



rainmaker^{MEDIA}

CHECKERS EMAILERS
SPECIFICATION SHEET

Version 1.0 / 06.2020

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.

BRAND OVERVIEW: LOGO



LOGO ARCHITECTURE

The logo is made up of a logotype and tagline.



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: LOGO



LOGO COLOUR USAGE

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



Checkers
better and better

Teal logo on white background



Checkers
better and better

White logo on teal background

BRAND OVERVIEW: 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: TYPOGRAPHY



EMAILER FONT

Open Sans is a Google Font and can be used in all weights and sizes for the emailers only.

Open Sans Light

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

Open Sans Regular

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

Open Sans Bold

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

BRAND OVERVIEW: TYPOGRAPHY



EMAILER 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 paradisiatic country, in which roasted parts of sentences fly into your mouth.

BRAND OVERVIEW: COLOUR



PRIMARY COLOUR

Referred to as Teal.

Colour to be used on emailer:

R=56
G=168
B=174

#38a8ae

EMAIL OVERVIEW:



Tone of Voice

For Xtra Savings emails, use the Charlie persona and sign-off. Tone of voice is similar to a friend – warm, friendly, authentic and informal.

Example:

“I’m excited to introduce offers for you. It’s your personal selection of Xtra Savings deals we think you’ll like. No coupons, no codes, just swipe to save instantly. Remember, the more you swipe, the better we get to know you, which means that we can send you more deals on the items you really want, when you want them. See you in-store!
Charlie”

Guidelines

- Desktop email artwork size: 600px or 1200px width
- Mobile email artwork size: 374px or 480px width
- Height size: 1200px MAX
- Font: Open Sans
- Subject line: 40 - 50 characters
- Preheader line: 40 - 130 characters (try to keep it as short as possible to accommodate mobile email clients)

File Name Convention

- Job000_CH_Campaign.psd

Organisation of Final Files

- Zip: All campaign files
- Folder: One folder for each creative version
- Subfolders: One folder for each creative size

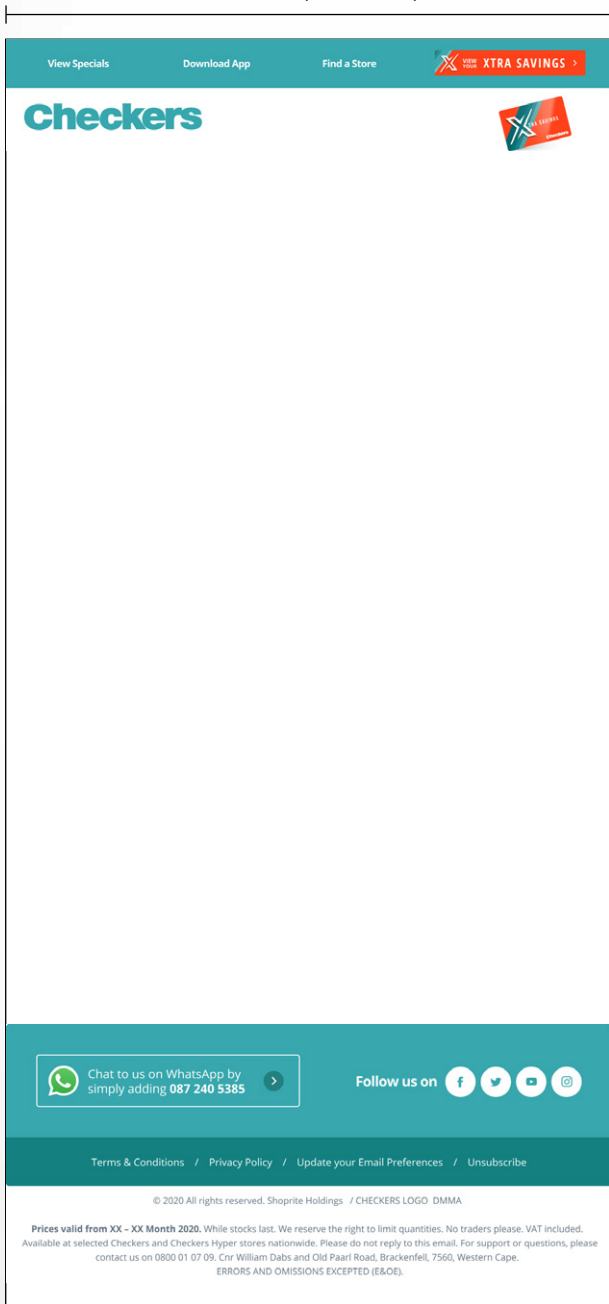
GENERAL GUIDELINES FOR EMAILERS



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.

