STUDIO 368 by ASDA

AMP TEMPLATES & GUIDELINES 2021

11/03/21

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Introducing our Toolkit

Your booking will fit into one of the following Asda toolkits. Only one toolkit can be used per element.

Generic
- This toolkit is for when there are none of the below offers available on the product

Low Price Lock (LPL)
- Genuine low price that has not been increased for at least 21 days immediately before or during 'Low Price Lock' is displayed
- Commitment to permanently hold prices down – minimum 12 week commitment, not to be displayed with an end date
- Cheaper than 'big 3' average 52 week price (where 'big 3' is high-low) and base price where competitor is already EDLP (pennies below for 'body language of price leader') – price within -5% to discounter
- Equal/better value vs. Asda 52 week average selling price – not be used in conjunction with Linksave

New Asda Price Drop (NAPD)
- Intent for new price to be held, not promo activity – show cross out to highlight clear saving (14 weeks maximum)
- 121 price establishment for duration, minimum of seven days – must not revert to higher price point after seven days but can drop lower to highlight further investment or stay at base price as 'Low Price Lock' after price establishment
- Linksave lines must price established for a minimum of seven days before entering 'New Price Drop'. Must offer better value than previous Linksave offer
- Used predominately for own brand investment, but not exclusively

New
- For products that are new to store and are within the 12-week new validity period
- Exclusively at Asda and New Introductory Price toolkits are also available

Multibuy
- This toolkit is for multi buy savings, for example three products for £3
- Include 'each' price if product are the same price
- 'Save' message will only be included if there is a saving of 20% or more, but less than 50%

RollBack
- This toolkit is for when a price is being rolled back for a certain amount of time. Two price points will be featured, the 'was' price and the 'now' price.
- 'Save' message will only be included if there is a saving of 20% or more, but less than 50%
- 'Save' message can also be included on GM if product is over £50 and the saving is more than 10%

Mix & Match
- The Mix & Match toolkit can only be used on Health & Beauty, 3 for 2 Minis, Pamper & Gifting for Christmas and on BWS Wine Minis

Food To Go
- Can be used across the whole FTG product range
- 3 products must be featured on the asset
- A minimum spend of £2 (across the thee chosen items) is required to qualify

Available toolkits are limited to the ones above. We do not offer pricing such as 'Buy one, get one free' as it is not in our business strategy.

Hold-out Weeks and Event Templates

Hold-out Weeks – The Ins & Outs

- An AMP hold-out week is when all entrance media must align to one chosen customer message, e.g. Halloween event or RollBack event
- In a hold-out week the following media elements must align to the singular customer message:
  - **Security Covers and Bollard Covers**
  - **Digital 6 Sheets** – do not need to be aligned to hold-out week

Event	Hold-out Week
Value	2
Valentine's Day	6
New	8
Mother's Day	10
Easter	13
Value	20
Father's Day	24
Summer	26
New	28
Back to School	35
September Value	36
New	42
Halloween	43
Xmas Pre-Awareness	45

Event Templates

- Aim: to create maximum impact and amplify events through AMP
- Pack shot or branded. Please note if branded artwork is chosen then very little and sometimes none of the event creative will be visible
- See each elements slide for maximum volume of each element that can be booked
- AMP Account Managers and Campaign Managers will have the event templates for all events
- Elements that can be booked to feature event creative:
  - Bollard cover
  - Security cover
  - Digital 6 sheet
  - Bubbles
  - Barkers
  - Blinkers
- Please note, the value toolkit mechanic is always prioritised. Therefore, if using a value toolkit (e.g. Rollback, Multibuy, New) this will take the place of the event identity and other event assets and iconography will be used on the creative section to communicate the event, unless branded artwork is featured

Event examples

Critical Paths

Critical paths follow a week -4, week -5, week -9, week -10 or week -12 process, as detailed below:

Digital: –4 weeks

- Ability to turn around in reduced critical path due to no print time (digital). For fully-branded, please supply artwork at -2 weeks before live date

Bubbles and Barkers: –5 weeks

- Information, New, New & Exclusive and Asda value toolkits on Barkers, as well as Bubbles, run on this slightly shorter critical path. Please see page 13 for Lenticular and Poparoma Barker critical paths

Entrance Media & Booklets: –5 weeks

- Templated elements that can run in standard timings and existing approved photography (on brand)
- This applies to all non-fully-branded entrance media, as well as recipe booklets and competition booklets

Hotspots: –10 weeks

- Hotspots can only contain products that are 'new', 'gift with purchase' or have a competition on them

Blinkers: –9 weeks

- Templated elements that can run in standard timings and existing approved photography (on brand)

Complex: –12 weeks

- Element requires 3D/innovative elements (3D, photography, poparoma/lenticular) that require photography or additional finishing time
- Elements that require photography are 3D/die-cut poparoma/lenticular or require additional finishing time

Week -4	Week -3	Week -2	Week -1
Booking deadline (Monday 5pm)	Artwork + brief to be received (Monday 5pm)	Artwork shared for approval (Monday 12pm)	Final approval required (Tuesday 3pm)

Fully-branded Digital 6 Sheets artwork required for approval.

