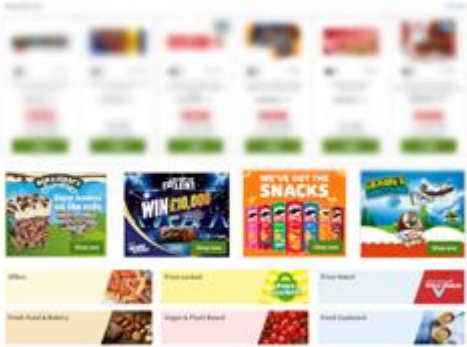


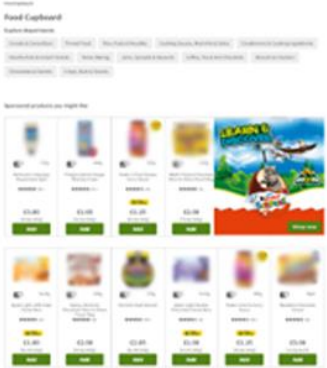


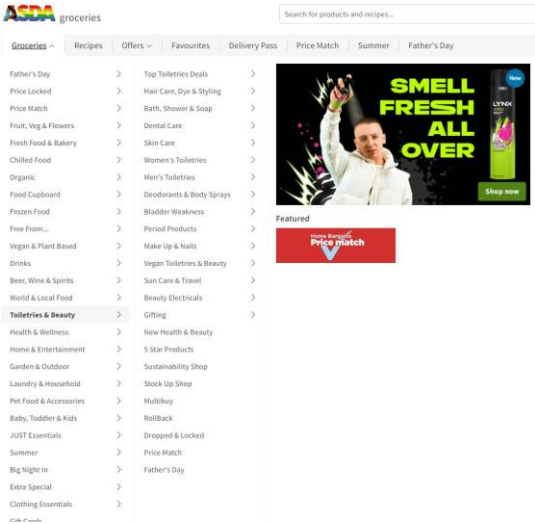


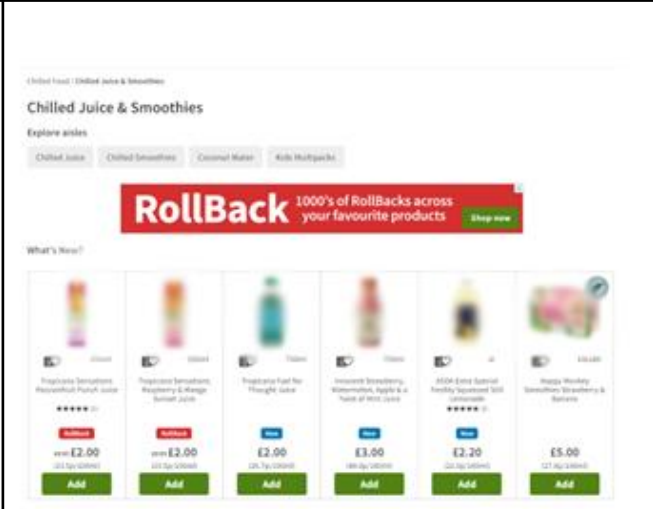


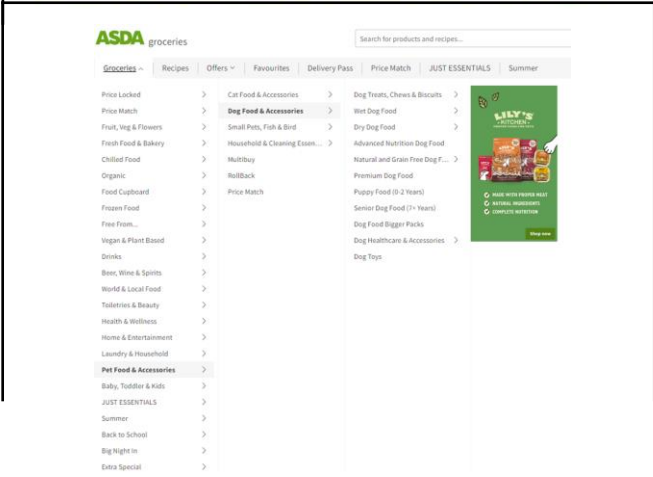







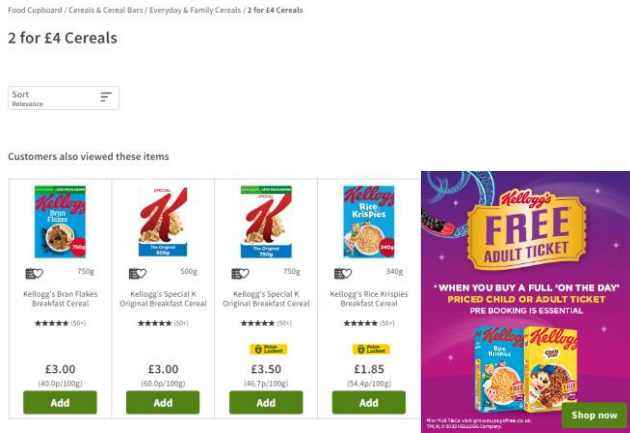


AMP HFSS MEDIA RESTRICTIONS ONLINE

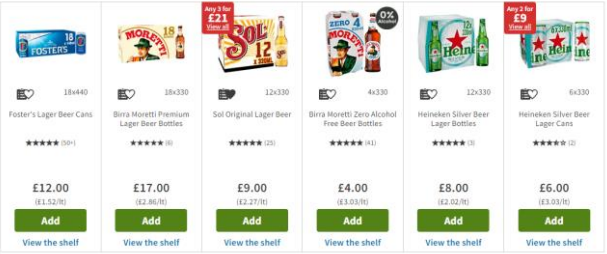

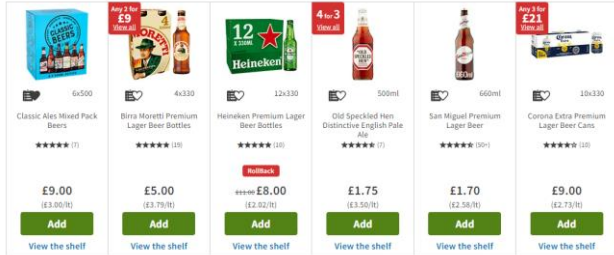

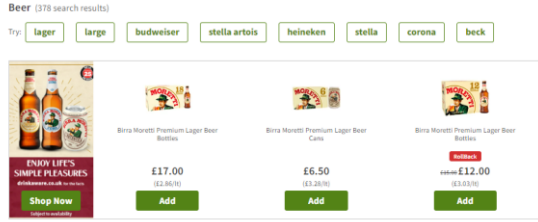

Page	Photos	Banners	Sponsored products
<p>Online Groceries Homepage</p>		<p> HFSS banners can be added without an 'Add to cart' button, must be Shop Now CTA only.</p>	<p> No HFSS products allowed to Add to basket from the homepage.</p>
<p>Category page</p>		<p> HFSS banner can only sit in the same category where the product resides I.e. no cross-sell. Banner must be without an 'Add to cart' button, Shop Now CTA only</p>	<p> HFSS sponsored products must be same category, displayed in dedicated cartridges and as inserts</p>




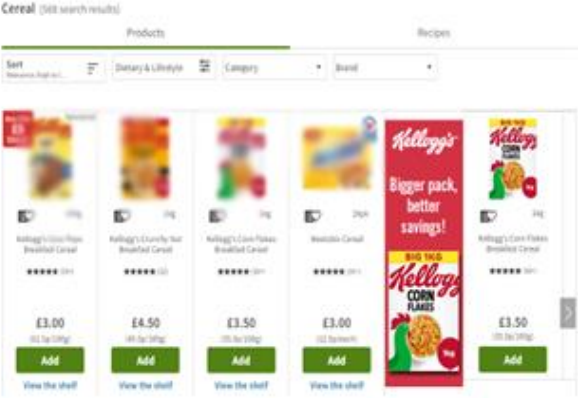


Page	Photos	Banners	Sponsored products
