



**rainmaker**<sup>media</sup>

**SHOPRITE ORGANIC SOCIAL MEDIA  
SPECIFICATION SHEET**

**Version 2.0 / 09.2021**

# FACEBOOK POSTS OVERVIEW:

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## 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](mailto: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.
- Social copy to be supplied in a separate Word document.

## Artwork Guidelines

- Must include the Shoprite logo in the bottom left corner.
- When image has a white background, red Shoprite logo must be used.
- The ARA icon must be included if alcohol is advertised.
- Minimum size of the ARA icon is 32 px x 32 px, but should be proportionate to the artboard.
- Image file type: JPG or PNG
- Image size: 1080 px x 1080 px
- Post text: 90 characters recommended (125 character limit)
- Images are not allowed to be covered with more than 20% text.
- Headline text: 25 character limit
- Link description text: 30 character limit
- Where relevant, please supply the copy in a Word document and ensure that if you have more than one element which require copy, that the copy is added into separate Word documents per element.

## File Name Convention

- Job000\_CH\_Campaign\_DV360\_Display\_250x250px.psd

# FACEBOOK POSTS OVERVIEW:

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## Organisation of Final Files

- Ensure your creative folders are compressed in individual ZIP files, and please avoid compressing them into one collective ZIP file.
- Folders: One main folder named according to the campaign name.
- Banner Subfolder: Create a subfolder/s named according to the banner/s the campaign is for (Shoprite).
- 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.

## Copy

- Minimal, with a focus on the specific product and price offer, deal or campaign being advertised.
- Must include validity dates of promotion, and a link to more deals where relevant.
- If necessary, name of promotion or campaign to be included in caption copy as hashtag, e.g. #WinterWarmers, with an additional relevant hashtag at the end of the caption, if space allows.
- Caption copy format is as follows: Promotional text. Validity. Link. #Hashtag

# GENERAL GUIDELINES FOR FACEBOOK POSTS



**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.

## Copy:

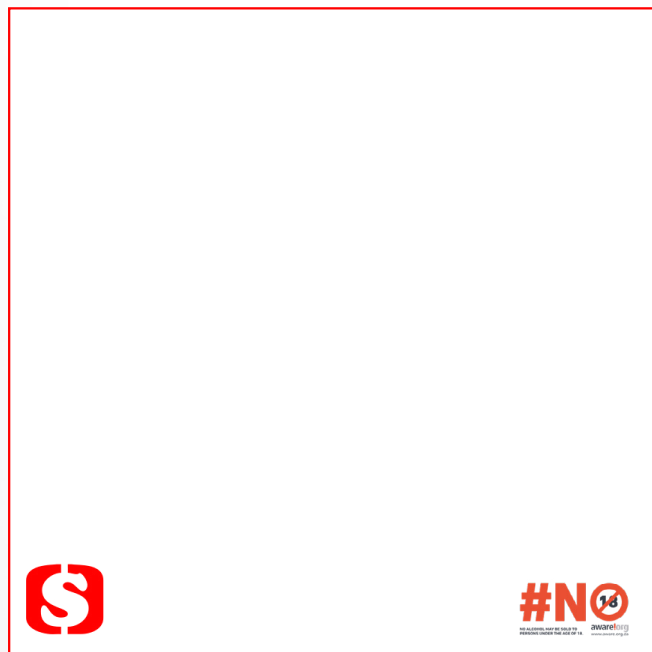
Friendly and approachable, with an equal mix of product and price, deals, brand awareness, customer engagement, and lifestyle, for a strong social media presence across all post types.

Post text: 90 characters recommended (125 character limit)

Headline text: 25 character limit

Link description text: 30 character limit

## ARA icon included



1080px

## ARA icon excluded



1080px

# GENERAL GUIDELINES FOR PRODUCT & PRICE FACEBOOK POSTS



## 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.
- Price lockup must be in the top right-hand corner and slightly covering the product image.
- Price treatment: Use Shoprite lockup.
- Product name and description will appear in caption copy only.
- Product and price images must be on a background with a white section at the top; 20% or more.