Week -5	Week -5	Week -4	Week -3
Booking deadline (Wednesday 5pm)	Artwork + brief to be received (Friday 5pm)	Artwork shared for approval (Thursday 5pm)	Final approval required (Tuesday 5pm)

Week -5	Week -5	Week -4	Week -4
Booking deadline (Monday 5pm)	Artwork + brief to be received (Wednesday 5pm)	Artwork shared for approval (Tuesday 12pm)	Final approval required (Friday 5pm)

Week -10	Week -9	Week -7	Week -6
Booking deadline (Monday 5pm)	Brief + assets to be received	Artwork shared for approval	Print deadline

Week -9	Week -9	Week -7	Week -6
Booking deadline (Monday 5pm)	Brief + assets to be received	Artwork shared for approval	Print deadline

Week -12	Week -11	Week -6	Week -6
Booking deadline (Monday 5pm)	Artwork + brief to be received (Monday 5pm)	Artwork shared for approval (Monday 5pm)	Final approval required (Friday 5pm)

Failure to comply may result in cancellation of your booking and you being billed in full.

The Key Bits

General

- All brand names will have the first letter capitalised in the product description, however, all other words will be in lowercase to comply with POS rulings across the business
- If supplier branded artwork has been used in the past across AMP POS, Asda still have the right to reject your artwork if Asda don't believe it's suitable
- AMP rulings on POS are different to the rulings of Asda Radio, Press etc, therefore Asda have the right to reject your campaign if it doesn't comply to Asda guidelines
- Charity partnerships must be approved by Asda's internal charity team. AMP to work with the POS team for sign off ahead of brief and assets deadline
- 'From' prices will need to be signed off prior to briefing. This should come through the Asda POS Team ahead of booking
- Asda only allow one round of amends per elements. Amends should not include toolkit changes, pack shot changes or branded artwork amends

Bookings

- All elements to be booked through your AMP Account Manager following Asda timelines
- Bookings made outside of Asda's critical path timeline will not be accepted

Artworking

For branded bookings (with Asda assets)

- Please place your branded image into our Indesign template
- **We will add your price point to your artwork, along with your product description and our Asda T&Cs**, as applicable
- Your brand T&Cs must not encroach on our Asda logo or T&Cs
- Do not include any violence, weapons or drugs
- QR codes can not be featured
- Do not state 'Asda' anywhere on your artwork
- We will add a Challenge 25 or Drink Aware logo, if applicable (unless fully-branded)

For pack shot bookings (with Asda assets)

- Please supply your pack shot image. Asda will add this into our Indesign template
- **Asda will add your price point to your artwork, along with your product description and our Asda T&Cs**, as applicable
- We will add a Challenge 25 or Drink Aware logo, if applicable (unless fully-branded)

For fully-branded bookings (with no Asda assets)

- Please use the Challenge 25 or Drink Aware logo, where relevant
- Roundels referencing any Asda toolkit are not allowed on any fully branded elements
- Do not include any violence, weapons or drugs
- QR codes can not be featured
- Do not state 'Asda' anywhere on your artwork
- Artwork must not state *'Find me in the XX aisle'* unless it's unclear to a customer where it's located in store
- Legal/nutritional claims must provide necessary substantiation
- Competitions to be used **only** in competition booklets, fully branded Digital 6 sheets, Trolley Panels and Sidestacks

AMP Campaign Managers – when suppliers provide you with any artwork, ensure the artwork supply checklist has been completed.

Artwork supply

- Branded/fully-branded artwork (for print) to be supplied as a **high res PDF (PDF/X-4:2008)**, with **'Create Acrobat Layers'** checked *(Fig. 1)*, and in **CMYK** format
- Double-sided artwork (e.g. bubbles) to be supplied as a 2-page PDF. **Do not supply as a spread**
- Ensure **Crop Marks** and **5mm bleed (offset to 5mm)** are checked *(Fig. 2)*
- Pack shot artwork (for print) to be supplied at **20cm x 20cm**, at **300DPI**, as a **cut-out** and in **PSD format**
- Digital artwork to be supplied as a **JPG** and in **RGB** format
- Animated artwork to be supplied in **MP4** or **MOV** format

