

Brand Visualization

PERGO[®]

Brand Photography

A new shoot to hybrid **Pergo the dog, slice-of-life** and **stylized, aspirational** room environments into **one blended visual system** to be tailored to work across all medias.



Brand Visualization (Room Scenes)

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Room Scene Photography

Room scenes are **light, bright** and **energetic**. Full of **rich** and **vibrant** color. Staged with a blend of **realism** and **unexpected whimsy**.



Brand Visualization (Color/Lifestyle)

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Life on Pergo Floors

Lifestyle interactions **warm** and **bright. Vibrant** and **saturated** color shot in open real **aspirational** environment.

Examples shown reference stylization, not room environment. While vibrant use of color is one of the key directions for new photography, one color should be in primary use and should be chosen and used to compliment the product choice.



Brand Visualization (Floor Choice)

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Floor Product Usage

More **unexpected** floor choices in addition to **best sellers** should be used to **inspire** and **expand** the Pergo's product selection.

The new brand system will have more than one floor representation in any media execution. This will allow for more than one hero product image to cover both conservative and contemporary bases.



Brand Photo Shoot

Photo Scenario 1

Playing indoors with Pergo.

Visualizing energy and strength, this shot would utilize oranges and yellows a bright bedroom scene. Child chases Pergo the Dog around a large master bedroom with parents amused. A few toys are scattered around to show realistic family environment. Shoot would attempt to embody real moments of interactions on Pergo floors.

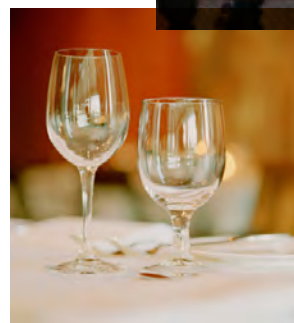
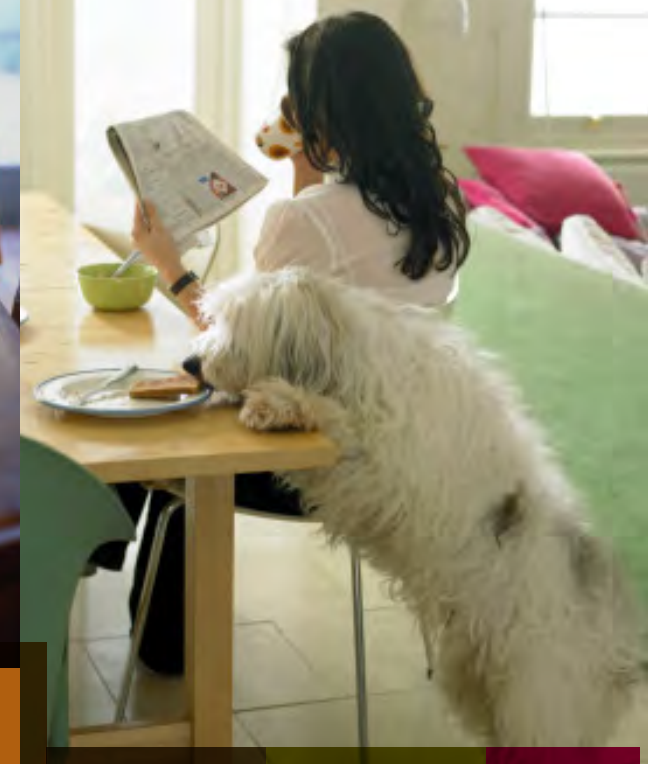


Brand Photo Shoot

Photo Scenario 3

Pergo throws a dinner party

30-Something couple catches Pergo the Dog “table surfing” while setting up for a dinner party in a richly-decorated but somewhat intimate dinner room. The shot would be warmly lit with rich dark woods and colors, with small pops of magentas and sage greens.



Brand Photo Shoot

Photo Scenario 2

Building Fort Pergo

Two children and Pergo the Dog building a fort in a beautifully decorated family room or enclosed porch creating a fun combination of beauty and livability. The coloration would light and coastal with touches of orange and purple. Mixing high style and comfortable living.



Brand Photo Shoot

Photo Scenario 4

Pergo rough-housing.

Young couple with Pergo the Dog rough-housing in modern, bright and sophisticated kitchen full of light and greenery. The cool lime and water blue colors would contrast the dark wood floors showing a blend of modern living with old-world-like durability.

