rainmaker MEDIA

SHOPRITE DISPLAY BANNERS
SPECIFICATIONS SHEET

Version 2.0 / 09.2021

DISPLAY 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

- Must include "Banner Bar" on all ads.
- Banner logos must include (where spacing is applicable) the following text:
  Available At, New At, or Exclusively At.
- Must include 1 px border (#000000).
- Must include click tag for functional click-through.
- Must provide static back-up images for banners/divisions

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 GENERIC ASSETS

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: .jpg
Animated Ad Format: .gif
Animated Run Time: 15sec (max of 3 loops)
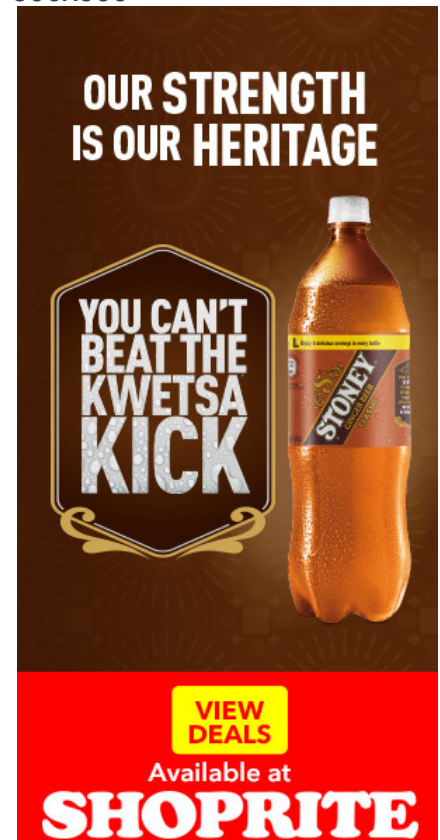File Size: < 150kb
Includes CTA: Yes

300x600

160x600

336x280

300x250

320x100

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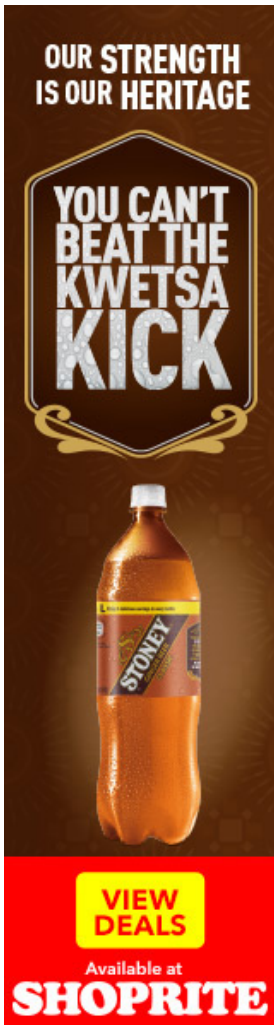
GENERAL GUIDELINES FOR P&P ASSETS

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: .jpg
Animated Ad Format: .gif
Animated Run Time: 15sec (max of 3 loops)
File Size: < 150kb
Includes CTA: Yes

336x280

320x480

250x250

300x250

320x100

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SHOPRITE

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).

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	Shoprite Yellow	Shoprite Black
#ff0000	#ffff00	#000000

Aa
Avenir Next

Font Weights

Regular
Medium
Demi Bold
Bold