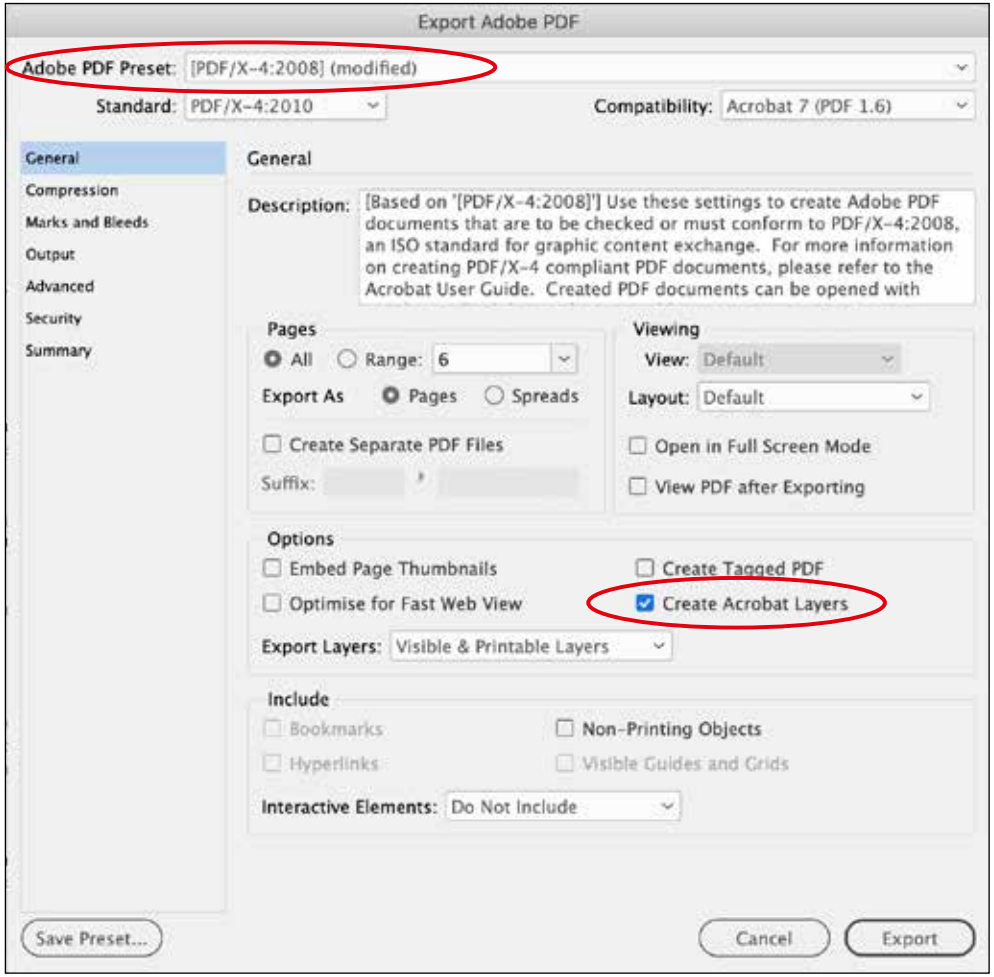


Fig. 1

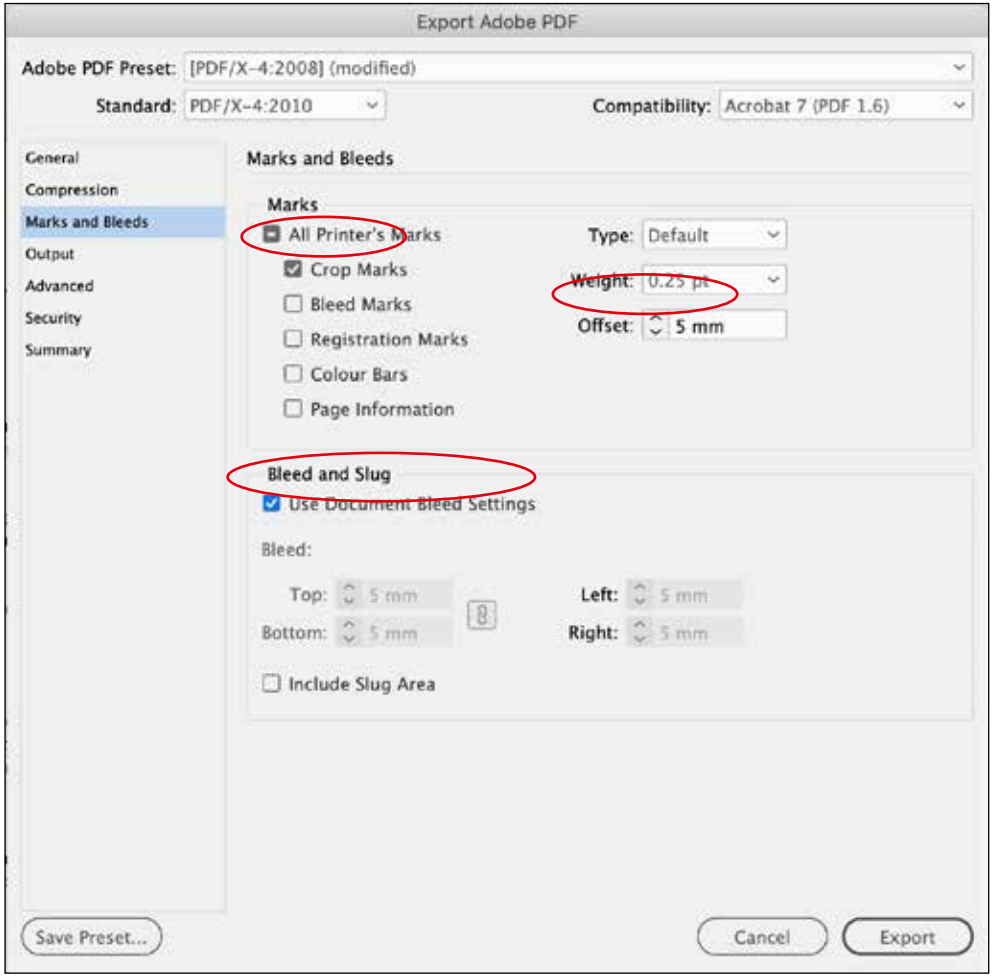


Fig. 2

Entrance Media

Bollard Covers

Asda have the right to reject any booking, regardless as to whether it has been approved previously in the past, as an exception

Step 1: Choose your toolkit

Generic price point can be used, but please use toolkit as a preference. Refer to page 2 for further details.

Step 2: Choose your template

Generic

with a pack shot

As per point two in 'do's and don'ts' it is possible to book four different bollard creatives with a different product/price across each one.

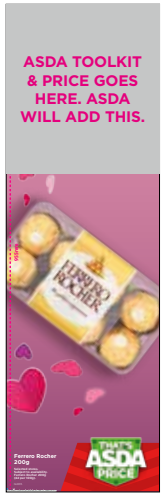
with photography

Photography will follow a 12-week critical path. Please ensure that where photos of people have been used in the artwork, the correct licences have been obtained.

