

# Changes To Shippers

## Effective 1<sup>st</sup> October to 31<sup>st</sup> December 2022



### WHY?

- ❖ ASDA's making changes to its branded shippers guidelines, making the customer shopping experience more consistent and seamless
- ❖ As a result, the amount of branding available to all shippers sent to store in Q4 will be reduced.
- ❖ We understand your disappointment, but we believe that it's the right thing to do for the overall shopping experience.
- ❖ The AMP will be halving the cost of shippers going live during this period.

### WHAT'S changed?

The changes to the shippers are:

	NEW Shipper
1 fully branded Header	Reduced to half of the header
Artwork on the side	Must be the approved corporate artwork
Price	Halved to £30

### TO NE OF MESSAGE DO'S AND DON'TS

- ✓ Create a sense of occasion based on the need state of the product
- ✓ Keep it short and snappy
- ✗ Just add the product title
- ✗ Go over three lines