



rainmaker^{MEDIA}

CHECKERS EMAIL BANNERS
SPECIFICATION SHEET

Version 2.0 / 09.2021

EMAIL BANNER 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.

Please supply the following

- Banner Image
- Do not add a CTA on Actual banner image
- Mock-up
- We need the mock-up and the banner separately
- Copy Deck

Artwork Guidelines

- Mobile email artwork size: 804px or 462px 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_Desktop Mailer.psd
or
- Job000_CH_Campaign_Desktop Banner_804x462px.psd

EMAIL BANNER OVERVIEW:



Organisation of Final Files

- Ensure your creative folders are compressed in individual ZIP files, and please avoid compressing them into one collective ZIP file.
- Folders: One main folder named according to the campaign name.
- Banner Subfolder: Create a subfolder/s named according to the 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.

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.

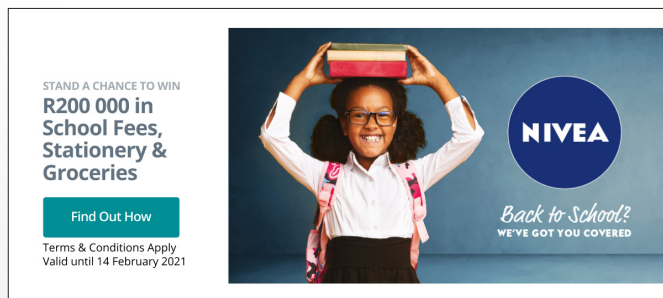
Brand label: 20 characters, upper case

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

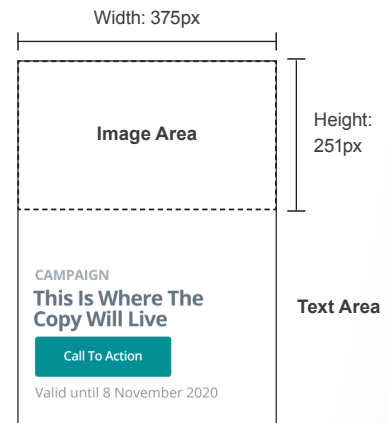
Delivery requirement for banners:

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

100% Card



Mobile Card



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
- 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.

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 regelialia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth.

