PLAYBOOK

POWERED BY ESP+ INSPIRE

INSPIRE DESIGN STUDIO

EDITION

LIFESTYLE IMAGES



PROMO IDEAS





The Complete Guide to Lifestyle Images & Visual Selling

Help your clients see their brand in the real world and say yes faster.

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APPAREL AND MORE

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WHY LIFESTYLE IMAGES MATTER

Anyone can send a client a product on a plain white background. Lifestyle Images place branded products in realistic settings, helping clients picture them in the real world. It's the difference between showing a product and selling its story.

Why Lifestyle Images Win Business

- **Tell a stronger story.** Context makes every recommendation more compelling and memorable.
- **Help clients visualize.** Seeing a product in a realistic setting removes guesswork and speeds decision-making.
- **Stand out from the competition.** Deliver polished lifestyle visuals instead of standard product images.
- **Tap into the industry's largest product database.** Create Lifestyle Images using virtually any promotional product in ESP+.



PRODUCT SHOT

VS

LIFESTYLE IMAGE



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MEET THE INSPIRE DESIGN STUDIO

The **Inspire Design Studio** (formerly Virtual Sample Studio) is your creative workspace in ESP+ for creating client-ready **product visuals**. It's where you'll create branded mockups and Lifestyle Images and use Logo Finder, all powered by ESP+ Inspire.

The best part? You can launch **Inspire Design Studio** directly from a product detail page or while building a presentation, making it easy to create and share branded visuals in just a few clicks.

What You Can Do in Inspire Design Studio



Branded Mockups

Apply a client's logo to a product to create a client-ready virtual sample.



Lifestyle Images

Place a branded product into a realistic, AI-generated setting.



Logo Finder

Find and apply a client's logo without leaving Inspire Design Studio.

Also Powered by ESP+ Inspire

Looking for even more ways to create? **Asset Generator**, another feature powered by ESP+ Inspire, lets you turn configured products into banners, social graphics, flyers and other branded marketing assets. You'll learn more about Asset Generator on page 10.

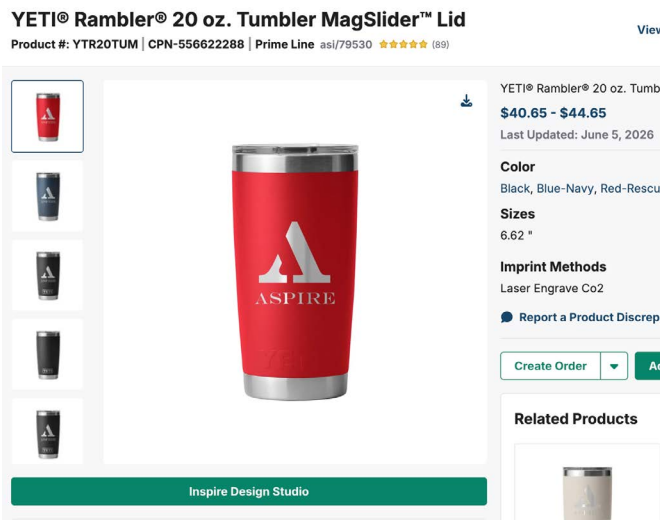
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CREATE YOUR FIRST LIFESTYLE IMAGE

Here's the complete workflow, from finding a product to creating a client-ready Lifestyle Image. The entire process happens inside ESP+ and takes just a few minutes.

STEP 1

Find Your Product



- Search ESP+ for the product you want to customize.
- Open the product detail page.
- Select the Inspire Design Studio button under the product image.

STEP 2

Apply Your Client's Logo



- Pull the client's logo from your CRM or use Logo Finder to find it by company name.
- Position and resize the logo within the imprint area.

Best Practice

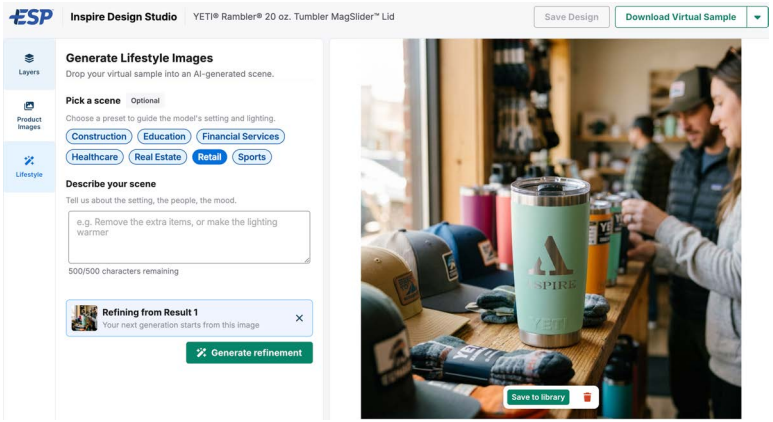
Use a high-resolution logo with a transparent background (PNG or vector) for the cleanest results.

