



rainmaker ^{MEDIA}

**SHOPRITE RUN OF SITE BANNERS (GAM)
SPECIFICATION SHEET**

Version 1.0 / 10.2021

RUN OF SITE 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

- All artwork to be supplied as flat high-res JPEG or PNG images.
- All artwork must be in 300dpi and less than 100kb in file size.
- Where relevant, please supply the copy in a Word document and ensure that if you have more than one element which requires copy, that the copy is added into separate Word documents per element.

RUN OF SITE BANNERS OVERVIEW



File Name Convention

- Job000_CH_Campaign_DV360_Display_250x250px.psd

Organisation of Final Files

- Ensure your creative folders are compressed into one collective ZIP file, and please avoid precompressing each folder into individual ZIP files.
- Folders: One main folder named according to the campaign name.
- Banner Subfolder: Create a subfolder/s named according to banner/s the campaign is for (Shoprite/Checkers).
- 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.
- Creative/Brand to include in the Delivery email: validity, phases/bursts, number of creative refresh/sets and any outstanding items still to be delivered.

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

RUN OF SITE BANNERS

This ad format guide provides design specifications and technical requirements across each format and its dimensions, file sizes, file formats, etc.

Submission Requirements: 5 working days

Formats: GIF, Animated GIF, JPEG, PNG, HTML5 (approved 3rd party served only)

HTML5:

- Approved 3rd party served only (list of approved 3rd party vendors)
- HTML5 must support GPT Async rendering
- HTML5 must conform to the ad boundary and visibility set by the site
- 3rd party tracking allowed
- All 3rd party tags must be HTTPS

Execution Guidelines: No expansion allowed



RUN OF SITE BANNERS

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- 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: .JPEG or PNG.
- Animated ad format: GIF.
- Do not include Checkers Logo.
- CTA button must be centered.
- Headings should be title case, and CTA should be CAPS.
- CTA must be a white button on teal background with teal text colour.
- Do not use a CTA of BUY NOW or SHOP NOW (as users cannot buy instantly, we are non-transactional on site).
- Heading and title on the left, image or product on the right.

DESKTOP:

1. Large Leaderboard

- **Size:** 970x90
- **File Size/Polite Download:** 40kb max (initial load), 200kb polite download, 1MB (streaming only)
- **Video & Animation:**
 - Animation & looping - up to 30 seconds max
 - Video - up to 15 seconds | auto play | sound on mute/user initiated
 - Video exceeding 15 secs - video & sound user initiated | controls must contain toggles for Play/Pause and Audio On/Off



RUN OF SITE BANNERS

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2. Leaderboard

- **Size:** 728x90
- **File Size/Polite Download:** 40kb max (initial load), 200kb polite download, 1MB (streaming only)
- **Video & Animation:**
 - Animation & looping - up to 30 seconds max
 - Video - up to 15 seconds | auto play | sound on mute/user initiated
 - Video exceeding 15 secs - video & sound user initiated | controls must contain toggles for Play/Pause and Audio On/Off



PRODUCT AD FORMATS



TABLET:

3. Leaderboard

- **Size:** 728x90
- **File Size/Polite Download:** 40kb max (initial load), 200kb polite download, 1MB (streaming only)
- **Video & Animation:**
 - Animation & looping - up to 30 seconds max
 - Video - up to 15 seconds | auto play | sound on mute/user initiated
 - Video exceeding 15 secs - video & sound user initiated | controls must contain toggles for Play/Pause and Audio On/Off



MOBILE:

4. Large Mobile Banner

- **Size:** 320x100
- **File Size/Polite Download:** 15kb max
- **Execution Guidelines:** Ensure images and landing pages are mobile optimised
- **Video & Animation:**
 - Animation & looping - up to 30 seconds max
 - Video not allowed



5. Mobile Banner

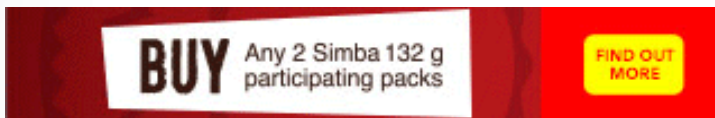
- **Size:** 320x50
- **File Size/Polite Download:** 15kb max
- **Execution Guidelines:** Ensure images and landing pages are mobile optimised
- **Video & Animation:**
 - Animation & looping - up to 30 seconds max
 - Video not allowed

PRODUCT AD FORMATS



Native App

- **Large Banner Mobile - 320x100**
 - File Size/Polite Download: 15kb max
 - Execution Guidelines: Ensure images and landing pages are mobile optimised
 - **Video & Animation:**
 - Animation & looping - up to 30 seconds max
 - Video not allowed



- **Mobile Banner - 320x50**
 - File Size/Polite Download: 15kb max
 - Execution Guidelines: Ensure images and landing pages are mobile optimised
 - **Video & Animation:**
 - Animation & looping - up to 30 seconds max
 - Video not allowed



- **Med. Rec - 300x250**
 - File Size/Polite Download: 15kb max
 - Execution Guidelines: Ensure images and landing pages are mobile optimised
 - **Video & Animation:**
 - Animation & looping - up to 30 seconds max
 - Video not allowed



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

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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



Aa

Avenir Next

Font Weights

Regular
Medium
Demi Bold
Bold