## Copy:

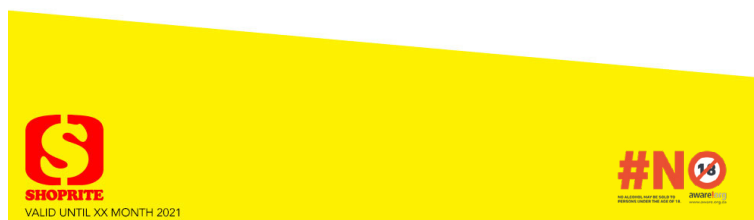
- Minimal, with a clear focus on product and price, either driving customers in-store or to the relevant online leaflet with a strong call to action.

Post text: 90 characters recommended (125 character limit)



1080px

**DESCRIPTION  
GOES HERE  
all variants 2L  
each**



1080px

Headline text: 25 character limit  
Link description text: 30 character limit

# GENERAL GUIDELINES FOR XTRA SAVINGS FACEBOOK POSTS



## 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.
- Price lockup must be in the top right-hand corner and slightly covering the product image.
- Price treatment: Use Shoprite XS lockup with the card on the top right.
- Product name and description will appear in caption copy only.
- Product and price images must be on a background with a white section at the top; 20% or more.
- There needs to be a yellow, slanted bar on the bottom.

## Copy:

- Minimal, with a clear focus on product and price, either driving customers in-store or to the relevant online leaflet with a strong call to action.

Post text: 90 characters recommended (125 character limit)



1080px

1080px

Headline text: 25 character limit

Link description text: 30 character limit



# IMAGE GUIDELINES FOR FACEBOOK POSTS



- Only use high-resolution images.
- Please ensure stock photography does not have the copyright layer over it.
- Lifestyle imagery should be aspirational, while still relatable to the customer.
- Non-lifestyle images can be used with other design elements and product logos.
- Product and price images must be on a background with a white section at the top; 20% or more.
- Images must adhere to the 80/20 rule, whereby a maximum of 20% is made up of text.



No copyright layer on images



Non-lifestyle image with product logo



Product and price with incorrect background treatment, not adhering to 80/20 rule, product names and descriptions in artwork



Product and price with correct background usage, adhering to 80/20 rule, no product names or descriptions on artwork

# VIDEO AND GIF GUIDELINES FOR FACEBOOK POSTS



Facebook video or GIF formats are preferred to static image posts since engagement with video is better.

## Guidelines:

- Video intros should not be longer than 2 seconds.
- Product and price frames must not be animated and must only transition through static frames.
- Video ratio: 1:1 (1080px x 1080px).
- Recommended resolution: Upload the highest resolution video available that meets file size and ratio limits.
- Video file size: 4GB max
- Primary post text: 125 characters
- Headline text: 25 characters
- Link description text: 30 characters
- Copy must be minimal, with a hard-sell approach to product and price posts, and a softer approach to posts focused on lifestyle, brand awareness and engagement.
- Videos must start with product and price and end with the campaign header.

View complete Facebook video guidelines [here](#).

Click to play. If video does not play, please find video in the supplied folder.



[Click here](#) to view product and price example.



# INSTAGRAM POSTS OVERVIEW:

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## Delivery Instructions

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- 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.
- Social copy to be supplied in a separate Word document.

## Artwork Guidelines

- Must include the Shoprite logo in the bottom left corner.
- When image has a white/light background, the red Shoprite logo must be used.
- The ARA icon must be included if alcohol is advertised.
- Minimum size of the ARA icon is 32px x 32px, but should be proportionate to the artboard.
- Image file type: JPG or PNG
- Image size: 1080px x 1080px
- Maximum file size: 30MB
- Post text: 90 characters recommended (125 character limit).
- Recommended hashtag amount: 1 in main caption + 29 in bottom of post copy, with an additional 30 as first comment on post.
- For more information on Instagram ads specs please refer to the [Instagram guide](#).

