



rainmaker^{MEDIA}

RUN OF SITE BANNERS (GAM)
SPECIFICATION SHEET

Version 1.1 / 11.2021

RUN OF SITE BANNERS OVERVIEW



Delivery Instructions

- Creative Agency/Brand to supply creatives to Rainmaker campaign manager 2 weeks before the campaign start date so that it can follow through the approval process.
- When sending the creatives to the Rainmaker campaign manager for approval, please include a presentation which outlines each creative element, size and copy when relevant PLUS ensure the open files are also included so that the banners can be loaded and tested on the test site.
- Creative Agency/Brand to make final creative (no errors) available to Rainmaker 5 working days before the start of a campaign, by 12pm.
- Creative should be shared with the relevant campaign manager directly, and digital@rainmakermedia.co.za should be CC'd.
- Creative Agency/Brand to specify which creative pertains to the Digital Line Item on the CE.
- Creative to be saved as final creative per line item folder.
- Creative Agency/Brand to include in the Delivery email: validity, phases/bursts, number of creative refresh/sets and any outstanding items still to be delivered.

Artwork Guidelines

- All artwork to be supplied as flat high-res PNG images.
- All artwork must be in 300dpi and less than 100kb in file size.
- Where relevant, please supply the copy in a Word document and ensure that if you have more than one element which requires copy, that the copy is added into separate word documents per element.
- Just make sure when animated banners are supplied that they are not grainy or pixelated please.

File Name Convention

- Job000_CH_Campaign_DV360_Display_250x250px.psd

Organisation of Final Files

- Ensure your creative folders are compressed into one collective ZIP file, and please avoid precompressing each folder into individual ZIP files.
- Folders: One main folder named according to the campaign name.
- Banner Subfolder: Create a subfolder/s named according to banner/s the campaign is for (Shoprite/Checkers).
- Media Element Subfolder: Each banner folder should then contain a folder for each media element.
- Within media element subfolders: add all banners and copy deck where relevant.
- Creative/Brand to include in the Delivery email: validity, phases/bursts, number of creative refresh/sets and any outstanding items still to be delivered.

RUN OF SITE BANNERS

This ad format guide provides design specifications and technical requirements across each format and its dimensions, file sizes, file formats, etc.

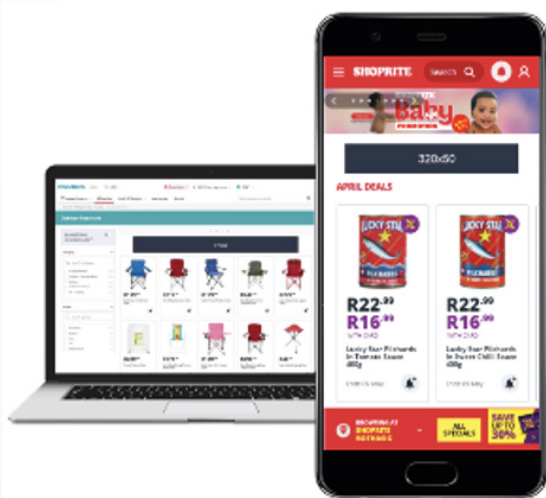
Submission Requirements: 5 working days

Formats: GIF, Animated GIF, JPEG, PNG, HTML5 (approved 3rd party served only)

HTML5:

- Approved 3rd party served only (list of approved 3rd party vendors)
- HTML5 must support GPT Async rendering
- HTML5 must conform to the ad boundary and visibility set by the site
- 3rd party tracking allowed
- All 3rd party tags must be HTTPS

Execution Guidelines: No expansion allowed



RUN OF SITE BANNERS

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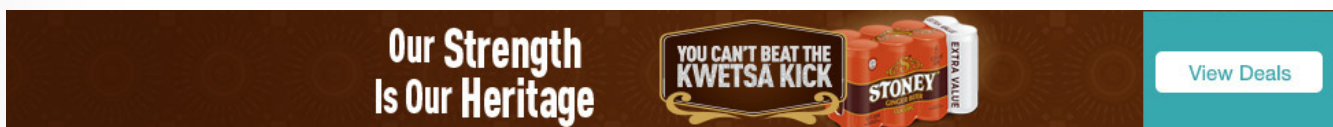


- Templates:**
- Use only the supplied templates for creating assets
 - The complete template pack (including fonts) can be [downloaded here](#).
 - The template files are in layered Adobe Photoshop (PSD) format.
 - Resolution: 72dpi
 - Static ad format: .JPEG or PNG.
 - Animated ad format: GIF.
 - Do not include Checkers Logo.
 - CTA button must be centered.
 - Headings and CTA should be title case.
 - CTA must be a white button on teal background with teal text colour.
 - Do not use a CTA of BUY NOW or SHOP NOW (as users cannot buy instantly, we are non-transactional on site).
 - Heading and title on the left, image or product on the right.

