



rainmaker<sup>MEDIA</sup>

SHOPRITE DISPLAY BANNERS  
SPECIFICATION SHEET

Version 1.0 / 05.2020

# TONE OF VOICE

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**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.

# DISPLAY OVERVIEW

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## 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

- SRSA\_Campaign\_DV360\_Display\_250x250px\_Product1\_Ph1B1\_Job000.psd

## Organisation of final files

- Zip: All Campaign Files
- Folder: One folder for each creative version
- Subfolders: One folder for each creative size
- Within subfolders: All versions for each division banner

# BRAND OVERVIEW

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**Aa**  
Avenir Next

Font Weights

Regular  
Medium  
Demi Bold  
**Bold**

# 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

336x280



320x480



250x250



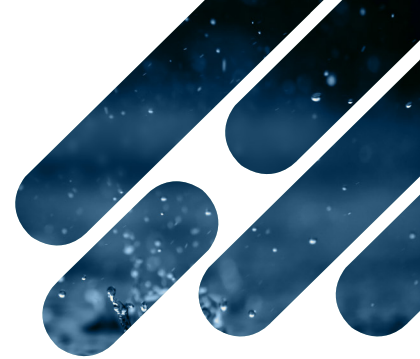
300x250



320x100



# 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



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320x100



