

The ASDA logo is rendered in a bold, white, sans-serif font. The letters are closely spaced, with the 'S' and 'D' having a slightly overlapping, modern feel. The background is a solid green with a large, dark green diagonal stripe running from the top left towards the bottom right. On the right side, there are two stylized green shapes: a triangle pointing upwards and a trapezoid pointing downwards, both in a medium green shade.

# ASDA

## AMP Guidelines

2023 – Q2

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# Our Point of Sale (POS) Toolkit

All bookings should align to one of the following ASDA toolkits (one toolkit per element):

			Special Offers									ASDA Rewards		New			Asda Brand/Branded						
		Critical Path	25% Off	50% Off	1/3 Off	£2 or less*	Mix & Match	Special Offer	Special Buys**	Price Match	Price Locked	Super Star Products	Mission	New	New & Exclusive	New Introductory Price	Extra Special	Free From	Fully Branded	Event	Competitions	Gift with Purchase	
Entrance Media	Digital 6 Sheets	4 weeks	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
	Bollard Covers	5 weeks	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓			
	Security Covers	5 weeks	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓			
	Trolley Panels	5 weeks																	✓		✓	✓	
	Merchant's Den	5 weeks												✓	✓				✓				
Shelf Edge POS	Barkers	5 weeks										✓	✓	✓	✓								
	Shelf Squares	5 weeks	✓	✓	✓		✓	✓	✓	✓	✓			✓	✓	✓	✓	✓		✓			
	Booklets	5 weeks	This element is bookable for either Competition Booklets or Recipe Booklets																				
	Blinkers	9 weeks	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
	Hotspots	10 weeks†	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓
Feature Space	Gondola Ends	8 weeks																	✓		✓	✓	
	Sidestacks	5 weeks																	✓		✓	✓	
	Action Alley Value Bays††	8 weeks																	✓				
	In-run Value Bays	8 weeks																	✓				
	Seasonal Aisle Branded Bays	10 weeks																	✓				
	Shippers	6 weeks	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			✓	✓	✓	
Activation	Sampling	6 weeks																	✓	✓	✓	✓	
	Retailtainment	6 weeks																	✓	✓	✓	✓	

\*This toolkit option should only be used for showing a range of products. \*\*Criteria to be met and discussed with commercial teams before booking/using this toolkit option. †Element that requires photography or additional finishing time. e.g. 3D elements. ††Branded solution for HFSS product that would have previously been given a branded Gondola End. Space agreed with Asda Commercial Team.

# Critical Paths

All bookings follow a critical path process, as detailed below:

	Critical Path	Week -12	Week -11	Week -10	Week -9	Week -8	Week -7	Week -6	Week -5	Week -4	Week -3	Week -2	Week -1
Digital 6 Sheets	4 weeks									Booking deadline (Wed 5pm)	Artwork & brief to be received (Fri 5pm)	Artwork shared for approval (Mon noon)	Final approval required (Tue 3pm)
Shelf Squares & Barkers	5 weeks								Booking deadline (Tue 5pm)	Artwork shared for approval (Thu 5pm)	Final approval required (Tue 5pm)		
									Artwork & brief to be received (Fri 5pm)				
Entrance Media & Booklets	5 weeks								Booking deadline (Mon 5pm)	Artwork shared for approval (Tue noon)	Final approval required (Fri 5pm)		
									Artwork & brief to be received (Wed 5pm)				
Branded Sidestacks	5 weeks								Booking deadline (Mon 5pm)	Artwork to ASDA for approval	Artwork supplied to HH for print (by the category)		
									Brief received				
Shippers	6 weeks								Booking deadline (Mon 5pm)	Artwork to ASDA for approval	Printed by selected supplier		
									Brief received				
Action Alley Value Bays	8 weeks					Booking deadline (Mon 5pm)		Artwork to ASDA for approval	Artwork supplied to HH for print (by the category)				
						Brief received							
Gondola Ends	8 weeks					Booking deadline (Mon 5pm)		Artwork to ASDA for approval	Artwork supplied to HH for print (by the category)				
						Brief received							
Blinkers	9 weeks				Booking deadline (Mon 5pm)		Artwork shared for approval (Mon 5pm)	Final approval required (Fri 5pm)					
					Artwork & brief to be received (Tue 5pm)								
Seasonal Aisle Branded Bays	10 weeks			Brief received		Artwork to ASDA for approval		Artwork supplied to HH for print (by the supplier)					
Hotspots	10 weeks			Booking deadline (Mon 5pm)	Low res assets to ASDA for approval	High res assets supplied to ASDA	Artwork shared for approval	Print deadline					
				Brief & assets to be received									
Complex*	12 weeks	Booking deadline (Mon 5pm)	Artwork & brief to be received (Mon 5pm)					Artwork shared for approval (Mon 5pm)					
								Final approval required (Fri 5pm)					

\*Element that requires photography or additional finishing time. e.g. 3D elements.

