



rainmaker^{media}

**SHOPRITE PAID SOCIAL MEDIA
SPECIFICATION SHEET**

Version 1.0 / 10.2021

PAID SOCIAL MEDIA 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.
- 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

PAID SOCIAL MEDIA OVERVIEW:



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 FB/IG SLIDESHOWS

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.

Image Size: 1080x1080 px

Max File Size: 30Mb

File Type: PNG or JPG

Number of Images: 3-10

Post text: No more than 330 characters recommended since Facebook includes a More link

Headline text: 25 character limit

Website URL

News Feed Link Description: 90 Characters

For more information, refer to the Facebook Slideshow Specs



GENERAL GUIDELINES FOR FB/IG VIDEO ADS



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.



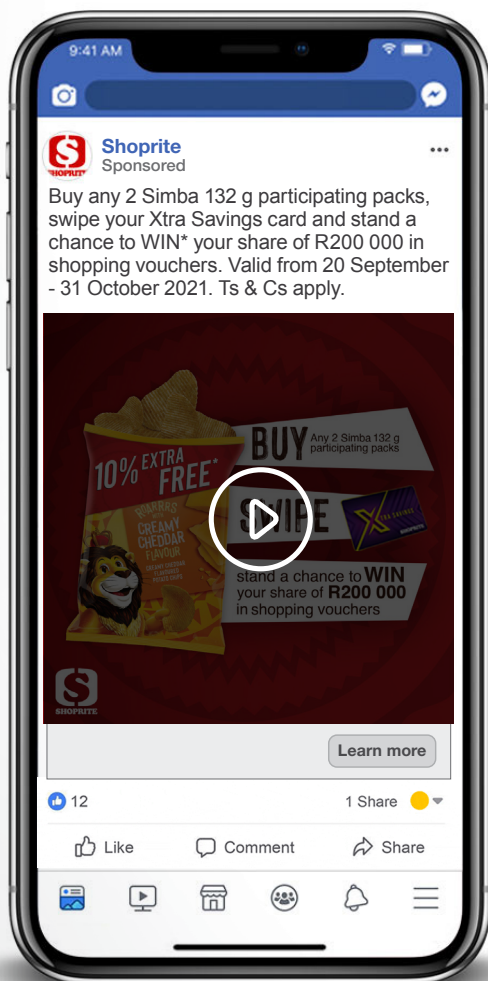
[Click here](#) to view product and price example.

GENERAL GUIDELINES FOR PAID SOCIAL MEDIA



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.

Display Size: 1080x1080 px
Max File Size: 30Mb (Images), 4Gb (Videos)
File Type: PNG, JPG, MP4 or MOV
Video Length: 60 seconds Max
Number of Cards: 2-10
Headline text: 40 character limit
Post text: Key message in the first 125 characters
Website URL
News Feed Link Description: 20 Characters
For more information, refer to the Facebook Carousel Ad Specs



[Click here](#) to view video intro example

GENERAL GUIDELINES FOR PRODUCT & PRICE



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:

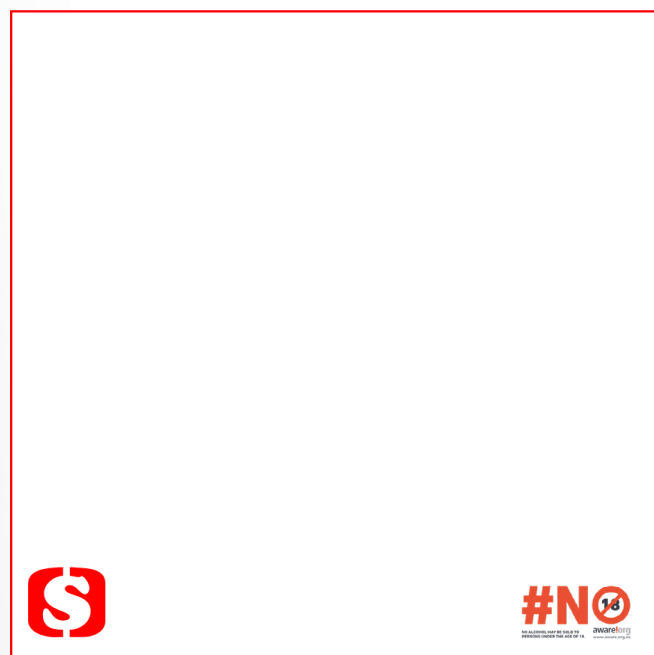
Friendly and approachable, with an equal mix of product and price, deals, brand awareness, customer engagement, and lifestyle, for a strong social media presence across all post types.

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 XTRA SAVINGS



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:

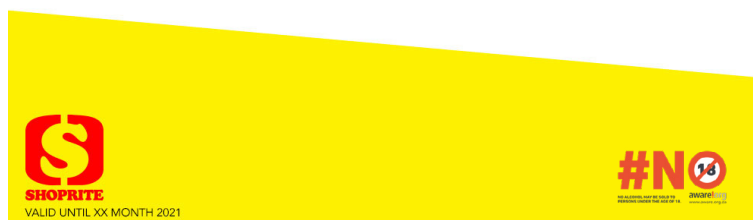
- Minimal, with a clear focus on product and price, either driving customers in-store or to the relevant online leaflet with a strong call to action.

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



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 FB/IG VIDEO ADS



- 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

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.



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.



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.

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



LOGO ARCHITECTURE

The logo is made up of a logotype.

logotype

SHOPRITE

BRAND OVERVIEW



**Shoprite
Red**

#ff0000

**Shoprite
Yellow**

#ffff00

**Shoprite
Black**

#000000

Aa

Avenir Next

Font Weights

Regular
Medium
Demi Bold
Bold

