

SmartScreen@TESCO Creative Guidelines

Tagging & Tesco Assets used in Shopper Marketing Campaigns

Suppliers specifically wanting to align SmartScreen@TESCO advertising with wider shopper marketing campaigns / promotions live in-store must follow the TESCO creative guidelines and organise all advertising directly with their shopper marketing contact at TESCO Media (dunnhumby). All advertising of this nature must be approved by the TESCO Category Customer Manager, Buyer, Advertising Team and Trading Law.

This includes reference to price and the use of all TESCO branded assets such as price pings / roundels, TESCO copyright material, Offers, Promotional Terms & Conditions and all logos.



Examples of Shopper Marketing Campaigns / Trade Promotional advertising

Branded campaigns

Branded campaigns may be booked with JCDecaux via an above-the-line agency and must be fully branded. References to in-store pricing, promotions, offers or the use of TESCO copyright must not appear on the creative execution. For the avoidance of doubt, any campaign that incorporates any TESCO asset will not be a branded campaign. A non-exhaustive list of TESCO assets is set out in page 2. If the supplier requires the use of a TESCO asset then the campaign will be deemed a shopper marketing campaign and the above process must be adhered to.

Copy should be provided for scrutiny to JCDecaux no less than three weeks prior to the campaign live date. Final delivery deadlines for artwork should be no less than 10 working days prior to the campaign live date and submitted to digitaldelivery@jcdecaux.co.uk

Please use the following link for digital specifications:

<http://www.jcdecaux.co.uk/retail/smartscreen-digital-technical-specification>

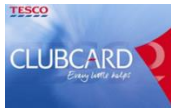
Please direct any queries regarding the above to peter.woodvine@jcdecaux.co.uk

TESCO assets include, but are not limited to, the following:

- Tesco logo
- Clubcard Logo
- Clubcard Boost
- Brand Guarantee
- Reference to an instore promotion being run in Tesco eg
 - Save a 1/3
 - % off
 - Money off
 - Half price
 - Only £ (round pound) eg
 - Buy one get one free (bogof)
 - Link promotions and get this free eg buy toothpaste and get mouth wash half price
 - When it's gone it's gone (wigig)
 - Multibuy eg 2 for 3, 3 for 4, for
 - Better than half price
- Tesco exclusive customer competitions – run through the Buy Scan Win mechanic
- Tesco Event creative that supports their instore campaigns eg
 - Baby Event, Sun shop, Curry Week, Halloween, Christmas, Mothers day, Fathers day, Easter, Pet week including category initiatives

Additional Examples of Tesco assets:

Clubcard



Fuel save (an example of a Tesco campaign with Tesco creative)



Price or round pound promotion



Promotions eg Buy on get one free or half price



Tesco exclusive Competitions eg using the Buy scan win mechanic



Use of Tesco event creative assets – eg Hayfever/Summer