DESKTOP:

1. Large Leaderboard

- **Size:** 970x90
- **File Size/Polite Download:** 40kb max (initial load), 200kb polite download, 1MB (streaming only)
- **Video & Animation:**
 - Animation & looping - up to 30 seconds max
 - Video - up to 15 seconds | auto play | sound on mute/user initiated
 - Video exceeding 15 secs - video & sound user initiated | controls must contain toggles for Play/Pause and Audio On/Off

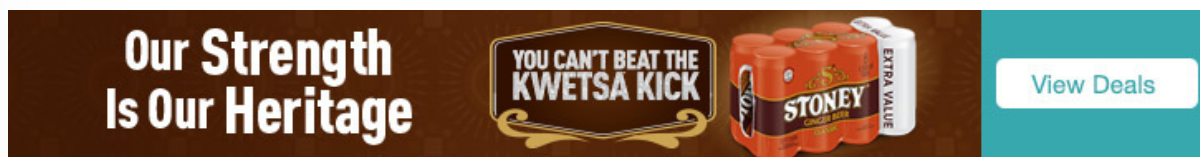


RUN OF SITE BANNERS

This ad format guide provides design specifications and technical requirements across each format and its dimensions, file sizes, file formats, etc.

2. Leaderboard

- **Size:** 728x90
- **File Size/Polite Download:** 40kb max (initial load), 200kb polite download, 1MB (streaming only)
- **Video & Animation:**
 - Animation & looping - up to 30 seconds max
 - Video - up to 15 seconds | auto play | sound on mute/user initiated
 - Video exceeding 15 secs - video & sound user initiated | controls must contain toggles for Play/Pause and Audio On/Off



PRODUCT AD FORMATS

TABLET:

3. Leaderboard

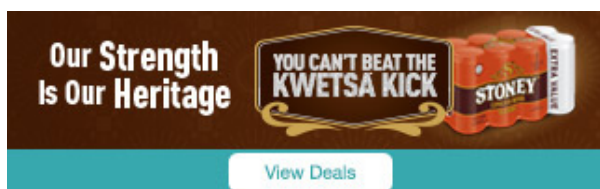
- **Size:** 728x90
- **File Size/Polite Download:** 40kb max (initial load), 200kb polite download, 1MB (streaming only)
- **Video & Animation:**
 - Animation & looping - up to 30 seconds max
 - Video - up to 15 seconds | auto play | sound on mute/user initiated
 - Video exceeding 15 secs - video & sound user initiated | controls must contain toggles for Play/Pause and Audio On/Off



MOBILE:

4. Large Mobile Banner

- **Size:** 320x100
- **File Size/Polite Download:** 15kb max
- **Execution Guidelines:** Ensure images and landing pages are mobile optimised
- **Video & Animation:**
 - Animation & looping - up to 30 seconds max
 - Video not allowed



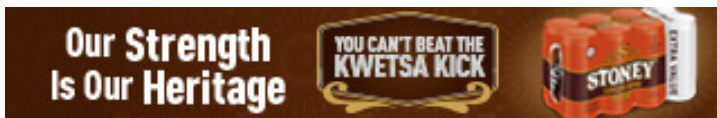
5. Mobile Banner

- **Size:** 320x50
- **File Size/Polite Download:** 15kb max
- **Execution Guidelines:** Ensure images and landing pages are mobile optimised
- **Video & Animation:**
 - Animation & looping - up to 30 seconds max
 - Video not allowed

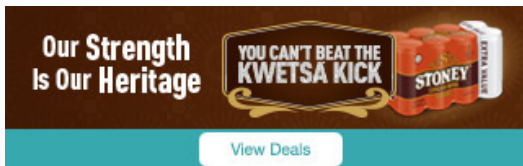
PRODUCT AD FORMATS

Native App

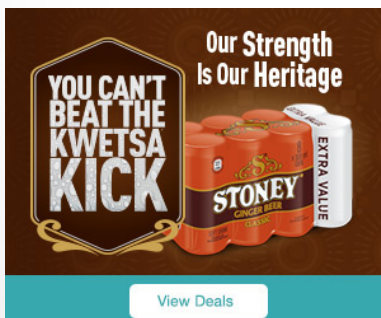
- **Large Banner Mobile - 320x100**
 - File Size/Polite Download: 15kb max
 - Execution Guidelines: Ensure images and landing pages are mobile optimised
 - **Video & Animation:**
 - Animation & looping - up to 30 seconds max
 - Video not allowed



- **Mobile Banner - 320x50**
 - File Size/Polite Download: 15kb max
 - Execution Guidelines: Ensure images and landing pages are mobile optimised
 - **Video & Animation:**
 - Animation & looping - up to 30 seconds max
 - Video not allowed



- **Med. Rec - 300x250**
 - File Size/Polite Download: 15kb max
 - Execution Guidelines: Ensure images and landing pages are mobile optimised
 - **Video & Animation:**
 - Animation & looping - up to 30 seconds max
 - Video not allowed



TONE OF VOICE

Consistency in the language used is key. A consistent tone of voice creates a strong identity and instils trust in the consumer.