# Key Booking Information

Ensure you have read and understood the below information before you submit your artwork:

## **General** (relates to **all** bookings)

- No violence or explicit content to be included on artwork, including wording
- All claims on artwork require substantiation in the form of a letter signed by the relevant legal representative. Substantiation to be provided at the time of supplying assets
- No social media accounts or hashtags
- 'New' can only be used for products that have not been sold in an ASDA store before (or for a minimum of 2 years) and can be applied for 12 weeks from launch
- ASDA have the right to reject any booking, regardless as to whether it has been approved previously
- 'New & Exclusive' or 'Exclusive' messaging can only be used for 6 weeks from product live date
- All elements to be booked through your GIG Account Team following ASDA timelines

## **For branded bookings (with ASDA assets):**

- BWS – We will add a Challenge 25/Drink Aware logo, if applicable (unless fully branded)
- Do not state 'ASDA' anywhere on your artwork
- Ensure supplied artwork is named correctly, referencing the campaign name so it's easy to identify
- Any roundels, not ASDA-related (e.g. Meat, Fish & Poultry origins), need to be provided along with the pack shot (assets) and will be added by ASDA Studio. If you are providing fully branded artwork, ensure you add the roundel

## **Fully branded bookings**

- Fully branded bookings should follow the general principle of a 'rule of thirds' (refer to page 12)
- No wording, including brand names in logos, to be added to Stripping
- Please use the Challenge 25/Drink Aware logo, where relevant

# Available Elements

(Click through for detail)

## Entrance Media

Digital 6 Sheets

Bollard Covers

Security Covers

Trolley Panels

Merchant’s Den

## Shelf Edge POS

Barkers

Shelf Squares

Booklets

Blinkers

Hotspots

## Feature Space

Gondola Ends

Sidestacks

Action Alley Value Bays

In-run Value Bays

Seasonal Aisle Branded Bays

Shippers

## Activation

Sampling

Retailtainment

## Hold-out Weeks and Event POS

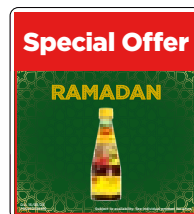
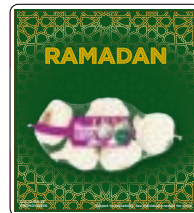
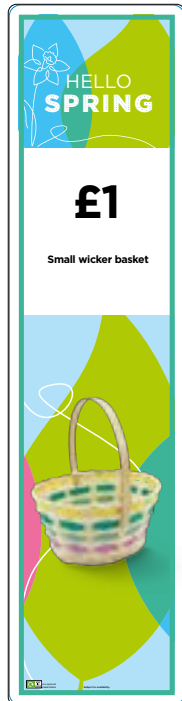
A hold-out week is when most (or in some cases all) bookings must be templated to the event creative for that week (e.g. Halloween):

- Your GIG Account Team will advise on hold-out weeks at the time of booking
- ASDA to confirm Event weeks at -12 weeks, however, dates are subject to change

### Artwork Example for Hold-out Weeks/Events



Blinkers



Shelf Squares



Digital 6 Sheet



Bollard Cover



Security Cover

# ASDA Rewards

## Super Stars

Super Stars is a feature attached to specific products to give customers a Cashpot bonus when they purchase

- Barkers and Blinkers available for In-run
- Any stand-alone In-run activity for ASDA Rewards to be briefed via standard AMP process and timings
- Ideally, one pack shot per element, all products featured on POS to have same Cashpot value
- Only one Blinker to be booked per bay. There must be a one bay gap between Blinkers
- Only one Barker to be booked per shelf
- Barkers and Blinkers available for In-run. Barkers available for Sidestacks

### Examples of Super Stars



Blinker

Barkers

## Mission (Branded)

Mission is a feature attached to a brand to give customers a percentage return into their ASDA Rewards Cashpot.