## File Name Convention

- Job000\_CH\_Campaign\_DV360\_Display\_250x250px.psd

# INSTAGRAM POSTS OVERVIEW:

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## Organisation of Final Files

- Ensure your creative folders are compressed in individual ZIP files, and please avoid compressing them into one collective ZIP file.
- Folders: One main folder named according to the campaign name.
- Banner Subfolder: Create a subfolder/s named according to the banner/s the campaign is for (Shoprite).
- 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.

## Copy:

- Minimal, with a focus on lifestyle and brand awareness, rather than a hard-sell product and price approach.
- Must include validity dates of promotion if relevant.
- Any promotional links to go in bio, not caption.
- If necessary, name of promotion or campaign to be included in caption copy as hashtag, e.g. #WinterWarmers.
- Strong emphasis on hashtags in Instagram, with at least 1 in caption copy and up to 29 at the end of post copy.
- Additional hashtags outside the Instagram character limit to be placed in first comment.
- Caption copy format is as follows: Promotional text. Validity. #Hashtags

# GENERAL GUIDELINES FOR INSTAGRAM POSTS



## 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.

Price lockup must be in the top right-hand corner and slightly covering the product image.

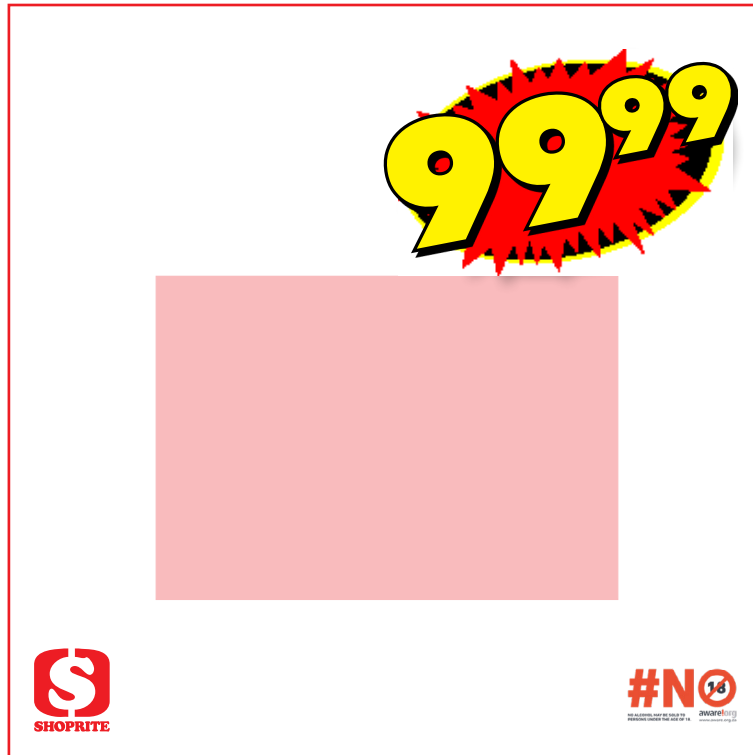
Price treatment: Use Shoprite lockup.

Product name and description will appear in caption copy only.

Product and price images must be on a background with a white section at the top; 20% or more.

## Copy:

- Focused on lifestyle aspect of the Shoprite brand, rather than a hard-sell product and price approach.
- Must include validity dates of promotion if relevant.
- Post text: 90 characters recommended (125 character limit).
- Recommended hashtag amount: 1 in main caption + 29 in bottom of post copy, with an additional 30 as first comment on post.



1080px

1080px

# INSTAGRAM STORIES OVERVIEW:

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## 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](mailto: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.
- Social copy to be supplied in a separate Word document.

## Artwork Guidelines

- Must include the Shoprite logo in the bottom left corner.
- The ARA icon must be included if alcohol is advertised.
- Minimum size of the ARA icon is 32 px x 32px, but should be proportionate to the artboard.
- Image file type: JPG or PNG
- Image size: 1080px x 1920px
- Post text: 90 characters recommended (125 character limit)
- Maximum file size: 30MB
- For more information on Instagram ads specs please refer to the [Instagram guide](#).
- Where relevant, please supply the copy in a Word document and if you have more than one element which requires copy, ensure that the copy is added into separate Word documents per element.