<p>Category Page Continued</p>		<p>  HFSS banner can only sit in the same category where the product resides I.e. no cross-sell. Banner must be without an 'Add to cart' button, Shop Now CTA only </p>	<p>  HFSS sponsored products must be same category, displayed in dedicated cartridges and as inserts </p>







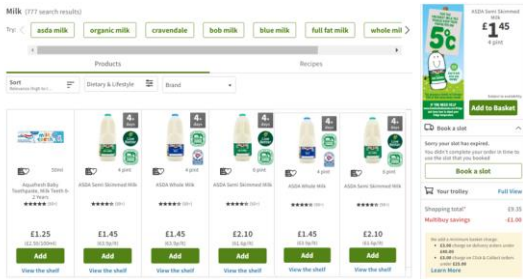


Page	Photos	Banners	Sponsored products
<p>Department page</p>		<p> HFSS banner can only sit in the same Department where the product resides I.e. no cross-sell. Banner must be without an 'Add to cart' button, Shop Now CTA only</p>	<p> HFSS sponsored products must be same Department, displayed in dedicated cartridges and as inserts</p>
		<p> HFSS banner can only sit in the same Department where the product resides I.e. no cross-sell. Banner must be without an 'Add to cart' button, Shop Now CTA only</p>	<p> HFSS sponsored products must be same Department, displayed in dedicated cartridges and as inserts</p>




Page	Photos	Banners	Sponsored products
<p>Aisle page</p>		<p>  HFSS banner can only sit in the same Aisle where the product resides I.e. no cross-sell. Banner must be without an 'Add to cart' button, Shop Now CTA only </p>	<p>  HFSS sponsored products must be same Aisle, displayed in dedicated cartridges and as inserts </p>


