



rainmaker^{MEDIA}

CHECKERS MOBILE SMS
SPECIFICATION SHEET

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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
- View Deal/s
- Explore Range
- Find Inspiration
- View Recipe
- Get Xtra Savings
- Get Started
- Enter Now
- Redeem Now
- Sign Up

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.
- Avoid competitor catch-lines, phrases, images or campaigns.

SMS OVERVIEW:

Guidelines

A direct SMS campaign targets highly relevant shoppers for your brand. The audience is specific to each campaign and its targeting requirements. A minimum of 100K to be sent out.

Possible objectives

- Product launch
- Growth - sales uplift
- Acquisition – penetration
- Retention
- Brand awareness – promotional
- Educational



TARGETED SMS & TARGETED SMS FOR XTRA SAVINGS



Mandatory information:

- <First Name>
- Stop to opt out
- Validity date (if applicable)
- Mention Checkers
- For Xtra Savings SMS, mention “Swipe your Xtra Savings card.”
- For Xtra Savings SMSs, write in a warm, friendly, authentic and informal tone of voice, e.g. “Hey, pamper yourself! SAVE R20 when you spend R100 or more on body products at Checkers. Swipe your Xtra Savings card. Valid until 30 Jun. Stop to opt out.”
- For competition SMSs, include “Ts & Cs apply.” and closing date.
- For special “free gift“ offers etc. add relevant validity disclaimer, e.g. “Only redeemable once.”

Optional:

- bit.ly link (account for 15 characters)

DELIVERY GUIDE

SMS text to be supplied in a Word document with the character count indicated (spaces included).

To streamline the approval process provide options for client to choose from.