## File Name Convention

- Job000\_CH\_Campaign\_DV360\_Display\_250x250px.psd

## Organisation of Final Files

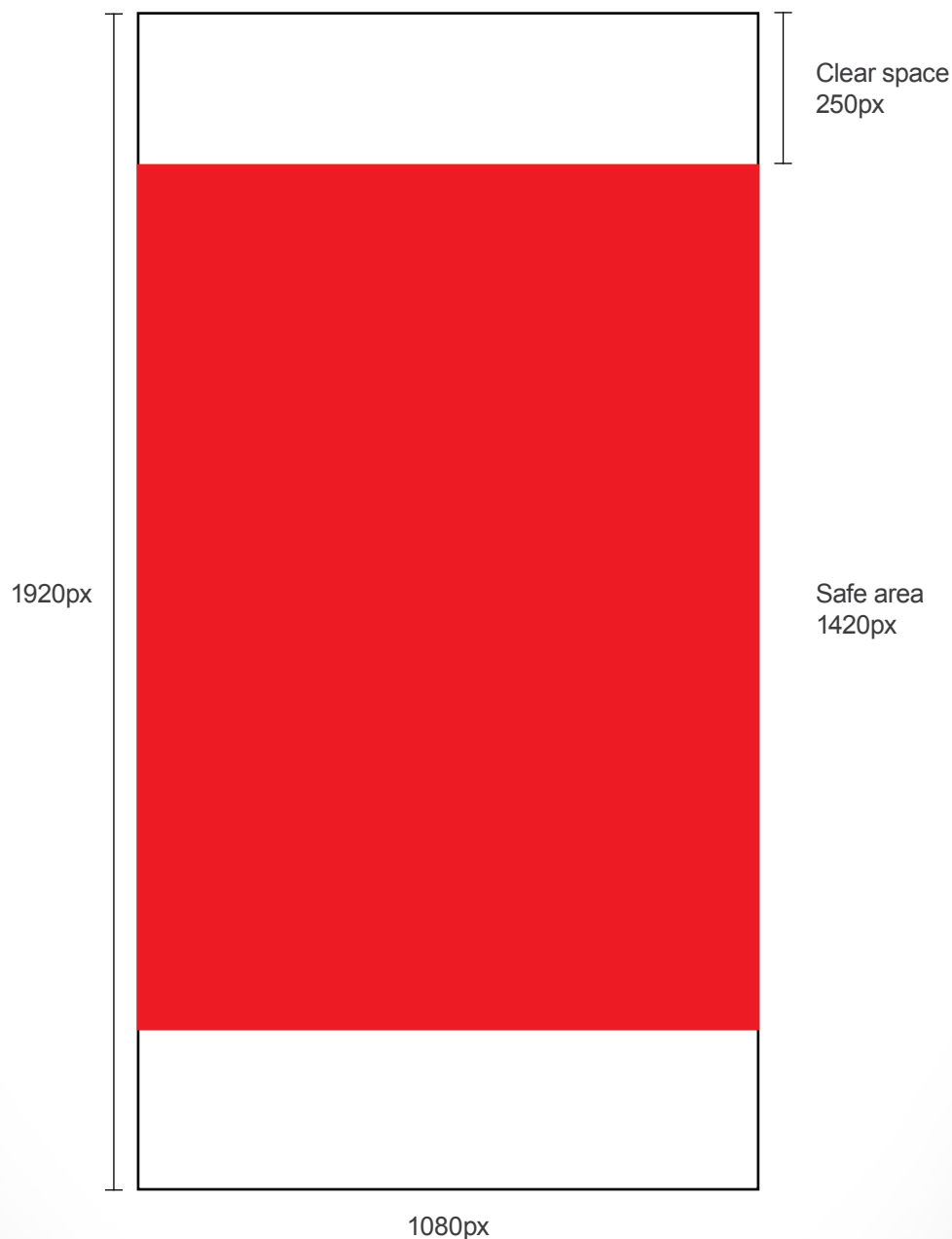
- Ensure your creative folders are compressed in individual ZIP files, and please avoid compressing them into one collective ZIP file.
- Folders: One main folder named according to the campaign name.
- Banner Subfolder: Create a subfolder/s named according to the banner/s the campaign is for (Shoprite).
- 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.