Branded

with our toolkit

Event



with a pack shot

This is an example of our event template for pack shot and price. Every event will have a different creative using Asda owned assets.

Step 3: Artwork supply

- Branded/fully-branded artwork (for print) to be supplied as a **high res PDF (PDF/X-4:2008)**, with **'Create Acrobat Layers'** checked, and in **CMYK** format
- Pack shot artwork (for print) to be supplied at **20cm x 20cm**, at **300DPI**, as a **cut-out** and in **PSD format**

The do's and don'ts

- One pack shot per bollard cover due to limited space and shape of element (not recommended for linksave). If branded, as many as appropriate by the brand
- It is possible to book four different bollard creatives at one time with a different product/price/mechanic across each one. When templated, one pack shot only. The products don't have to be from the same category, but must be themed together
- No violence or sexual content; Asda have the right to reject any bookings which are inappropriate and not on brand
- All claims on artwork require substantiation in the form of a letter signed by the relevant legal representative. Substantiation must be provided at the time of supplying assets
- No direct calls to action can be featured on the artwork, e.g. 'Buy in store' – instead choose creative solutions such as 'Available in store'
- No additional toolkit message can be featured other than the lead message. The only exception is when the product is dual-cited in-store and customers will struggle to locate the product shown, as it is not clear from the packaging/ product description
- Do not feature Challenge 25 or Drink Aware logos on branded media. These will be added by the agency
- Do not communicate a competition
- The same artwork features on both sides of the bollard cover
- On branded artwork the Asda corner must have a clearance area. Please refer to the Indesign templates for details
- Social media accounts and hash tags are not allowed to be communicated on this element
- QR codes aren't allowed
- These are to be implemented by a 3rd party
- For meat, fish and poultry bookings where you want to feature the origins logo please provide this as part of the brief and assets and we will add to our Asda templates as per page 25
- If using RollBack, all products must feature the same 'was' and 'now' price

Security Covers

Asda have the right to reject any booking, regardless as to whether it has been approved previously in the past, as an exception

Step 1: Choose your toolkit

Generic price point can be used, but please use toolkit as a preference. Refer to page 2 for further details.

Step 2: Choose your template

Generic

with a pack shot

As per point five in the 'do's and don'ts', it is possible to have a maximum of three pack shots per security cover.

with photography

Photography will follow a 12-week critical path. Please ensure that where photos of people have been used in the artwork, the correct licences have been obtained.

Branded

with our toolkit

Event

with a pack shot

This is an example of our event template for pack shot and price. Every event will have a different creative using Asda owned assets.

Step 3: Artwork supply

- Branded artwork (for print) to be supplied as a **high res PDF (PDF/X-4:2008)**, with **'Create Acrobat Layers'** checked, and in **CMYK** format
- Pack shot artwork (for print) to be supplied at **20cm x 20cm**, at **300DPI**, as a **cut-out** and in **PSD format**

The do's and don'ts

- All products to be the same pricing mechanic in each creative variant
- No violence or sexual content; Asda have the right to reject any bookings which are inappropriate and not on brand
- All claims on artwork require substantiation in the form of a letter signed by the relevant legal representative. Substantiation must be provided at the time of supplying assets
- No direct calls to action can be featured on the artwork, e.g. 'Buy in store' – instead choose creative solutions such as 'Available in store'
- No more than three pack shots per element
- No additional toolkit message can be featured other than the lead message. The only exception is when the product is dual-cited in-store and customers will struggle to locate the product shown, as it is not clear from the packaging/product description
- Do not feature Challenge 25 or Drink Aware logos on branded media. These will be added by the agency
- Do not communicate a competition
- The same artwork features on both sides of the security cover
- On branded artwork the Asda corner must have a clearance area. Please refer to the Indesign templates for details
- Social media accounts and hash tags are not allowed to be communicated on this element
- QR codes aren't allowed
- These are to be implemented by a 3rd party
- If using RollBack, all products must feature the same 'was' and 'now' price
- For meat, fish and poultry bookings where you want to feature the origins logo please provide this as part of the brief and assets and we will add to our Asda templates as per page 25

Digital 6 Sheets

Asda have the right to reject any booking, regardless as to whether it has been approved previously in the past, as an exception

Step 1: Choose your toolkit

Generic price point can be used, but please use toolkit as a preference. Refer to page 2 for further details.

Step 2: Choose your template

Available as static, subtle motion or full motion

When fully-branded, please send your artwork to your AMP contact for approval

Screens do not emit sound

Generic

with a pack shot

with photography

Photography will follow a 12-week critical path. Please ensure that where photos of people have been used in the artwork, the correct licences have been obtained.