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CREATE YOUR FIRST LIFESTYLE IMAGE

STEP 3

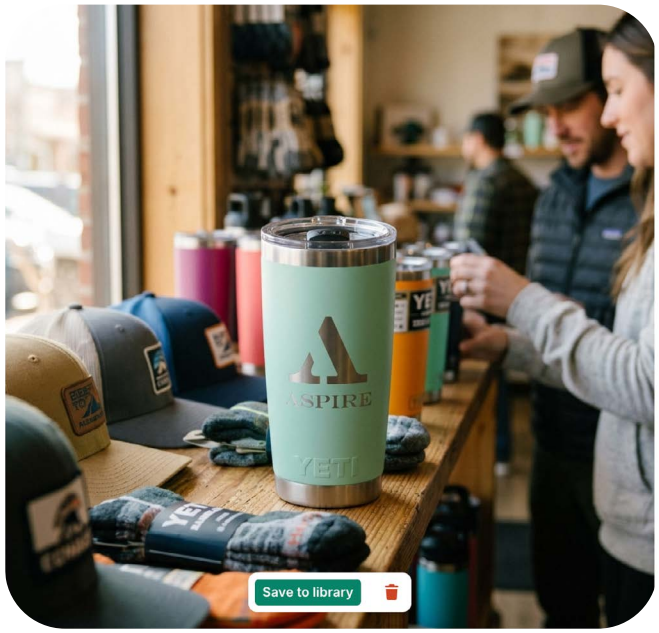
Create the Scene



- Select Lifestyle from the left panel.
- Choose or describe a setting that fits your client's business, such as an office, event, café, retail space or outdoor environment.
- Generate your Lifestyle Image.
- Create a few variations and choose the one that looks most natural with the logo clearly visible.

STEP 4

Save & Share



- Save your Lifestyle Image using a descriptive name.
- Add it to a presentation or share it directly with your client.

That's It!

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FIND LOGOS FASTER WITH LOGO FINDER

Adding a client's logo is one of the first steps in creating a branded mockup or Lifestyle Image. If the logo isn't already in your CRM, Logo Finder helps you locate and apply it without leaving Inspire Design Studio.



Why Use Logo Finder?

- **Find logos quickly.** Search by company name to locate a client's logo in seconds.
- **Stay in your workflow.** No need to search external websites or leave ESP+.
- **Save time.** Apply a logo and continue creating without interruption.
- **Create with confidence.** Start building branded mockups and Lifestyle Images with the right logo.

Pro Tip

Use Logo Finder when you're working with a new prospect or a client whose logo isn't already stored in your CRM. Once you've applied the logo, you're ready to create branded mockups or generate a Lifestyle Image.

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CHOOSE THE RIGHT SCENE

The right setting helps clients picture how they'll use a product. When your Lifestyle Image reflects your client's business or audience, it feels more relevant and makes your recommendation more compelling.

Match the Scene to the Client

Client or Use Case	Recommended Scene
Corporate gifts or employee programs	Modern office, desk setup or team workspace
Events, conferences or trade shows	Registration table, booth or attendee setting
Retail or store opening	Shop, café or customer in store
Outdoor, wellness or fitness	Trail, park, gym or outdoor activity
Restaurant or hospitality	Café, restaurant, bar or kitchen
Schools, teams or nonprofits	Campus, event or community setting

Pro Tip

If a client is deciding between two products, create a Lifestyle Image for each using the same setting. Seeing both products in context makes comparisons easier and helps clients choose with confidence.

Best Practices

- ☑ **Match the brand.** Choose a setting that reflects your client's style and audience.
- ☑ **Keep the logo visible.** Make sure the branding is clear and easy to read.
- ☑ **Generate a few options.** Compare different scenes and choose the most natural-looking result.
- ☑ **Think beyond one product.** Show multiple branded products together to present a complete program.

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BUILD & SHARE PRESENTATIONS



Bring your ideas together in a polished presentation that showcases branded products in real-world settings. A well-organized presentation helps clients compare options, visualize the possibilities and make decisions with confidence.

Build Your Presentation

- **Add** your Lifestyle Images and branded mockups to an ESP+ presentation.
- **Lead** with your strongest Lifestyle Image to make an immediate impact.
- **Include** product details, pricing and any notes your client needs.
- **Organize** products by theme, campaign or budget to create a clear story.

Pro Tip

A compelling opening visual sets the tone for the rest of your presentation and helps clients immediately picture products in use.

Share With Your Client

Method	Best For
Share Link	Fast, mobile-friendly viewing from any device.
Email from ESP+	Send your presentation with a personalized message.
Download or Export	Add visuals to proposals or other client materials.

Best Practices

- Follow up while the presentation is still fresh in your client's mind.
- Ask which products or scenes resonate most to help narrow the options.
- Save your presentation so you can update or reuse it for future opportunities.

