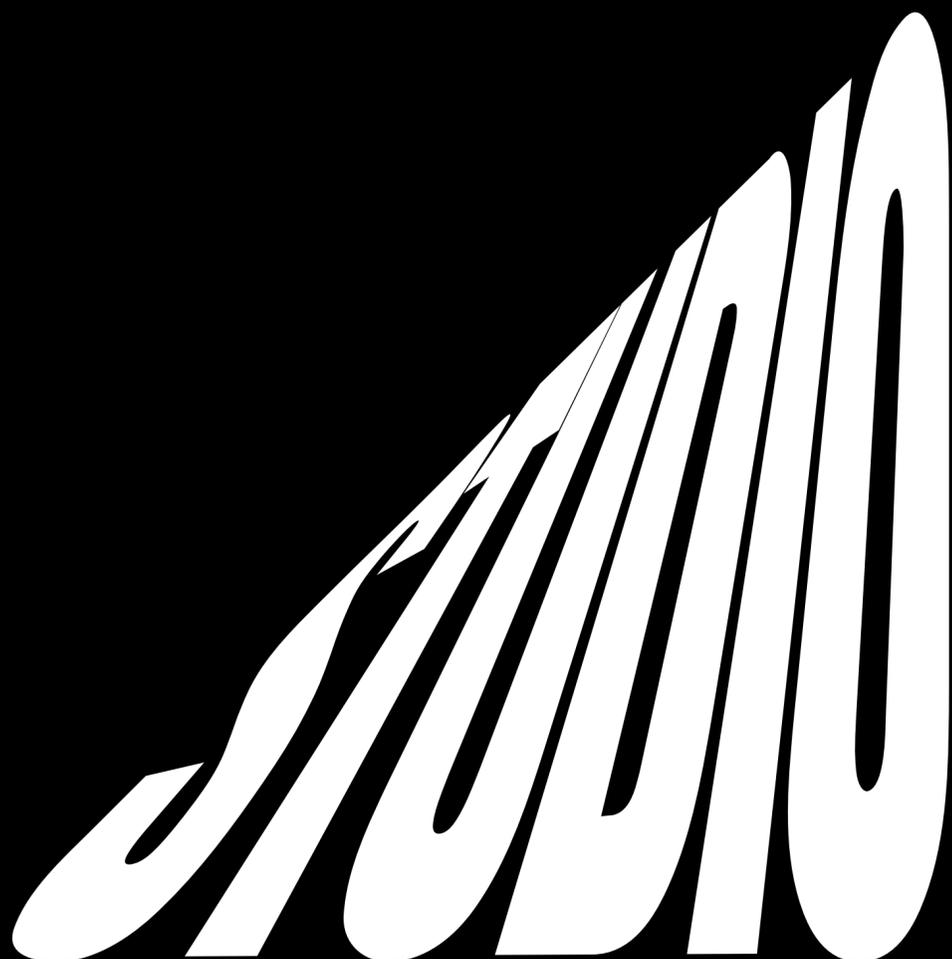


A PRACTICAL PLAYBOOK FOR BRANDS

How to blend real-world
shoots with Ai generation
safely and smartly.



CONTENTS

03.

Product photography. A major investment.

05.

The BIG Picture: Smart ways to mix real & Ai

06.

Guiding Principles: Stay on course

07.

Virtual Studio Level1: Level2 & Level 3

10.

Decision flow & checklist

11.

Governance & Compliance

12.

Next steps & How we help



Images shown here are real product shots of SharkNinja products.



YOUR PRODUCT PHOTOGRAPHY IS A MAJOR INVESTMENT.

The real world still wins when people see what you sell. But as brands scale, the pressure to deliver more scenes, more variants, more at speed is real.

AI gives you new options, when used with care. Our playbook helps you and your team make smart choices: what you can do, what you shouldn't, and how to keep everything aligned with brand, legal and creative integrity.



Images shown here are test Virtual Studio: Real product photography with Ai generated environments.

FOR BRANDS...

Consumer expectations are higher than ever, technology is advancing at lightning speed. Brands face unique challenges in this new landscape. Still, one thing is clear: embracing digital transformation is the key to staying competitive, working smarter, and thriving in the future.

It's all about moving faster, getting content to market quickly, staying on top of trends, and keeping customers excited and engaged.

The ability to adapt, innovate, and deliver quality quickly separates leaders from the rest.

THE BIG PICTURE

3 smart ways to mix real + Ai:

01.

