may diminish the visibility of Mirelle's products and lead to their being neglected in a highly competitive market.

### **3. Ideate**

At this stage, the primary objective is to find and ascertain the most effective solution based on the previously identified difficulties. Subsequent to the investigation, a high-key minimalist idea was chosen as the visual direction for the product photography of the Mirelle 3 Brightening Kit. Analysis of market trends and competitor behavior reveals that luxury skincare firms typically employ clean and minimalist visual aesthetics to communicate professionalism and product purity. This corresponds with Mirelle's logo, which highlights minimalist aesthetics via neutral color palettes, uncomplicated text, and ample negative space.

Interviews with the marketing team indicated a necessity for adaptable visual assets that may be effortlessly incorporated across various digital platforms, such as social media adverts, websites, and print media. Minimalist design facilitates adaptation while maintaining visual coherence. Research by Szulc & Musielak (2023) supports this strategy, indicating that product pictures displayed in a clear, distraction-free format are most effective in influencing purchasing decisions, whereas excessive informational features can diminish visual impact.

A high-key lighting strategy was selected to enhance the minimalist concept while ensuring the product's visual clarity. The application of uniformly dispersed, high-intensity illumination eradicates harsh shadows, enabling product packaging details—such as typography and graphic elements—to be seen clearly and accurately. This strategy projects an elegant, clean, and professional image, hence enhancing consumer trust and reinforcing corporate identity, especially on platforms such as Instagram and e-commerce websites (Szulc & Musielak, 2023). The integration of minimalism and high-key lighting fulfills branding requirements while generating functional and easily repeatable visual assets for sustained promotional purposes.

### **4. Prototype**

During the prototype stage, concepts developed in the ideation phase start to materialize. The initial action done was the development of a moodboard, which functioned as a visual reference consolidating diverse image sources, color schemes, and design components. The moodboard aimed to convey intricate concepts, elicit a certain atmosphere, and guarantee that the visual aesthetic corresponds with the desired brand messaging (Spawforth-Jones, 2021). The subsequent phase was executing a test shot—an initial version of the actual photographic session. This approach was employed to analyze the practical viability of the concept, evaluate the effectiveness of translating the ideas from the moodboard into visual representation, and

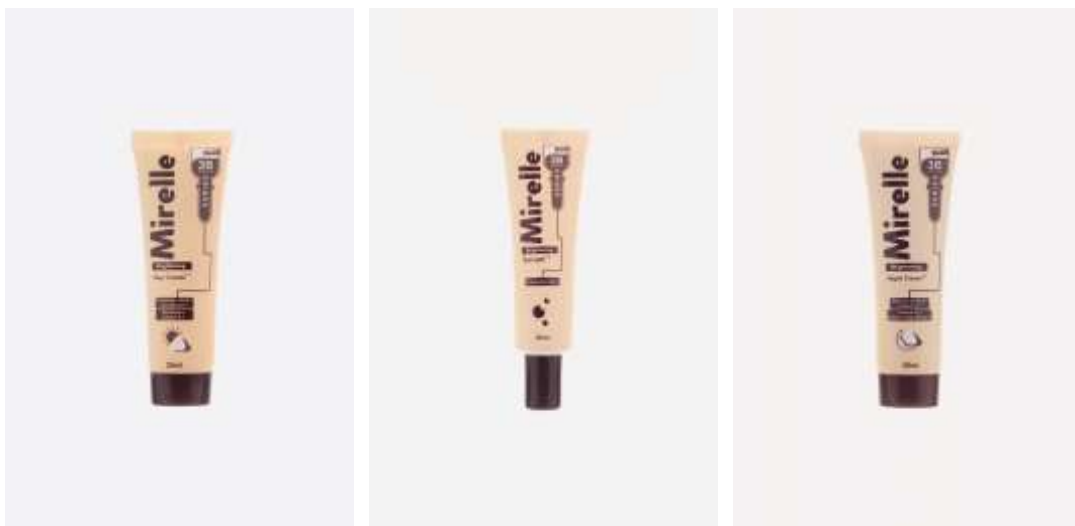
identify any potential technical or aesthetic issues before the final photography session.

## 5. Test

During this testing step, internal assessments were performed by showcasing the captured images to the brand owner and marketing team. The main aim was to acquire direct input from those with the most profound comprehension of the brand's identity and commercial objectives. Their responsibility was to evaluate if the photographic results corresponded with the brand identity, accurately communicated the intended message, and possessed sufficient visual appeal for forthcoming advertising activities. Furthermore, input from the internal team was crucial to guarantee that each visual component—such as composition, lighting, and styling—aligned with the brand's standards and expectations.