Branded

with our toolkit

Fully-branded

Event

with a pack shot

Step 3: Artwork supply

- Digital artwork to be supplied as a **JPG** and in **RGB** format
- Animated artwork to be supplied in **MP4** or **MOV** format

The do's and don'ts

- Digital 6 Sheets must be a minimum of 10 seconds and a maximum of 30 seconds long, regardless of whether they are full motion, part motion or templated
- 10 second digital 6 sheets can have a maximum of three rotations
- All products across all rotations must be from the same theme and work as a suite
- All products in the same rotation must be the same price and toolkit. If the products on the brief are different prices and toolkits, they will need to feature on separate rotations. Maximum three rotations
- No more than three pack shots per rotation
- All claims on artwork require substantiation in the form of a letter signed by the relevant legal representative. Substantiation must be provided at the time of supplying assets
- No violence or sexual content; Asda have the right to reject any bookings which are inappropriate and not on brand
- No direct calls to action can be featured on the artwork, e.g. 'Buy in store' – instead choose creative solutions such as 'Available in store'
- Asda can create a fully-branded and templated Digital 6 Sheet (five seconds branded and five seconds templated)
- When templated, Challenge 25 or Drink Aware logos will be added by Asda. Do not supply with them on. When fully-branded, these should be added by the supplier
- If in Asda template, please ensure that any competitions are only featured on the pack shot. You cannot promote these off pack as T&Cs cannot be applied
- Fully-branded digital 6 sheets can contain a competition once the full T&Cs have been approved by Asda's legal team
- Significant T&Cs must be shown on artwork if competition is present
- Where possible T&Cs must follow Asda's template
- On branded artwork the Asda corner must have a clearance area. Please refer to the Indesign templates for details
- Social media accounts and hash tags are not allowed to be communicated on this element
- QR codes aren't allowed
- These are to be implemented by a 3rd party
- If using RollBack on a rotation, all products must feature the same 'was' and 'now' price
- For meat, fish and poultry bookings where you want to feature the origins logo please provide this as part of the brief and assets and we will add to our Asda templates as per page 25

Trolley Panels

Asda have the right to reject any booking, regardless as to whether it has been approved previously in the past, as an exception

Fully-branded Trolley Panels

(Trolley panels are only available as fully-branded)

WAGJLL

Artwork supply:

- Fully-branded artwork (for print) to be supplied as a **high res PDF (PDF/X-4:2008)**, with **'Create Acrobat Layers'** checked, and in **CMYK** format

The do's and don'ts

- No violence or sexual content; Asda have the right to reject any bookings which are inappropriate and not on brand
- All claims on artwork require substantiation in the form of a letter signed by the relevant legal representative. Substantiation must be provided at the time of supplying assets
- No direct calls to action can be featured on the artwork, e.g. 'Buy in store' – instead choose creative solutions such as 'Available in store'
- When promoting alcoholic products, the supplier must add the Challenge 25 Drink Aware logo when displaying alcoholic products
- Fully branded trolley panels can contain a competition once the full T&Cs have been approved by Asda's legal team
- Significant T&Cs must be shown on fully branded artwork if competition is present
- Where possible T&Cs must follow Asda's template
- Social media accounts and hash tags are not allowed to be communicated on this element
- QR codes aren't allowed
- Roundels referencing any Asda toolkit are not allowed on any fully branded elements
- These are to be implemented by a 3rd party

Barkers, Booklets, Blinkers, Bubbles and Hotspots

Barkers

Asda have the right to reject any booking, regardless as to whether it has been approved previously in the past, as an exception

Step 1: Choose your toolkit

Generic price point can be used, but please use toolkit as a preference. Refer to page 2 for further details.
Pricing toolkit only needs to be included on barkers booked as a price point barker.

Step 2: Choose your template

Info Barker (branded)
5-week CP

Info Barker (pack shot)
5-week CP

Love This? Try This Barker
5-week CP

Poparoma Barker
12-week CP

New Barker (branded)
5-week CP

New Barker (pack shot)
5-week CP

Lenticular Barker – 1st angle
12-week CP

Lenticular Barker – 2nd angle
12-week CP

Price Point Barker (branded)
5-week CP

Price Point Barker (pack shot)
5-week CP

- Lenticular barkers are used to show two different product variants on one barker; these must be themed together
- Please provide two pack shots and two text descriptions of the product

Other 'New' variants available, including:

Step 3: Artwork supply

- Branded artwork (for print) to be supplied as a **high res PDF (PDF/X-4:2008)**, with **'Create Acrobat Layers'** checked, and in **CMYK** format
- Pack shot artwork (for print) to be supplied at **20cm x 20cm**, at **300DPI**, as a **cut-out** and in **PSD format**

The do's and don'ts

- Barkers cannot be implemented on bottom shelves
- Compliance barkers are prioritised above AMP, which can mean your barker won't be implemented
- One barker per bay is permitted
- Single or dual-sited info to be advised at point of booking for accurate implementation
- Barkers cannot be implemented in SKU-dense categories (i.e. Health & Beauty/Pharmacy)
- All claims on artwork require substantiation in the form of a letter signed by the relevant legal representative. Substantiation must be provided at the time of supplying assets
- Barkers must be booked for a live date in relevant promo period
- Barkers are live for three weeks
- No violence or sexual content; Asda have the right to reject any bookings which are inappropriate and not on brand
- No direct calls to action can be featured on the artwork, e.g. 'Buy in store' – instead choose creative solutions such as 'Available in store'
- When templated, Challenge 25 or Drink Aware logos will be added by Asda. Do not supply with them on. When fully-branded, these should be added by the supplier
- Info barker cannot feature any 'call to action' including available in store
- For branded barkers, please don't repeat copy on the left side which is already on the branded artwork
- Price barkers can only communicate one price
- Info barkers must contain a useful and valid piece of customer information about the product itself on the left hand side, such as 'perfect for lunch box snacks, a source of calcium for healthy bones' – Asda has the right to reject any copy if this is not met
- Social media accounts and hash tags are not allowed to be communicated on this element
- QR codes aren't allowed
- These are to be implemented by a 3rd party
- Do not communicate a competition

Our recommendations

- Cannot feature the same product on multiple templates
- Cannot include the same product booked on blinkers or bubbles live during the same period
- Must prioritise value barkers ahead of others
- For meat, fish and poultry bookings where you want to feature the origins logo please provide this as part of the brief and assets and we will add to our Asda templates as per page 25

Bubbles

Asda have the right to reject any booking, regardless as to whether it has been approved previously in the past, as an exception

Step 1: Choose your toolkit

Generic price point can be used, but please use toolkit as a preference. Refer to page 2 for further details.