- Barkers and Blinkers available for In-run. Barkers available for Sidestacks
- Mission-specific brand templates available
- Any Mission activity for ASDA Rewards to be briefed via standard AMP process and timings
- Only one Blinker to be booked per bay. There must be a one bay gap between Blinkers
- Only one Barker to be booked per shelf

### Examples of Mission (Branded)



Blinker

Barkers



# **Artworking & Supply Requirements**

# Artworking & Supply Requirements – Entrance Media & Shelf Edge POS (exc. Trolley Panels)

Ensure you have read and understood the below information before you submit your artwork:

## Artwork set up

- Apply artwork to one page of the supplied InDesign template only. This can be any page. Delete the remaining pages (*Fig. 1*)
- Apply artwork to grey area on the **'BRANDED AREA\_GIG' layer only** (*Fig. 2*)
- Allow clearance for our logos/copy, where applicable
- **Do not amend, alter or apply artwork to any other layer on the InDesign template. Layers are provided for context only, to aid designing, and to clearly illustrate what the final design will look like**
- **Key set up and supply information is also referenced on all InDesign templates as a magenta flash** (*Fig 3*)



Fig. 1



Fig. 2



Fig. 3

## Artwork supply

- **Delete all layers except 'BRANDED AREA\_GIG' layer**
- **Save 'BRANDED AREA\_GIG' layer only as a high res PDF (PDF/X-4:2008). Crop marks and bleed are not required** (*Fig. 4*)
- **Branded/fully branded Digital 6 Sheet artwork to be supplied in JPG format**
- Double-sided artwork (e.g. Shelf Squares) to be separated and supplied as a 2-page PDF. Do not supply as a spread
- Pack shot artwork to be supplied at 20cm x 20cm, at 300dpi, face on (2D), cut out and in PSD format
- Animated artwork to be supplied in MP4 or MOV format
- Supplied artwork to be named as per the campaign and must not include string data or special characters, e.g. NANDOS\_128x141mm\_SHELF\_TALKER\_BRANDED

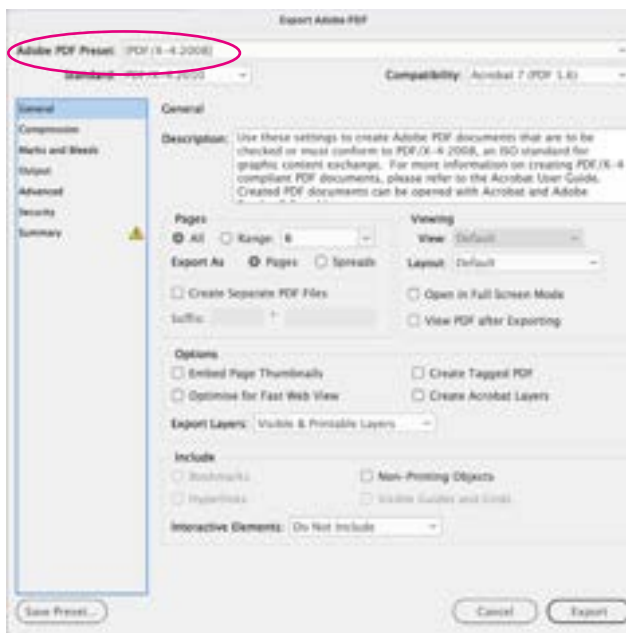


Fig. 4



# Artworking & Supply Requirements – Merchant’s Den Die-cut

Ensure you have read and understood the below information before you submit your artwork:

## Artwork set up

- Follow page 10 for general artwork set up rules
- Apply die-cut path to the grey ‘BRANDED AREA\_GIG’ layer
- The die-cut path must be a spot colour and set to overprint (Fig. 1)

