



rainmaker ^{MEDIA}

**SHOPRITE MOBILE SMS
SPECIFICATIONS SHEET**

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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 awareness – promotional
- Educational

TARGETED SMS & TARGETED SMS FOR XTRA SAVINGS



Mandatory information:

- SMS should not be longer than 160 characters
- The 160 characters have to include the below where relevant:
 - STOP to opt out if there is space, alternatively STOP if there isn't enough space.
 - Validity date
 - Make mention of Shoprite in the copy
 - Bitly link (account for 15 characters)
- For competition SMSs, include "Ts & Cs apply." and closing date.
 - Ts & Cs apply if there is space, alternatively Ts & Cs if there isn't enough space
- For special "free gift" offers, add a relevant validity disclaimer.
 - Example: "Only redeemable once"
- If there is a deal (eg. Nescafé) where it says 'from R20', we need to push back to the buyer that for an SMS we need an individual deal. When it's a visual 'from R20' it makes sense, but it doesn't with an SMS. So, we need to focus on one product for that SMS.
- Avoid starting the SMS with the end date of the deal (this should be nearer to the end).
- Savings should always be rounded off (not R2.99, rather R3). Please flag if this comes up.
- For Xtra Savings SMSes:
 - Start with SHOPRITE XTRA SAVINGS. Example: "SHOPRITE 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 Shoprite. 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...."
- All SR SMSes need to have the name Shoprite in the beginning/opening line to really land the brand. Need to grab the customers' attention with them knowing quickly that it's a Shoprite deal.
- For personalized messaging, add a <First Name>

DELIVERY GUIDE



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.



Copy should be in the Shoprite 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 Shoprite 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.