## 6. Work Presentation

From the aforementioned stages, several photographs were produced, including individual product images, individual product images featuring hand models, and example photographs of product sets, as illustrated below :



**Figure 1,2,3. Single product photography**

Source: Personal documentation



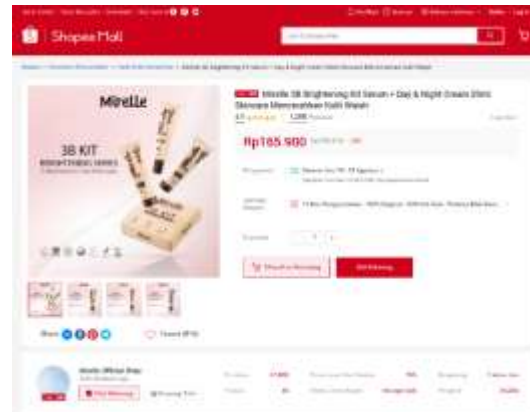
**Figure 4,5,6. Single product photography with hand model**  
 Source: Personal documentation



**Figure 7,8,9. Product set photography**  
 Source: Personal documentation

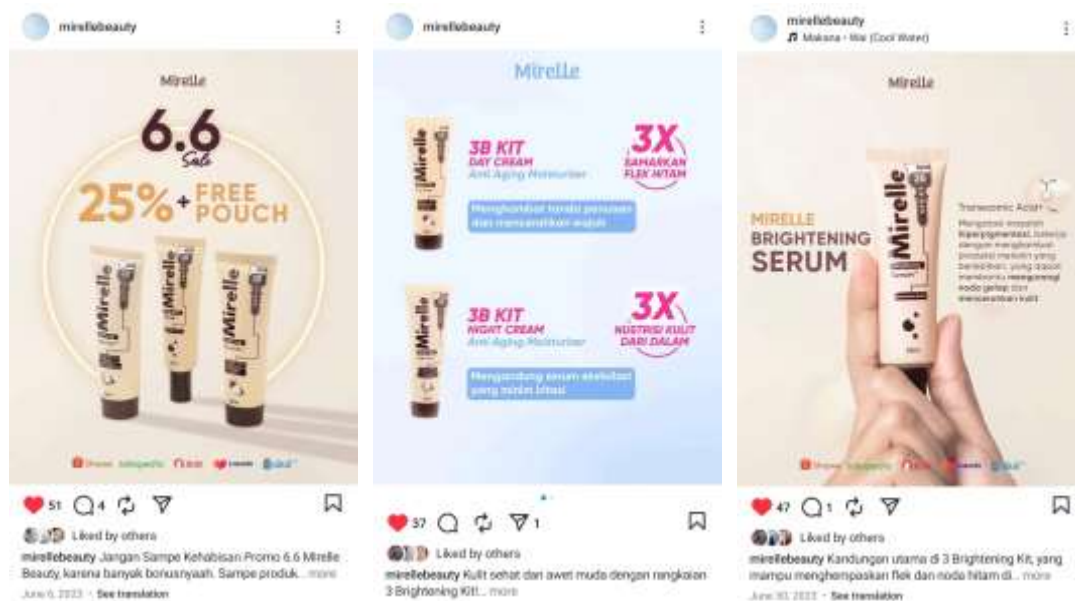
## 7. Utilization of the Work

Here is a sample of how the work is utilized on e-commerce platforms and the Instagram social media channel :



**Figure 10. Utilization of product images as visual assets on the Shopee e-commerce platform**

Source : Shopee e-commerce account of the Mirelle brand



**Figure 11,12,13. Utilization of product images as visual assets on the Instagram social media platform**

Source : Instagram account of the Mirelle brand

## CONCLUSION

The creative approach effectively developed and executed product photography for the Mirelle 3 Brightening Kit with the application of design thinking methodology. The minimalist high-key idea effectively emphasized the product's professional, pure, and elegant attributes, closely harmonizing with the brand identity. The resultant pictures not only satisfied the necessity to distinguish the product in a competitive skincare industry but were also crafted for adaptability across many digital platforms, including e-commerce and social media. This work offers a straightforward approach for producing product photographs that can function as useful visual assets. This material provides empirical evidence and theoretical underpinnings for advancing research in product photography, namely in skincare and visual communication.

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