Real product photography + AI scenery (no humans)

02.

Real product photography + AI scenery + AI-generated hands

03.

Real product photography + fully synthetic human model
(no real person)

Each option comes with its own trade-offs. We'll walk through pros, cons and key governance for all of them.

GUIDING PRINCIPLES

What every project must follow:

01.

TRANSPARENCY & DISCLOSURE

Especially for synthetic imagery or human likenesses in EU markets.

02.

RIGHTS & OWNERSHIP

Who owns the model/data, who owns the final asset, where can it be used.

03.

INCLUSION & AUTHENTICITY

AI is a tool. Real people, real representation still matters. Avoid shortcuts.

Refer to the European Union Artificial Intelligence Act (AI Act) and recent industry case-studies for more detail.

READ GUIDELINES →

OPTION 1

REAL PRODUCT + AI SCENE

Shoot the actual product, then generate or composite an Ai-environment around it. No human presence.



+ BEST FOR

HERO SHOTS, SEASONAL VARIANTS, SCALE BACKGROUNDS FOR E-COMMERCE.

PROS

Lowest legal and people-risk, high efficiency, great for variants.

CONS

Over-stylised scenery can mislead user expectations. You still need clear lighting, realistic context.

ENSURE MULTIPLE ANGLES CAPTURED



KEY GUARD RAILS

- + Ensure environment doesn't suggest certifications or endorsements you don't have.
- + Disclose synthetic backdrop where required (EU & regulated markets).
- + Maintain product integrity (size, texture, function must remain true).

OPTION 2

REAL PRODUCT

+ AI SCENE + HANDS

Adding Ai generated hands/arms interacting with the product within Ai generated scenes (no face, no identifiable person).



+ BEST FOR

"IN-USE" SHOTS (UNBOXING, PACKAGING, TECH ACCESSORIES) WHERE YOU WANT HUMAN SCALE OR GESTURE WITHOUT FULL MODEL.

PROS

Stronger story, affordable human element, good for mid-volume content.

CONS

Hands can still imply identity; skin-tone, jewellery, tattoos can signal "real person". Risk of mis-representation.

KEY GUARD RAILS

- + Use generic, non-identifiable hands (no tattoos, recognizable jewellery).
- + Vary skin tones and body types responsibly.
- + Avoid sensitive contexts (medical, childcare, intimate products) unless full legal review.
- + Label as synthetic imagery where required.

OPTION 3

REAL PRODUCT + FULL AI MODEL

You build or license the generation of an AI model that's not tied to any real person. You use these models in AI scenes with your product shots.



+ BEST FOR

LARGE CATALOGUES, CONSISTENT STYLING, HIGH-VOLUME ECOMMERCE, WHEN YOU WANT CONTROL OVER MODEL LIBRARY.

PROS

Scale, consistency, often lower cost per scene once set up. Supports brand-owned library.