Step 2: Choose your template

Generic

Generic bubbles can feature any toolkit.

with a pack shot

with photography

Branded

Branded bubbles can feature any toolkit.

with our toolkit

Event

Please note, the value toolkit mechanic is always prioritised. Therefore, if using a value toolkit (e.g. Rollback, Multibuy, New) this will take the place of the event identity and other event assets and iconography will be used on the creative section to communicate the event, unless branded artwork is featured.

with a pack shot
(a generic price point allows the event to be 'dialled up')

with branded assets

with a pack shot and value toolkit

with branded assets and value toolkit

Step 3: Artwork supply

- Branded artwork (for print) to be supplied as a **high res PDF (PDF/X-4:2008)**, with **'Create Acrobat Layers'** checked, and in **CMYK** format
- Pack shot artwork (for print) to be supplied at **20cm x 20cm**, at **300DPI**, as a **cut-out** and in **PSD format**

The do's and don'ts

- Compliance bubbles are prioritised above AMP, which can mean your bubble won't be implemented, e.g. social distancing
- One bubble per bay is permitted
- Single or dual-sited info to be advised at point of booking for accurate implementation
- All claims on artwork require substantiation in the form of a letter signed by the relevant legal representative. Substantiation must be provided at the time of supplying assets
- No violence or sexual content; Asda have the right to reject any bookings which are inappropriate and not on brand
- No direct calls to action can be featured on the artwork, e.g. 'Buy in store' – instead choose creative solutions such as 'Available in store'
- When templated, Challenge 25 or Drink Aware logos will be added by Asda. Do not supply with them on. When fully-branded, these should be added by the supplier
- Bubbles can only communicate one price
- The same product must feature on both sides of the bubble
- Social media accounts and hash tags are not allowed to be communicated on this element
- QR codes aren't allowed
- Do not communicate a competition
- These are to be implemented by a 3rd party
- For meat, fish and poultry bookings where you want to feature the origins logo please provide this as part of the brief and assets and we will add to our Asda templates as per page 25

Locations

- Bubbles can be implemented across the store (including SKU dense areas) except the following areas:
  - Make-up cosmetic bays
  - Promo space (gondola ends/promo sidestacks)
  - Bottom shelves
- These can be implemented in produce and FTG areas
- Only implement one branded bubble per bay

Other rulings

- These cannot be implemented in the same bay as a barker – suppliers need to choose either a bubble or barker
- Bubbles are live for three weeks (as per barkers) – please ensure price is live for three weeks
- Asda advise one pack shot per bubble due to the size, however if the pack shot is small we may be able to fit two of these on

Our recommendations

- Cannot feature the same product on multiple templates
- Cannot include the same product booked on blinkers or barkers live during the same period

Please note

- You will need to flag to the Asda AMP POS team if you want two pack shots and Asda will advise if this is achievable due to pack shot size and proportions
- Only one toolkit/price is allowed to be used per bubble

Blinkers

Asda have the right to reject any booking, regardless as to whether it has been approved previously in the past, as an exception

Step 1: Choose your toolkit

Generic price point can be used, but please use toolkit as a preference. Refer to page 2 for further details.

Step 2: Choose your template

Generic

Generic blinkers can feature any toolkit.

with a pack shot

Branded

Branded blinkers can only feature a New or New & Exclusive toolkit.

with our toolkit

Event

Event blinkers can only be booked to support Asda customer and calendar events. These cannot be booked for AMP-led events.

Please note, the value toolkit mechanic is always prioritised. Therefore, if using a value toolkit (e.g. Rollback, Multibuy, New) this will take the place of the event identity and other event assets and iconography will be used on the creative section to communicate the event, unless branded artwork is featured.

with a pack shot

with branded assets

Step 3: Artwork supply

- Pack shot artwork (for print) to be supplied at **20cm x 20cm**, at **300DPI**, as a **cut-out** and in **PSD format**

Rulings regarding implementation

- All blinkers are all booked through the AMP Workflow System. Please contact your AMP Account Manager if you have any questions
- Blinkers are implemented to the left of the value bay
- Blinkers are implemented with a one bay gap rule
- Blinkers must not be implemented on bays with info panels or hotspots

The do's and don'ts

- No more than three pack shots per blinker
- All products to be the same pricing mechanic
- The same artwork features on both sides of the blinker
- Social media accounts and hash tags are not allowed to be communicated on this element
- QR codes aren't allowed
- Implemented by a 3rd party
- Cannot book blinkers if a hotspot is located on the same bay
- For meat, fish and poultry bookings where you want to feature the origins logo please provide this as part of the brief and assets and we will add to our Asda templates as per page 25
- The location of these In-run Blinkers will not be on the seasonal aisle

Our recommendations

- Cannot include the same product booked on barkers or bubbles live during the same period

Booklets

Asda have the right to reject any booking, regardless as to whether it has been approved previously in the past, as an exception