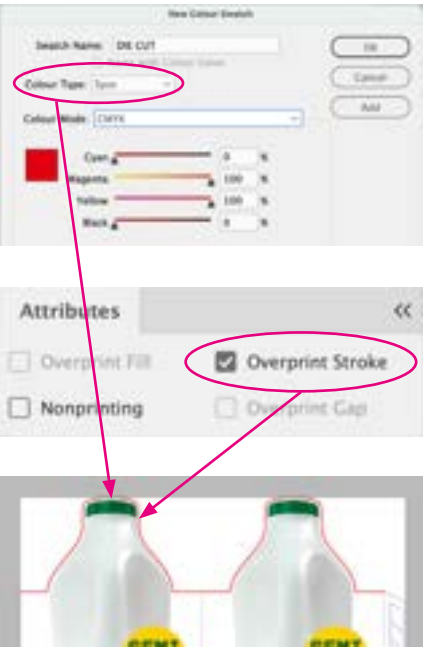


Fig. 1



**Die-cut Guidance**

- The die-cut must be applied *within* the cutter area
- The red line illustrates where the artwork will be die-cut

## Artwork supply

- Delete all layers except ‘BRANDED AREA\_GIG’ layer
- Save ‘BRANDED AREA\_GIG’ layer only as a high res PDF (PDF/X-4:2008) ensuring crop marks and 5mm bleed (offset to 5mm) are checked (Fig. 2a/ Fig. 2b)
- Supplied artwork to be named as per the campaign and must not include string data or special characters, e.g. ARLA\_BOB\_955x617mm\_MD\_BOLLARD\_COVER\_DIE\_CUT

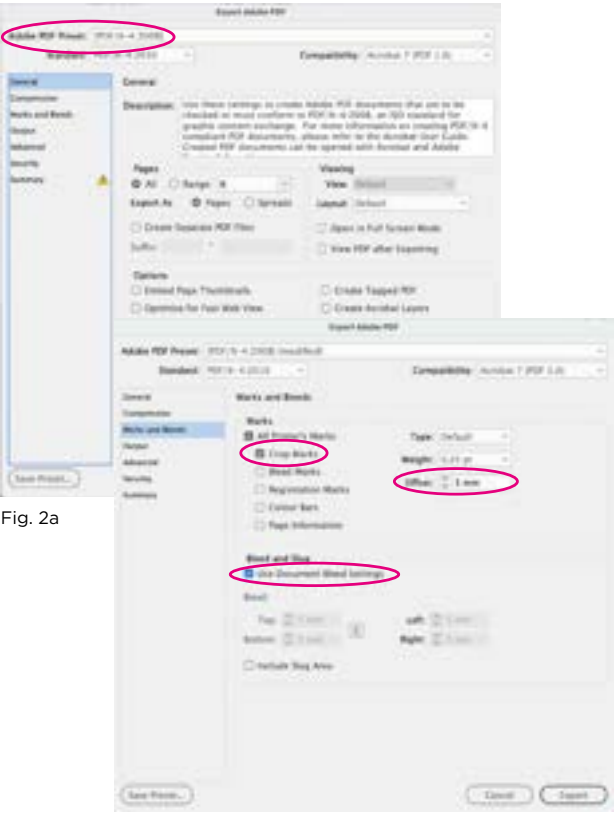
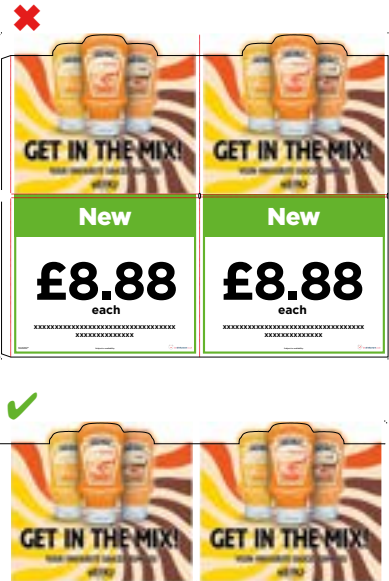


Fig. 2a

Fig. 2b



# Artworking & Supply Requirements – Hotspots

Ensure you have read and understood the below information before you submit your artwork:

## Artwork set up

- Apply artwork to one page of the supplied InDesign template only. This can be any page. Delete the remaining pages (Fig. 1)
- Apply artwork to grey area on the **'BRANDED AREA\_GIG' layer only** of the front, reverse, tray and tray base templates (Fig. 2)
- Do not place any copy or heavy graphics in the branded area below the toolkit. This area will be partially obscured by products. Fill this area with a background colour/pattern only (Fig. 3)
- **Do not amend, alter or apply artwork to any other layer on the InDesign template. Layers are provided for context only, to aid designing, and to clearly illustrate what the final design will look like**
- **Key set up and supply information is also referenced on all InDesign templates as a magenta flash (Fig. 4)**



