



rainmaker^{MEDIA}

SHOPRITE MOBILE SMS
SPECIFICATION SHEET

Version 1.0 / 07.2020

TONE OF VOICE



**Do not include copyrights or disclaimers, unless legally necessary (e.g. liquor under 18 logo).
Shoprite logo to always be featured on external 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.
- Avoid competitor catch-lines, phrases, images or campaigns.

tone of voice (CONT)



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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

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 loyalty
- Brand awareness – promotional
- Educational
- Engagement – Please Call Me



TARGETED SMS OVERVIEW



Mandatory information:

- <First Name>
- Stop to opt out
- Validity date (if applicable)
- Mention Shoprite
- Make sure product and price information is clearly communicated
- Try, as far as the character count will allow, to include the name of the promotion or campaign
- Ensure that copy is exciting and engaging, with a call to action that creates a sense of urgency, or elicits a response
- For Please Call Me SMSs, try to convey the Shoprite brand tone and personality, along with the relevant product and price info
- 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.”
- SMS format: Promotional text. Validity. Link (where relevant)

Optional:

- bit.ly link (account for 15 characters)

Character count:

- For regular SMS: 160 characters
- For Please Call Me SMS: 110 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 at least two or three options for client to choose from.



