Using magasine or printed internet images, create two portrait A4 pages that show the style, mood or image that you watt your product to display. One way of doing  it is to have in your minds eye your 'virtual customer', the type of person you are designing for. What home, car, fashion, food, holidays, partners, friends, activities etc. etc do they have?  Pick images that reflect this and arrange them on a  page to give the 'mood' of the intended product.