Copy should be in the Checkers Tone of Voice which is:

- Sophisticated
- A little cheeky
- Warm and friendly
- Authentic and sincere

Try to:

- Exercise brevity: Copy should be concise, strive to get the message across in the quickest way possible.
- Communicate a single-minded message.

Copy should be in the Checkers Tone of Voice which is not:

- Arrogant
- Bragging/overly confident
- Funny
- Cheesy

Avoid:

- Puns
- Overly colloquial words like “just” ... use language like “simply” instead.
- Patronising or “talking down” to the customer.

CTA (Call to Action) must be simple and clear.

Approved options are as follows:

- | | |
|--------------------|--------------------|
| • Find out More | • Get Xtra Savings |
| • View Deal/s | • Get Started |
| • Explore Range | • Enter Now |
| • Find Inspiration | • Redeem Now |
| • View Recipe | • Sign Up |
| • Find out How | |

General notes:

- Avoid copy that references item location within the store or online.
- Avoid directing customers to memberships or rewards programmes that are not part of the Shoprite Group.

BRAND OVERVIEW: CHECKERS LOGO



LOGO ARCHITECTURE

The logo is made up of a logotype and tagline.



BRAND OVERVIEW: CHECKERS LOGO



LOGO CLEAR SPACE

A clear space area around the logo has been created to protect its integrity and make sure the logo is easy to read. The height of the “e” of the logo is taken as a guide to define the clear space area.



BRAND OVERVIEW: CHECKERS LOGO



LOGO COLOUR USAGE

The logo must always be used in the following ways to ensure brand consistency.



Teal logo on white background



White logo on teal background

BRAND OVERVIEW: CHECKERS LOGO



LOGO DON'TS

It is not allowed to alter the structure, colour, proportions, elements or the direction of the logo.



Stretch or transform



Moving tagline



Colour change



Adding outline



Adding drop shadow

BRAND OVERVIEW: CHECKERS LOGO



OTHER LOGOS

These are other logos used under the Checkers brand for digital media.

Checkers Hyper



Xtra Savings



LiquorShop



LiquorShop / Checkers

**Only use LiquorShop Checkers logo on Paid Media / Display Banners against a teal background*



Sixty60



ARA / Under 18



Checkers Trolley

** Wine Route only use Checkers trolley Logo*



BRAND OVERVIEW: COLOUR



PRIMARY COLOURS

Referred to as Teal.

Colour to be used on website:

R=56
G=168
B=174

#38a8ae

BRAND OVERVIEW: COLOUR



OTHER LOGOS

These are the colour breakdowns for the other logos used in digital in the Checkers brand.



RGB: R=56 | G=168 | B=174
Hex: #38A8AE



RGB: R=76 | G=195 | B=190
Hex: #1bb1aa



RGB: R=250 | G=96 | B=32
Hex: #FF4219



Teal Hex: #38A8AE
Black Hex: #404041



RGB: R=56 | G=168 | B=174
Hex: #38A8AE



Hex: #51B94A

BRAND OVERVIEW: TYPOGRAPHY



PRIMARY FONT

The Helvetica Neue LT Std family can be used in all weights and sizes in all print and online media.

Helvetica Neue Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ' ?!"(%)#@ /&<-+÷x=> \$€:;,.*

Helvetica Neue Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ' ?!"(%)#@ /&<-+÷x=> \$€:;,.*

Helvetica Neue Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ' ?!"(%)#@ /&<-+÷x=> \$€:;,.*

BRAND OVERVIEW: TYPOGRAPHY



PRIMARY FONT USAGE

Helvetica Neue Bold

This is a headline title

Sentence case

THIS IS A HEADLINE TITLE

Upper case

Helvetica Neue Regular

Sentence case

This is for body copy. Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth.

BRAND OVERVIEW: TYPOGRAPHY



WEBSITE FONT

Opens Sans is a Google font and can be used in all weights and sizes for the website only.

Open Sans Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789' ?!"(%)#@ /&<-+÷×=> \$€:;,.*

Open Sans Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789' ?!"(%)#@ /&<-+÷×=> \$€:;,.*

Open Sans Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789' ?!"(%)#@ /&<-+÷×=> \$€:;,.*

BRAND OVERVIEW: TYPOGRAPHY



WEBSITE FONT USAGE

Open Sans Bold

This is a Headline Title

Title case

Open Sans Regular

Sentence case

This is for body copy. Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regalia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth.