CONS

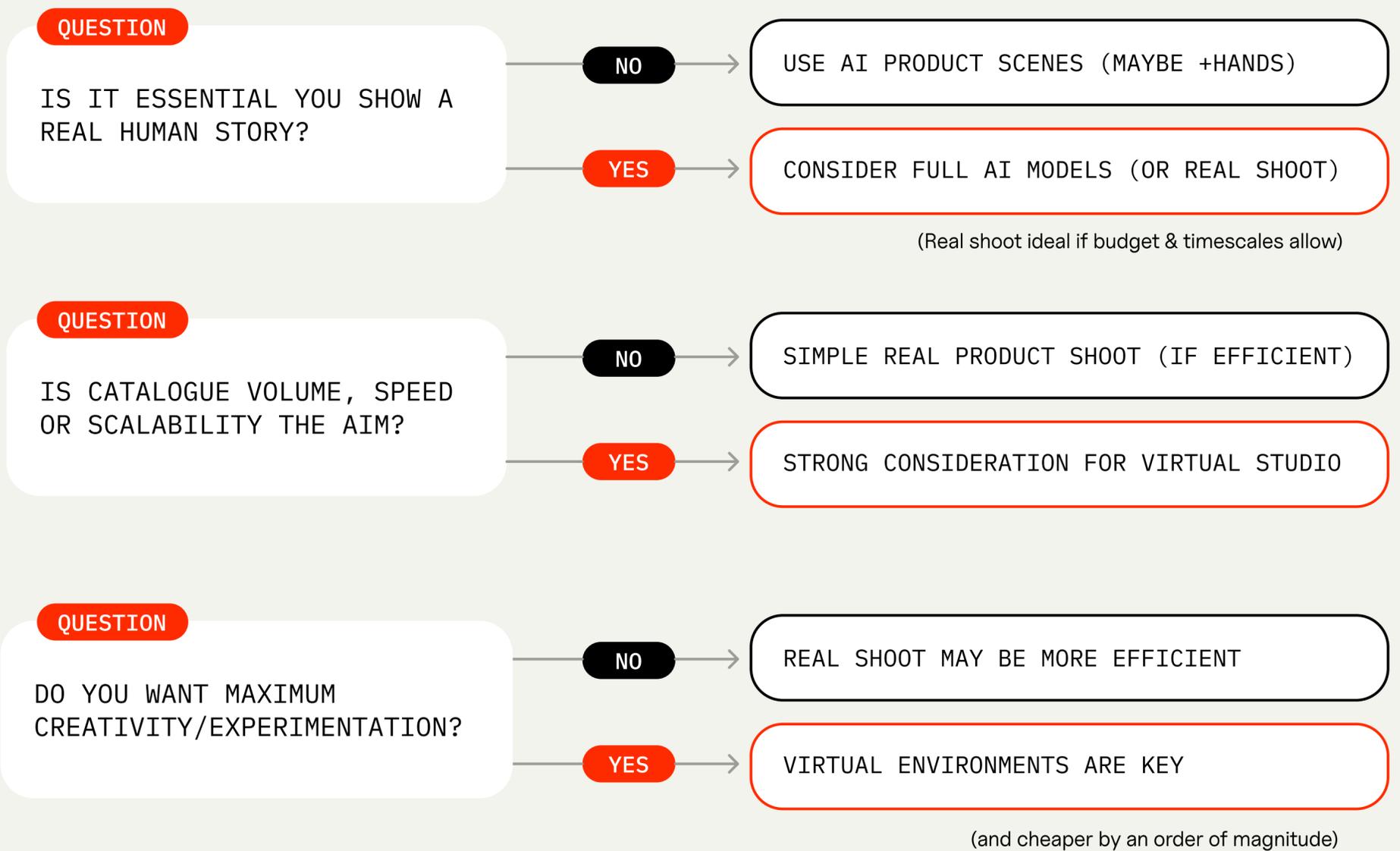
High risk of perception issues ("fake models"), must manage bias, must not treat it as diversity substitute.

KEY GUARD RAILS

- + Use synthetic models in *addition* to live talent when brand equity depends on real people.
- + Review how inclusive the model library is (body types, skin tones, age, culture).
- + Be transparent about synthetic nature if users might assume real person.
- + Keep the library documented (tool used, model parameters, etc).

DECISION FLOW + CHECKLIST

Quick decision aid & project checklist



CHECKLIST

- + Ai tool(s) used, version, vendor.
- + Model/release rights secured for real models?
- + Ai models checked for close celebrity likeness?
(confusion to a celebrity endorsement considered as 'passing off')
- + Synthetic content disclosure ready?
- + Diversity/representation reviewed?
- + Legal sign-off?
- + Documentation logged (prompts, tool, export, location).

GOVERNANCE + COMPLIANCE

Legal & brand governance at a glance. Reassure your stakeholders and protect the brand.

IN THE EU

The EU AI Act requires transparency when generating or manipulating synthetic media.

[READ GUIDELINES →](#)

RECORDS

You must keep records of model development, prompts, tool versions, output usage.

RIGHTS

Rights ownership: who owns the model/data, usage rights, geographies, term.

INCLUSION

Inclusion needs real people. Synthetic models can support your content, but they can't replace genuine representation or the value of hiring real talent. People expect brands to back their values with real action.

NEXT STEPS

+ HOW WE HELP

Ready to roll? Here's how we work with you.

01.

DISCUSSION / BRIEF

Choose the right option for your brand, product, audience and budget.

02.

PILOT

Run one image set through your chosen option with full documentation and review.

03.

SCALE

Once clear, roll out the workflow across your catalogue or campaign assets.

04.

GOVERNANCE

Set up the document you need (asset log, rights tracker, disclosure templates).

LETS TALK NEXT STEPS

Drop an email to hello@tall.agency
or visit our Virtual Studio over at
www.tall.agency/virtual-studio

• CONTACT DETAILS

5A Brewery Place,
Leeds, West Yorkshire
LS10 1NE

0113 519 7773
hello@tall.agency
tall.agency