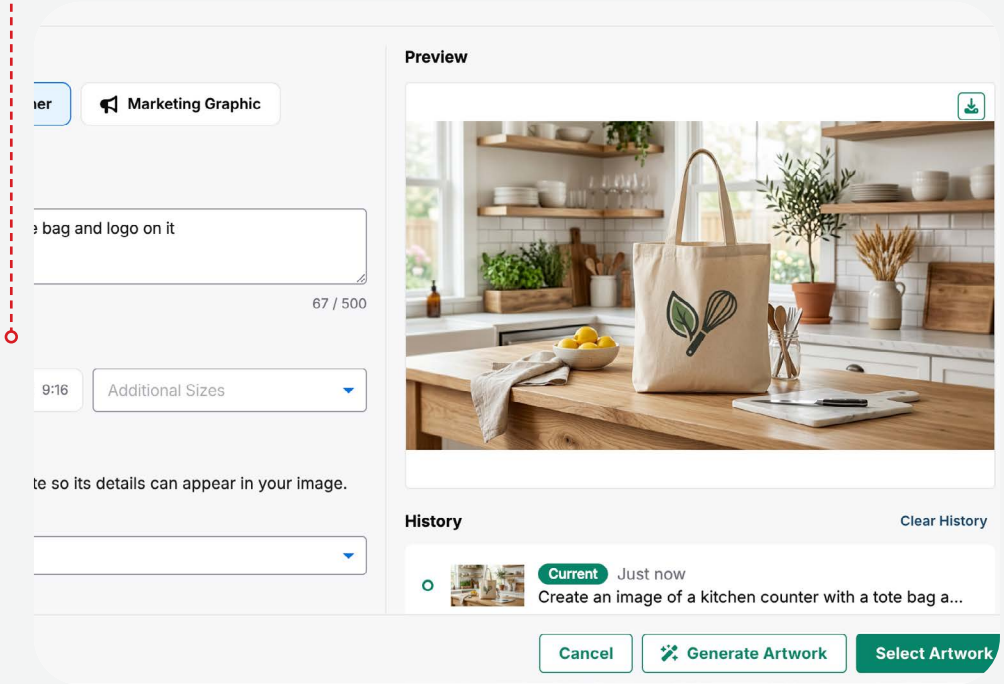
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CREATE MORE WITH ASSET GENERATOR

Looking for even more ways to showcase your products? Asset Generator, powered by ESP+ Inspire, helps you transform configured products into polished marketing assets in just a few clicks.

WHERE TO FIND IT:

Select your profile icon in the upper-right corner, choose Content Library, then select the Generate Assets button.



What You Can Create

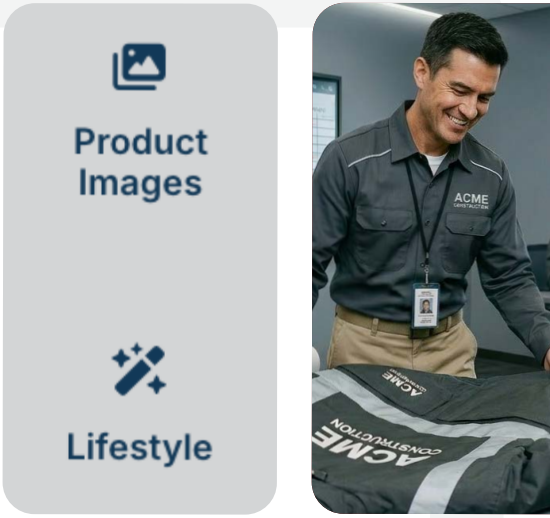
- **Banners** for websites and landing pages
- **Social graphics** for LinkedIn, Facebook and Instagram
- **Flyers** and **promotional materials**
- **Presentation visuals** to support client pitches
- Custom **marketing graphics** for campaigns and promotions

Why You'll Love It

- **Create in minutes**. Generate polished marketing assets without starting from scratch.
- **Stay on brand**. Use configured products to create consistent, branded visuals.
- **Choose the right format**. Generate assets optimized for presentations, social media, websites and more.
- **Keep everything in ESP+**. Create, customize and download your assets from one platform.

TROUBLESHOOTING

If this happens...	Try this
Logo looks blurry or pixelated	Upload a higher-resolution logo, preferably a transparent PNG or vector file.
Logo has a white background	Use a transparent PNG so the logo blends naturally with the product.
Logo isn't visible in the Lifestyle Image	Generate another scene or use a version of the logo with better contrast.
The Lifestyle Image doesn't look realistic	Generate a few variations and choose the most natural-looking result.
Can't find a client's logo	Use Logo Finder to search by company name.
Can't find a saved image	Check your Assets in your Content Library or your presentations in ESP+ and search by name.





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QUICK-REFERENCE CHECKLIST

Before sharing your presentation, make sure you've:

- ☐ Selected the right product in ESP+
- ☐ Applied the correct client logo
- ☐ Used a high-resolution logo with a transparent background
- ☐ Created a Lifestyle Image that fits the client's brand or use case
- ☐ Confirmed the logo is clear and easy to read
- ☐ Added pricing and product details
- ☐ Saved your presentation with a descriptive name
- ☐ Tested your share link before sending







Now it's your turn.
Log in to ESP+ and start visual selling with Inspire Design Studio and ESP+ Inspire.

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