Desktop

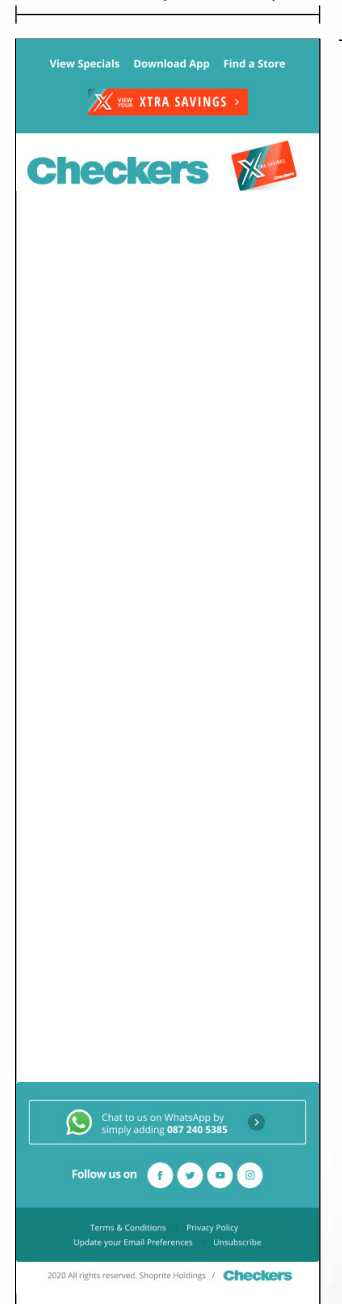
Width: 600px or 1200px



Height:
1200px MAX

Mobile

Width: 600px or 1200px



Height:
1200px MAX

GENERAL GUIDELINES FOR EMAIL BANNERS



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.

Rules and specifications:

Banner image: 804px x 462px

Banner image format: PNG

Headline must be title case, except for prepositions (“for”, “with”, “in”, “by”, “from”, “to”, “on” etc.) and conjunctions (“and”, “or”, “if” etc.).

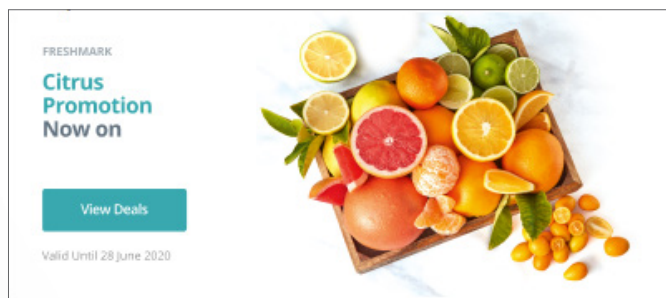
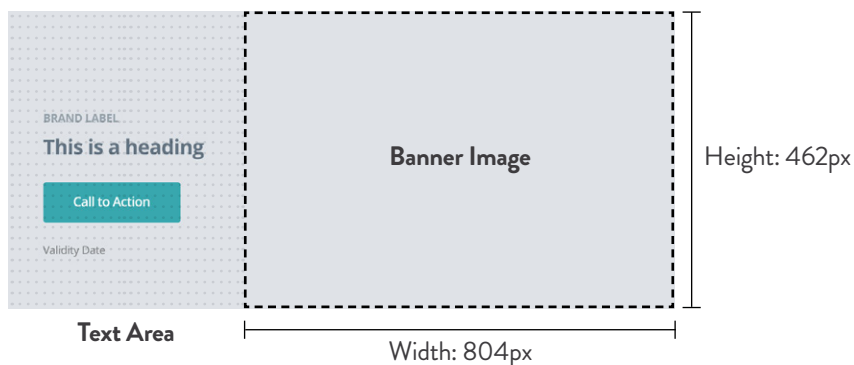
Headlines can be five lines maximum or approximately 14 characters per line.