Step 1:
Choose your template

Competition Booklet – Front

Recipe Booklet – Front

Competition Booklet – Reverse

Recipe Booklet – Reverse

Step 2:
Artwork supply

- Branded artwork (for print) to be supplied as a **high res PDF (PDF/X-4:2008)**, with **'Create Acrobat Layers'** checked, and in **CMYK** format
- Pack shot artwork (for print) to be supplied at **20cm x 20cm**, at **300DPI**, as a **cut-out** and in **PSD format**

The do's and don'ts

- Recipe/competition booklets maximum word count of 150 works on reverse, unless approved by POS Team
- Asda must see all recipes for approval and the Asda recipe pro-forma must be used
- Full competition terms and conditions must be provided
- All claims on artwork require substantiation in the form of a letter signed by the relevant legal representative. Substantiation must be provided at the time of supplying assets
- Significant T&Cs must be featured on the artwork
- Brand logos, pack shots and assets must be provided alongside all briefs
- On branded artwork the Asda corner must have a clearance area. Please refer to the Indesign templates for details
- All recipes must contain a maximum of one red traffic light. The only exception is when it is an indulgent barker, it can then have two traffic lights, but the marketing campaign must imply in the copy that it is 'indulgent'
- Photography for Asda recipes must be representative of the portion size and recipe suggested, so not as to mislead customers
- Do not feature T&Cs in the branded artwork of competition booklets, as these will be detailed on the reverse
- Social media accounts and hash tags are not allowed to be communicated on this element
- QR codes aren't allowed
- These are to be implemented by a 3rd party
- For meat, fish and poultry bookings where you want to feature the origins logo please provide this as part of the brief and assets and we will add to our Asda templates as per page 25

All family meal/weeknight winner recipes

- Must not have more than one red traffic light
- Must provide a minimum of one of five-a-day
- Should not include alcohol unless this is added in small amounts and will be fully boiled off in the cooking process

All children's recipes, including Back to School and lunch box recipes

- Must pass the Department of Health Nutrient Profiling Model criteria for a 'healthy' or non-HFSS food
- Must avoid anything likely to condone or encourage poor nutritional habits, an unhealthy lifestyle or an excessive consumption of any food

All special occasion/indulgent recipes

- Must be positioned as indulgent, special occasion recipes within the marketing copy
- Must not have more than two red traffic lights and must not provide >75% of reference intake for energy

All drinks recipes

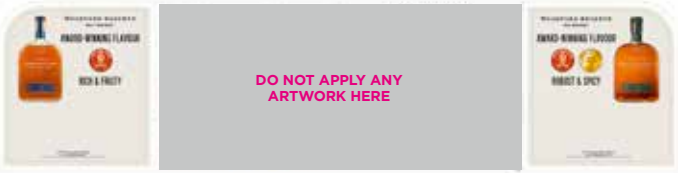
- Must use the beverage-specific multiple traffic light labelling criteria
- Drink recipes must warrant 'How to make' step-by-step instructions, for example: '1. Pour Baileys into glass/2. Serve on ice' is not acceptable for a recipe booklet
- When templated, Challenge 25 or Drink Aware logos will be added by Asda. Do not supply with them on. When fully-branded, these should be added by the supplier

Hotspots

Asda have the right to reject any booking, regardless as to whether it has been approved previously in the past, as an exception

Front

Tray



Reverse

Pack shot (for use on the WAGJLL)

WAGJLL

Artwork supply:

- Branded artwork (for print) to be supplied as a **high res PDF (PDF/X-4:2008)**, with **'Create Acrobat Layers'** checked, and in **CMYK** format
- Pack shot artwork (for print) to be supplied at **20cm x 20cm**, at **300DPI**, as a **cut-out** and in **PSD format**

The do's and don'ts

- A space must be left on the branded artwork for the Asda template to be inserted
- A clearance space must be left at the bottom of the artwork, so that when a product sits on the shelf the artwork isn't covered
- Only one product can feature on the hotspot
- Hotspots can only contain products that are 'new', 'gift with purchase' or have a competition on them
- Do not feature Challenge 25 or Drink Aware logos on branded media, this will be added by Asda's in-house studio team
- No direct calls to action can be featured on the artwork
- All claims on artwork require substantiation in the form of a letter signed by the relevant legal representative. Substantiation must be provided at the time of supplying assets
- No violence or sexual content; Asda have the right to reject any bookings which are inappropriate and not on brand
- Social media accounts and hash tags are not allowed to be communicated on this element
- QR codes aren't allowed
- Asda Category Execution Team must be involved in the booking to ensure the space availability
- Live for the full promo period
- Cannot have blinkers on the same bay as the hotspot
- These are to be implemented by a 3rd party
- Cannot feature the same product on multiple templates
- Cannot include the same product booked on blinkers or barkers live during the same period

Merchant’s Den

Merchant's Den

Asda have the right to reject any booking, regardless as to whether it has been approved previously in the past, as an exception

In addition to the standard elements available, the elements below are bookable for Merchants' Den. These elements allow greater brand presence in store compared to standard elements.

Only Merchant's Den security covers and bollard covers can be die-cut.