# GENERAL GUIDELINES FOR INSTAGRAM STORIES



**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.

**Copy:**  
Minimal, focused on engagement with the story itself in order to create added value for the customer.





# IMAGE GUIDELINES FOR INSTAGRAM POSTS



- Only use high-resolution images.
- Please ensure stock photography does not have the copyright layer over it.
- Instagram imagery should be lifestyle-focused, while still relatable to the customer.
- Keep the imagery consistent with the brand's tone of positivity and approachability, while avoiding a hard-sell product and price approach.
- Lifestyle images can be used with other design elements and product logos.



No copyright layer on images



Lifestyle image



Lifestyle image with product



Lifestyle image with product and no price



# VIDEO AND GIF GUIDELINES FOR INSTAGRAM POSTS



Instagram video or GIF formats are preferred to static image posts since engagement with video is better.

## Guidelines

- Only lifestyle images and video must be used.
- Copy and tone must be lifestyle-focused, with an emphasis on customer engagement and added value.
- No prices must be displayed with products.
- Video ratio: 1:1 (1080px x 1080px)
- Recommended resolution: Upload the highest resolution video available that meets file size and ratio limits.
- Video file size: 4GB max
- Post text: 90 characters recommended (125 character limit)
- Recommended hashtag amount: 1 in main caption + 29 in bottom of post copy, with an additional 30 as first comment on post.

View complete Instagram video guidelines [here](#).

Click to play. If video does not play, please find video in the supplied folder .



[Click here](#) to view video with products.

# 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.

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Do not include copyrights or disclaimers, unless legally necessary (e.g. liquor under 18 logo).  
Shoprite logo to always be featured on social media as stipulated in this guide.

## Copy should be in the Shoprite Tone of Voice which is:

- Always written in the first person (i.e. we, not Shoprite)
- Use the active tone of voice
- Clear and to the point
- Positive and light-hearted
- Empathetic and enabling

## Please try to:

- Clearly highlight the consumer benefit
- Communicate a single-minded message or idea
- Keep copy as short as possible
- Ensure a 2nd or 3rd language English speaker can easily understand you
- Embody the mindset of the Shoprite consumer

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

- Patronising or “talking down” to the consumer
- Political or radical
- Directive or authoritative

## Please avoid:

- Adopting an “us” and “them” approach to the Shoprite consumer
- Using controversial or openly political ideas and techniques

# 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.

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Do not include copyrights or disclaimers, unless legally necessary (e.g. liquor under 18 logo).

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

**Approved options are as follows:**

- Get started
- Learn more / View more
- View deals
- Sign up
- Get coupon / Get voucher
- Enter now
- Redeem now
- View recipe

**General notes:**

- Avoid copy that references item location within the store.
- Avoid directing customers to external websites, memberships or rewards programmes that are not a direct part of the Shoprite Group.
- Do not include information such as cellphone numbers and email addresses.
- Do not use taglines or phrases that may be trademarked or in active use by competing retailers.

# BRAND OVERVIEW: SHOPRITE LOGO

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## LOGO ARCHITECTURE

The logo is made up of a logotype.

logotype

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**SHOPRITE**

# BRAND OVERVIEW

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**Shoprite  
Red**

**#ff0000**

**Shoprite  
Yellow**

**#ffff00**

**Shoprite  
Black**

**#000000**

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**Aa**

Avenir Next

Font Weights

Regular  
Medium  
Demi Bold  
**Bold**