Fig. 1

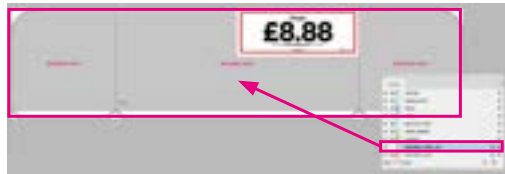


Fig. 2 (Front – this is the same for the reverse, tray and tray base)



Fig. 3



Fig. 4

## Artwork supply

- **Delete all layers except 'BRANDED AREA\_GIG' layer**
- **Save 'BRANDED AREA\_GIG' layer only as a high res PDF (PDF/X-4:2008) ensuring crop marks and 8mm bleed (offset to 8mm) are checked (Fig. 5a/Fig. 5b)**
- Pack shot artwork to be supplied at 20cm x 20cm, at 300dpi, face on (2D), cut out and in PSD format
- Supplied artwork to be named as per the campaign and must not include string data or special characters, e.g. ASDA\_WORLD\_BEER\_ESTRELLA\_655x2210\_HOTSPOT\_FRONT

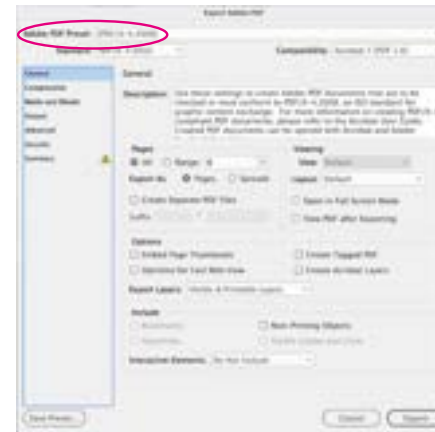


Fig. 5a

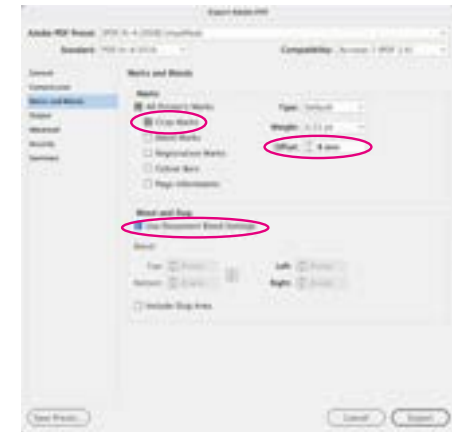


Fig. 5b



# Artworking & Supply Requirements – Fully Branded (inc. Floor Stickers)

Ensure you have read and understood the below information before you submit your artwork:

## Artwork set up

- Fully branded bookings should follow the general principle of a 'rule of thirds'; one third of the space available aligned as follows:
  - Headline copy
  - Product image or assets
  - Sign-off copy
- No wording, including brand names in logos, to be added to Stripping
- Please use the Challenge 25/Drink Aware logo, where relevant
- 'New' messages on fully branded artwork should be communicated through ASDA lozenges (for exact placement see Fig. 1)



Fig. 1



Gondola End Header



Gondola End Sidestack Blinker

## Floor Stickers

- Footprint for Floor Sticker: 1m x 1m
- Ensure corners are rounded on any edges (this will minimise lifting from the floor in high footfall areas)
- Set the cutter within 1m x 1m dims. Clear cutter lines to be shown on artwork
- Avoid intricate design near cutter edge



Examples show rounded artwork but shapes can be dictated by the supplier within the 1m x 1m space



Stripping



Bad examples



# Artworking & Supply Requirements – Fully Branded (inc. Floor Stickers)

Ensure you have read and understood the below information before you submit your artwork:

## Artwork supply

- **Save artwork as a high res PDF (PDF/X-4:2008) ensuring crop marks and 5mm bleed (offset to 5mm) are checked** (Fig. 2a/Fig. 2b)
- Supplied artwork to be named as per the campaign and must not include string data or special characters