Security Cover

Fully-branded Security Cover

Bollard Cover

Fully-branded Bollard Cover

The do's and don'ts

- No additional toolkit message can be featured other than the 'New' or 'New & Excusive' message
- It is possible to book four different bollard cover creatives at one time with a different product and price across each one. All products must be from the same category and work as a suite
- It is recommended that security covers have no more than three pack shots per element
- All products to be the same pricing mechanic in each creative variant
- Price point to be below £50
- No direct calls to action can be featured on the artwork, e.g. 'Buy in store' – instead choose creative solutions such as 'Available in store'
- When promoting alcoholic products, the supplier must add the Challenge 25 Drink Aware logo
- Social media accounts and hash tags are not allowed to be communicated on this element
- QR codes aren't allowed
- These are to be implemented by a 3rd party

Artwork supply:

- Branded/fully-branded artwork (for print) to be supplied as a **high res PDF (PDF/X-4:2008)**, with **'Create Acrobat Layers'** checked, and in **CMYK** format

Fully-branded Gondola Ends, Sidestacks, Headers and Shippers

Fully-branded Gondola Ends

Asda have the right to reject any booking, regardless as to whether it has been approved previously in the past, as an exception

Week -8

Brief received

→

Week -6

Artwork to Asda for approval

→

Week -5

Artwork supplied to HH for print, by the category

Gondola End Ears & Header - these are not included in the Branded Gondola End package, they must be Asda Price assets

Branded Stripping

Sidestack Blinker

Sidestack Blinker

Standard Gondola End

End must show these Blinkers on the adjacent Sidestacks

Frozen Vinyl

Gondola End Ears

Frozen Gondola End

Frozen Gondola End

The do's and don'ts

- The gondola end must show the product promoted on the sidestack and must be placed at eye level for the customer
- Value stripping and barker rules apply as standard toolkit on a frozen gondola end
- Branded Stripping is part of the standard gondola end package
- ½ bay minimum proportion to allow for a frozen package
- A separate PDF per element must be submitted (one for the stripping and two for each of the sidestack blinkers, the blinkers must be the same artwork on either one)
- You must flood the creative to the ends of the sidestack cutters so the whole element is covered
- You must ensure that the artwork codes are added onto the relevant element that they have been issued for
- No direct calls to action can be featured on the artwork, e.g. 'Buy in store' – instead choose creative solutions such as 'Available in store'
- Competitions can feature on gondola end artwork if significant T&Cs are easily visible to the customer and full T&Cs are sent to POS team
- All claims on artwork require substantiation in the form of a letter signed by the relevant legal representative. Substantiation must be provided at the time of supplying assets
- All branded gondola ends and shippers must be taken to legal by the Asda category contact
- Social media accounts and hash tags are not allowed to be communicated on this element
- QR codes aren't allowed
- GE POS package is only stripping and side stack blinkers, in the case of frozen end it is three freezer door vinyls at the top with the same artwork
- To be allocated to stores that CPM implements in only
- Max of nine branded gondola ends can be booked in a promo period to ensure value cut-through
- The wording of 'new' cannot be used on any branded artwork and should only be communicated through Asda toolkit

Fully-branded Sidestacks, Headers and Shippers

Asda have the right to reject any booking, regardless as to whether it has been approved previously in the past, as an exception

Branded Shippers
Shipper guidelines are available from your relevant Asda category contact.

Week -8	→	Week -6	→	Week -5
Brief received		Artwork to Asda for approval		Artwork supplied to HH for print, by the category

Branded Sidestacks & Headers

Week -5	→	Week -4	→	Week -3
Brief received		Artwork to Asda for approval		Artwork supplied to HH for print, by the category

The do's and don'ts

- A separate PDF per element must be submitted (two in total for your header and sidestacks)
- You must flood the creative to the ends of the sidestack cutters so the whole element is covered
- You must ensure that the artwork codes are added onto the relevant element that they have been issued for
- No direct calls to action can be featured on the artwork, e.g. 'Buy in store' – instead choose creative solutions, such as 'Available in store'
- No violence or sexual content; Asda have the right to reject any bookings which are inappropriate and not on brand
- All claims on artwork require substantiation in the form of a letter signed by the relevant legal representative. Substantiation must be provided at the time of supplying assets
- All branded artwork must be taken to legal by the Asda category contact l if any claim or substantiation is featured
- Social media accounts and hash tags are not allowed to be communicated on this element
- QR codes aren't allowed
- Sidestack and headers to be allocated to stores that CPM implements in only
- The wording of 'new' cannot be used on any branded artwork and should only be communicated through Asda toolkit
- Branded sidestack blinkers will only be implemented on the side of stackstack that is facing in-run

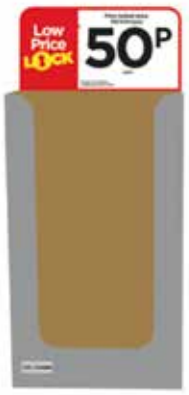
Branded Sidestack and Header

Branded (QMS) Queue Mechanic Shippers

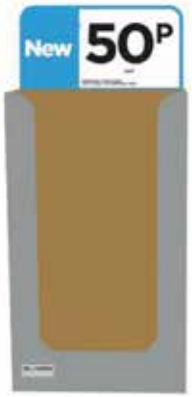
Generic

New Asda Price Drop

Standard Shippers



Low Price Lock



New

Refer to the Shipper Guidelines for all rulings on standard & QMS Branded shippers (contact your AMP Campaign Manager for the most up to date Shipper guidelines for all rulings and specs etc).

Brown indicates a brown inner corrugate liner can be used

Grey indicates the area which should be used for brand creative

Contacts

For any AMP bookings or queries, please contact your AMP Account or Campaign Manager.

Prices are for visual purposes only.