

What your imagery budget gets you, by the year

Pick the budget you are working with. Here is what professional product imagery covers at each yearly spend, and a clever way to spend it.

Your imagery job is sized by how many products you have and how often you release, not how big your business is. Most brands do not need everything at once. Start where the return is clearest, then let the library grow.

THE FOUR BUDGET LEVELS

Studio is priced in Shine Credits. One Product Shot is one Shine Credit, starting at \$129, and richer images like lifestyle or POS cost more. Lite is billed per image in dollars, not Shine Credits.

UNDER \$1,000 A YEAR

Get your whole core lineup presentable.

At this level, Lite does the heavy lifting. Self-serve wine bottle shots are \$29 each, dropping to \$23 after your first 10 orders, so a budget under \$1,000 covers around 35 to 40 standard bottle shots in a year.

- **Recommended mix:** every core SKU shot through Lite, with one Studio Product Shot (\$129) held back for a flagship or a bottle Lite cannot handle.
- **Best for:** small producers and owner-operators with standard wine bottles who need a consistent, presentable set for their DTC site and marketplace listings.
- **Move up when:** you need cans, complex packaging, lifestyle scenes, or craft-level work. That is Studio.

\$1,000 TO \$5,000 A YEAR

Put craft-level quality on your main line.

This is Studio territory, from a la carte Shine Credits (\$129 each) up to a 25-credit annual plan at \$2,856 a year, about \$114 an image. Vintage, ABV, and liquid color updates are always free, so the set stays current without new spend.

- **Recommended mix:** the 25-credit plan, spent as front and back Product Shots for about 10 to 12 SKUs across your core range, or 20 front shots to cover more of your line up and 2 backs for the top retail listings, plus a Beauty Shot or one Lifestyle Image (2 Shine Credits and up) to carry your sell sheets and socials.
- **Best for:** brands that want a specialist on every image.
- **Move up when:** you release on a calendar and want lifestyle, recipe pairings, and POS covered too.

\$5,000 TO \$10,000 A YEAR

Cover the full range, and the channels around it.

The 50-credit annual plan (\$5,232 a year, about \$105 an image) is the most popular for a reason: it covers every SKU and leaves room for the content that sells them. Step toward 100 credits (\$9,504 a year, about \$95 an image) as your range grows.

- **Recommended mix:** Product Shots for the whole lineup, plus a Lifestyle Image or two (2 Shine Credits and up), a Recipe Pairing (4), and a POS Display (4 and up) for retail. One Portfolio Image (2 and up) gives you a single reusable shot of the range.
- **Best for:** marketing teams managing a release calendar across a growing portfolio, selling across DTC, distributor, and shelf.
- **Move up when:** you are running full campaigns, video, or multiple brands.

\$10,000 AND UP A YEAR

One visual standard across the whole portfolio.

The 100-credit plan (\$9,504 a year) and Enterprise (custom, from around \$10,000) open up everything: full campaigns, lifestyle libraries, Product Video, gift sets, and large-format retail imagery, with volume pricing, flexible licensing, and a dedicated account manager.

- **Recommended mix:** the entire portfolio kept current, plus a lifestyle library, Product Video (4 Shine Credits and up), gift box and shipper sets, and large-format retail (POS displays, case stacks, shippers, pallet configurations).
- **Best for:** enterprise asset teams, wine groups, and premium brands with multi-brand portfolios.
- **Where it fits your stack:** at this scale you are likely already running a DAM, and probably a PIM. This keeps every asset at one elevated standard and feeds straight into the systems you already use, clean and consistent, no rework.
- **The compounding part:** every image is built from a digital twin that gets faster and cheaper to draw from each year. The library you build now keeps paying off.

Whatever you have to spend this year, it is enough to start. Tell us your budget and we will show you where to begin, and how to make it go further than you expect. And as your priorities and focus SKUs shift over time, so can your Outshinery requests.

Not sure which level fits?

Take the two-minute quiz at outshinery.com/find-your-plan.

Book a 20-minute call