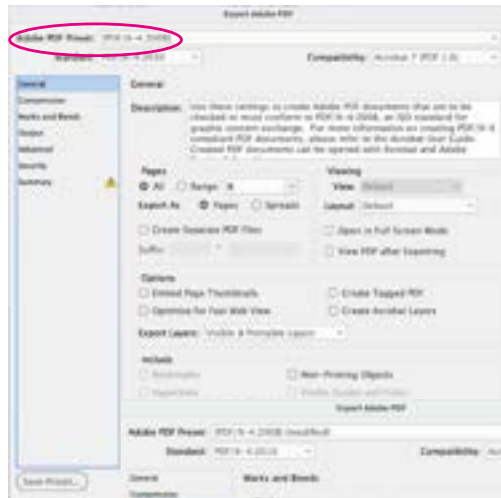


Fig. 2a

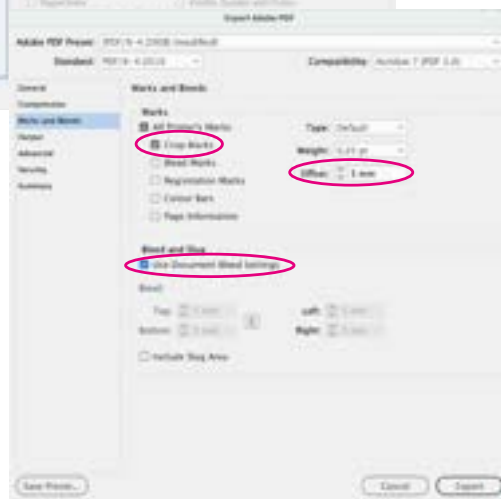


Fig. 2b

**Entrance Media**

## Digital 6 Sheets

Digital 6 Sheets sit outside/internal foyer of store and are a way to engage ASDA customers and highlight your brands and products.

### Static

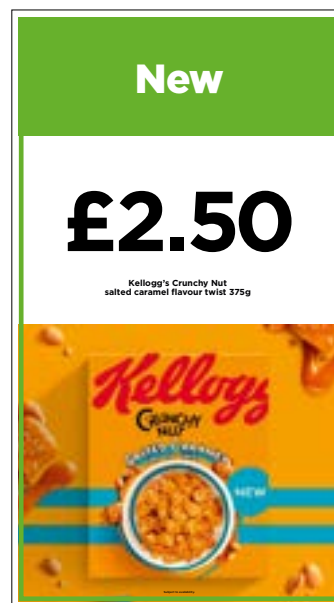
- Ensure you have read the Key Booking Information on page 4
- Click the button top right for Artworking & Supply Requirements
- Can use branded artwork or pack shots
- Cannot communicate a price or toolkit if fully branded
- If fully branded, suppliers must include 'Subject to availability' on the artwork
- If fully branded, T&C positioning must follow the ASDA template where possible
- If using ASDA toolkit, competitions must only feature on the pack shot. You cannot promote these off pack, as T&Cs cannot be applied
- Cannot feature QR codes

### Animated

- All of the above points apply
- Cannot exceed 10 seconds, with a maximum of three rotations
- Products across all rotations must be from the same theme and work as a suite
- No more than three pack shots per rotation (max. nine pack shots)
- All the products on the same rotation must be on the same toolkit
- Both templated and fully branded rotations can apply – five seconds templated, five seconds fully branded

Available Toolkits	25% off	£2 or less	50% off	1/3 on	Mix & Match	Special Offer	Price Locked	Price Match	Super Saver
	ASDA Rewards Points, not points	New	New	New		Free Offer	Fully Branded	Event	Competitions Gift with Purchase

## Artwork Example



Branded



Pack Shot



Event



## Bollard Covers

Bollard Covers sit directly outside of the store.

- Ensure you have read the Key Booking Information on page 4
- Click the button top right for Artworking & Supply Requirements
- Four Bollard Covers spaces are available per booking
- One pack shot per Bollard Cover due to limited space and shape of element, unless Mix & Match where a maximum of 2 to 3 pack shots can be used
- Therefore, four different pack shots/branded artworks AND toolkits can be used. Bollard Covers can be duplicated to cover all four spaces e.g. if you only have 2 products and therefore only two Bollard Covers, they can be duplicated so as to use all four of your booked spaces
- If your Bollard Cover lands on a Hold-out week or requires an Event template, please ensure only pack shots are provided. Branded artwork will not be accepted
- The same artwork must feature on each side
- Cannot feature competitions or 'Gift with Purchase' (GWP)