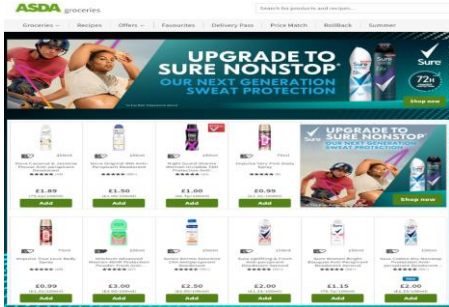

Page	Photos	Banners	Sponsored products
<p>Shelf page</p>		<p>  HFSS banner can only sit in the same Shelf where the product resides I.e. no cross-sell Banner must be without an 'Add to cart' button, Shop Now CTA only </p>	<p>  HFSS sponsored products must be same Shelf, displayed in dedicated cartridges and as inserts </p>

Page	Photos	Banners	Sponsored products
<p>Search ingrid</p>		<p>N/A</p>	<p> HFSS products can only show on Exact match terms</p>
<p>Search bottom grid</p>		<p>N/A</p>	<p> HFSS products can only show on Exact match terms</p>
<p>Search banners</p>		<p> HFSS products can only show on Exact match terms. No CTA/ Add to cart</p>	<p>N/A</p>

Page	Photos	Banners	Sponsored products
<p>PDP</p>		<p> HFSS items cannot be shown as banners on PDP page</p>	<p> HFSS items cannot be shown as sponsored products on PDP page</p>
<p>Multiple product banners (MPP, Brand amplifier etc.)</p>		<p> For a page where we cannot show HFSS items, multi product banners should only contain non HFSS item and any HFSS items associated with such multi product banners must be filtered out before they are delivered</p>	<p></p>

Page	Photos	Banners	Sponsored products
<p>BYG page</p>		<p> HFSS items cannot be shown as banners on BYG page</p>	<p> HFSS items cannot be shown as sponsored products on BYG page</p>
<p>Favourites page</p>		<p> HFSS items cannot be shown as banners on Favourites page</p>	<p> HFSS items cannot be shown as banners on Favourites page</p>
<p>Mini trolley</p>		<p> Banners cannot be shown for any HFSS item on mini trolley (On any page where there is mini trolley placement). Hence this is a placement level restriction.</p>	<p></p>

Page	Photos	Banners	Sponsored products
<p>Banner redirection</p>		<p>  For Hybrid & Dynamic banners, redirection url is not mandatory and in such cases we currently redirect users to the PDP page of the product </p>	<p>  </p>

Page	Photos	Comments
<p>Branded zone, pages, competitions</p>		<p>Since these are standalone pages only accessible via banners/links built 'shelves' in taxonomy then the page links need to follow location rules. I.e. If it's a Cadbury brandzone, the banners linking it would be allowed on the Homepage(Shop now), correct areas in taxonomy and 'chocolate search term.</p>
<p>Takeovers</p>		<p>Only allowed in their relevant taxonomy area and we will need to avoid at category level. E.g. A crisps takeover will sit in crisps, nut and snacks department only.</p>
<p>Social</p>		<p>Still in deliberation</p>

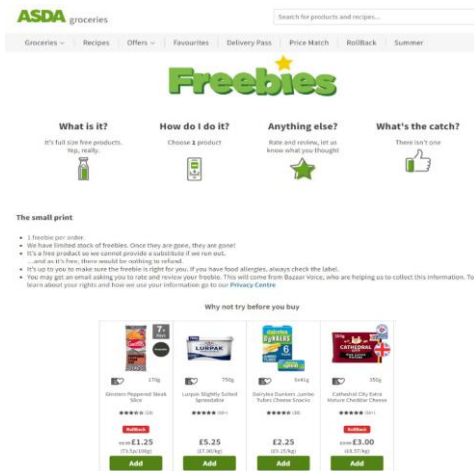
Page	Photos	Comments
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HSC sampling



HSC sampling doesn't support HFSS products anymore.




Personal sampling





HFSS can be sampled but banners and product modules promoting the samples need to follow the location rules

AMP HFSS MEDIA RESTRICTIONS

IN- STORE

Restriction	Detail	Media Impacted
<p>Ban on specific locations of media in store</p>	<ul style="list-style-type: none"> • Front of Store Media • Checkout Media • Gondola Ends (GE) 	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Gondola End</p> </div> <div style="text-align: center;">  <p>Side Frame</p> </div> <div style="text-align: center;">  <p>Shipper</p> </div> </div>

Restriction	Detail	Locations Impacted
Ban on specific sampling locations	<ul style="list-style-type: none">• Foyer• Out of aisle	 <p>Foyer</p>  <p>Out of aisle</p>