

CONTENT — EXECUTIVE BRIEFING

Content Production Briefing

The imagery the catalogue needs, scoped and sequenced

DOCUMENT	PREPARED	OWNER	PAGES	STATUS
CTB-27-065	December 2027	Digital Content	6	Illustrative sample

The read

The catalogue needs roughly ten thousand frames and the studio produces twelve hundred a year. That gap is not closable by scheduling, so the question is which subset matters and what the rest is produced from — not how to fit ten thousand into a studio calendar.

10,200 Frames the catalogue needs	1,200 Studio capacity, annual	8.5 yrs To close it by shooting	18% Of products carrying 71% of traffic
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VIABLE

- 01 Shooting the top 18% of products to full depth.
- 02 Generating supporting frames from existing photography.
- 03 Sequencing by traffic value.

NOT VIABLE

- 01 Shooting the catalogue.
- 02 Any plan that treats all products as equal.



What a customer sees first.

THE IMAGE · MCLEUKER HOUSE SET

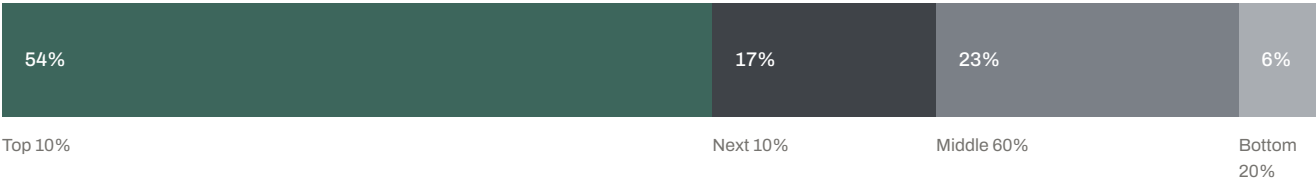
SO WHAT

Eight and a half years is not a schedule. Once the plan is impossible the useful question changes from how fast to which products, and that question has an answer.

The gap

PRODUCTS BY TRAFFIC DECILE

Share of catalogue traffic.



PLAN BY TIER

TIER	PRODUCTS	FRAMES EACHMETHOD	TOTAL
Top 18%	990	5Shot	4,950
Middle 60%	3,310	3Generated from existing	9,930
Bottom 22%	1,220	1Existing only	0
Total	5,520		



Where the sale is won or lost.

THE PAGE · MCLEUKER HOUSE SET

SO WHAT

Shooting the top 18% is one year of studio capacity, not eight. The rest is a production method question rather than a scheduling one.



One image, one page and one decision, repeated several thousand times a day.

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The method

WHAT IS UNKNOWN

Whether generated frames convert like shot frames

Not established

How to establish it	A controlled test on one category, against a held-out set
Cost of finding out	One category, four weeks
Cost of not finding out	9,930 frames produced on an assumption
Not assessed	Whether generated frames are acceptable for wholesale use — different audience

SEQUENCE

NOW	Controlled test on one category Four weeks, and it decides the other 9,930.
+ 1 MO	Shoot the top 18% regardless That decision does not depend on the test.
+ 2 MO	Roll out generation if the test clears By traffic value, not catalogue order.

SO WHAT

Shooting the top tier does not depend on the test, so it should start now. Everything else does depend on it, so nothing else should start until it reports.

Decisions

DECISIONS ARISING FROM THIS BRIEFING

DECISION	OWNER	BY	IF IT IS NOT TAKEN
Run a controlled generation test on one category	Head of Digital Content	31 Dec	9,930 frames are produced on an assumption
Start shooting the top 18% now	Studio Manager	31 Dec	A year of capacity waits on an unrelated test
Sequence all production by traffic value	Head of Digital Content	31 Dec	Production runs in catalogue order
Establish whether generated frames are acceptable for wholesale	Sales Director	31 Jan	A second audience is assumed to accept them

SOURCES AND BASIS

Catalogue and frame requirements — our own product data and content standard.
Studio capacity — our own production records, trailing year.
Traffic by decile — our own analytics, trailing twelve months.

ILLUSTRATIVE SAMPLE

This document is a rendered SAMPLE of the Content Production Briefing template, produced to show its structure, exhibit inventory and register. The figures in it are illustrative and are not market intelligence. A real run of this template researches and cites its figures with an as-of year for each, or marks them as modelled and states the basis — the rule the template itself carries.