



Brand Update Television Platform

QVC US . August 2019

The Big Picture

→ We're more knowledgeable about "Her" than ever before

→ We know she's smart

- She's fueled by relationships and inspired by storytelling
- She's curious. She's informed
- And she does **not** compromise



The Big Picture

→ The way we

- engage with **Her**,
- converse with **Her**,
- and present to **Her**

is not changing; but our approach to the show is evolving

→ We're creating a more intimate space to bring **Her** into the room with us



Scenic Direction



- *She becomes part of the scene.*
- *She feels connected with the talent.*
- *She is invited to join the conversation.*

This is accomplished through:

- **Layers of propping:** Foreground elements and several layers of scenic elements in the background
- **Eliminating the tall sell table when possible:**
The traditional sell table, square to the camera creates a barrier between the talent and the viewer. Having the talent sell from a more realistic part of the scene helps to enhance the connection
- **Angling the sell table:** When a large table is necessary, angling it to include an edge creates the feeling of being part of the scene and minimizes the barrier



Camera POV



Previous



Current



The angle of the table brings your eye into the scene creating a more intimate feeling

Selling from the Environment

- Product sold from a lifestyle setting
- Foreground elements create feeling of connection and intimacy
- Interaction with product in “real” setting
- The “what you get” display is part of the scene rather than in front of it



Global Brand



Our more intimate brand is going global as we collaborate with our partners across the globe

JAPAN



GERMANY



Global Brand



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ITALY



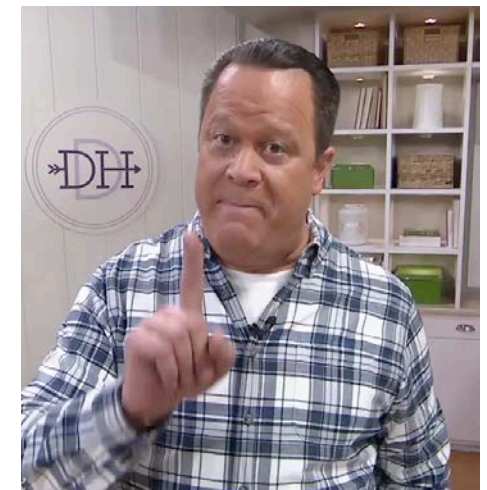
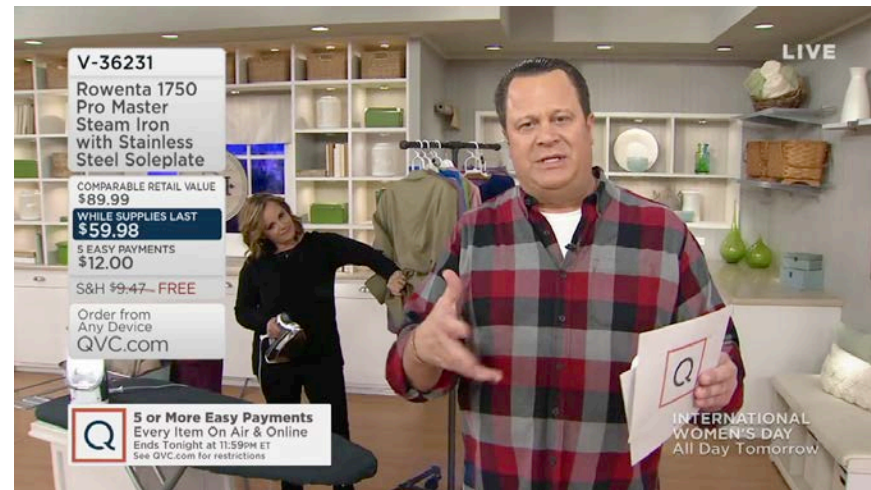
UNITED KINGDOM





DOWN HOME WITH DAVID

- Entire show is done from the main home set
- Presentations are condensed into a smaller footprint for this show
- The Steadicam is used to follow David between presentations and to connect the viewer to David as if they were standing with him



AM STYLE®

- More intimate setting allows Leah to connect with Her
- Breakfast bar is great setting for social interaction
- Layered propping creates intimate space



Previous



Current



Adding furniture and people in the foreground make the viewer feel like part of the scene