Brand label: 20 characters, upper case

CTA (call to action) are allowed and must be title case.

Delivery requirement for banners:

Elements to be packaged with all left-hand copy and CTA in copy deck and right-hand image as PNG.



GENERAL GUIDELINES FOR THEMED EMAILER TAKEOVER



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.

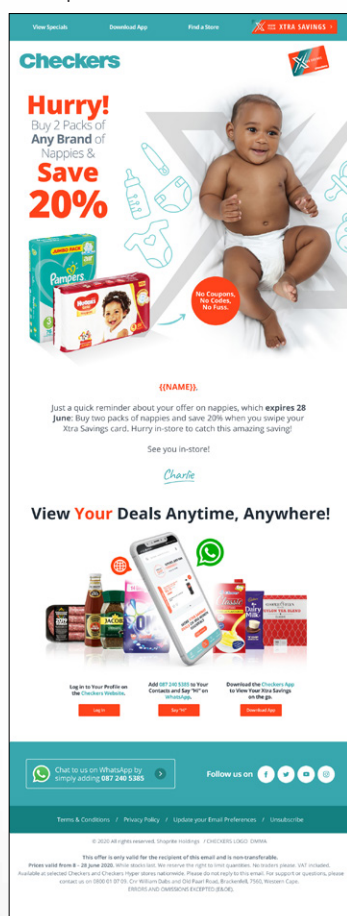
Themed emails are multi-topic emails with an overarching theme, e.g. a Baby-themed email could include a Pampers promotion with diapering tips, sleep tips and a competition.

Themed emails can be dedicated to a single brand or sponsored by a couple of brands, e.g. a Back-To-School email could have Sasko, Safari and Liqui Fruit as part of the content.

Rules and specifications:

- Full creative submission is required.
- Lead time: Seven working days for development and testing.
- Web-friendly fonts to be used.
- Checkers header and footer are mandatory.

Example



GENERAL GUIDELINES FOR TARGETED EMAILER

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.

Targeted emails are single-minded or single-topic emails sent to a specific audience to promote a relevant promotion or competition.

Targeted emails are similar to sponsored themed emails but have a narrower audience that is aligned with the campaign content and objectives. A targeted email could, for example, feature a “Heineken Around The World” competition that’s exclusive to Checkers LiquorShop.

Rules and specifications:

- Full creative submission is required.
- Lead time: Seven working days for development and testing.
- Web-friendly fonts to be used.
- Checkers header and footer are mandatory.

Example

View Specials Download App Find a Store XTRA SAVINGS

Checkers

No Codes, No Coupons, No Fees. Simply Save & Save!

{{Name}}, Save R20

When You Spend R100 or More on **ANY** Lotions or Creams

{{Name}},

The team and I have hunted down great savings for you – **save R20** when you spend R100 or more on ANY lotions or creams in-store. Why not make your next shop a one-stop shop? Get great savings on a wide range of personal care at the same place where you get your groceries, all in one safe shop.

See you in-store!

Charlie

PERSONAL CARE

Explore Our William Dabs Luxury Skin Care Range

View Range

Chat to us on WhatsApp by simply adding 087 240 5385

Follow us on

Terms & Conditions / Privacy Policy / Update your Email Preferences / Unsubscribe

© 2020 All rights reserved. Shoprite Holdings / CHECKERS LOGO DMMA

This offer is only valid for the recipient of this email and is non-transferable. Offer valid on selected products, from 19 to 30 June 2020. While stocks last. We reserve the right to limit quantities. No trades please. 18l included.

Available at selected Checkers and Checkers Hyper stores nationwide. Please do not reply to this email. For support or questions, please contact us on 0800 01 07 09. Cnr William Dabs and Old Paarl Road, Brackenford, 7560, Western Cape. DRINKS AND EMISSIONS EXCEPTED (USA&C)