Available Toolkits	25% off	50% off	1/3 off	Mix & Match	Special Offer	Price Locked	Price Match	Super Saver
	ASDA Rewards Points, not points	New	New	New	Special Offer	Free Offer	Event	

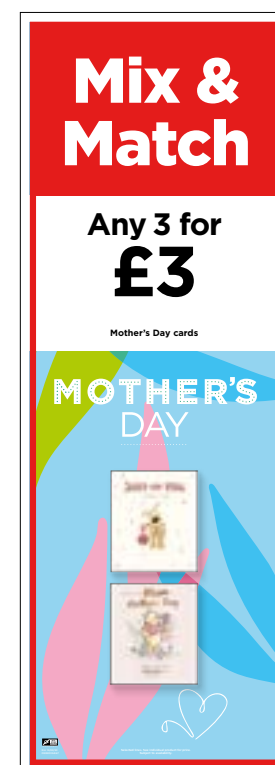
### Artwork Example



Branded



Pack Shot



Event

## Security Covers

Security Covers sit in the entrance and exit doorways, so there is no chance a customer can miss your product on this element!

- Ensure you have read the Key Booking Information on page 4
- Click the button top right for Artworking & Supply Requirements
- All products featuring on creative must be the same price and toolkit mechanic
- No more than three packshots per element. Alternatively, you can use branded artwork
- The same branded artwork is to feature on each side
- Cannot feature competitions or 'Gift with Purchase' (GWP)

Available Toolkits	25% off	£2 or less	50% off	1/3 on	Mix & Match	Special Offer	Price Locked	Price Match

## Artwork Example



Branded



Pack Shot



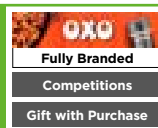
Event

## Trolley Panels

Trolley panels sit directly on the trolley, double facing, in and out, for maximum opportunity to see in store.

- Ensure you have read the Key Booking Information on page 4
- Click the button top right for Artworking & Supply Requirements
- Fully branded only
- Cannot communicate a price or toolkit
- Only 'New' and 'New & Exclusive' roundels can be used
- Can feature competitions and 'Gift with Purchase' (GWP)
- For 'Gift with Purchase' (GWP), 'Subject to availability.' must be added to the left hand side of all supplied artwork
- 'Gift with Purchase' (GWP) elements must land in the first week of the promo cycle
- Implemented by third party

Available Toolkits



## Artwork Example



Merchant's Den

Merchant's Den is designed to support the launch of new products into ASDA stores. We will support your new product launch by providing exclusive media assets which will help to drive awareness and sales through an impactful launch plan and customer engagement.

- Ensure you have read the Key Booking Information on page 4
- Click the button top right for Artworking & Supply Requirements
- Die-cut Bollard Covers and Security Covers available
- Options available include Fully Branded or New/New & Exclusive toolkit options, with branded area
- The same branded artwork must feature on both sides of the Security Cover and Bollard Cover
- Cannot feature competitions or 'Gift with Purchase' (GWP)

Available Toolkits	New	New
	Fully Branded	

Artwork Example

The Bollard Cover (branded) is a vertical poster. At the top, it says 'THE MAYOMUST MIX!' in a stylized font. Below this is an image of a Heinz bottle being poured over a hot dog. The text 'YOUR FAVOURITE SAUCES REMIXED' and 'A DELICIOUS COMBO OF MAYO & MUSTARD' is displayed. The Heinz logo is prominent. A green banner at the bottom says 'New' and '£2.50'.

The Security Cover (branded) is a vertical poster. At the top, it says 'GET IN THE MIX!' in a stylized font. Below this is an image of three Heinz bottles. The text 'YOUR FAVOURITE SAUCES REMIXED' and 'HEINZ' is displayed. A green banner at the bottom says 'New' and '£2.50 each'. At the very bottom, it says 'Across selected Heinz sauce 400g'.

Bollard Cover (branded)

Security Cover (branded)

**Shelf Edge POS**

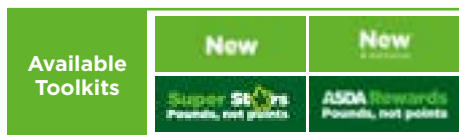
## Barkers

Barkers provide the customer with product detail or information. There are no prices on our Barkers however, these sit next to the price on the shelf edge, so it will still be clear to customers.

- Ensure you have read the Key Booking Information on page 4
- Click the button top right for Artworking & