



**rainmaker** <sup>MEDIA</sup>

**CHECKERS MOBILE SMS  
SPECIFICATION SHEET**

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# SMS OVERVIEW:

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## 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

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## Mandatory information:

- SMS should not be longer than 160 characters
- Stop to opt out
- Validity date (if applicable)
- For competition SMSs, include "Ts & Cs apply." and closing date.
- Mention Checkers in the SMS copy.
- For special "free gift" offers etc. add relevant validity disclaimer, e.g. "Only redeemable once."
- For Xtra Savings SMSs:
  - start with CHECKERS XTRA SAVINGS,  
Example: "*CHECKERS XTRA SAVINGS: Buy any 2 at Checkers and....*"
  - mention "Swipe your Xtra Savings card."
  - 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."
- If it is not an Xtra Savings deal, start with "CHECKERS"  
Example: CHECKERS: Buy any 2 at Checkers and....

## Optional:

- <First Name> (for adding a personalised name)
- bit.ly link (account for 15 characters)

# DELIVERY GUIDE

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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.

# 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.**

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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    | • Get Xtra Savings |
| • View Deal/s      | • Get Started      |
| • Explore Range    | • Enter Now        |
| • Find Inspiration | • Redeem Now       |
| • View Recipe      | • Sign Up          |
| • Find Out How     |                    |

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.

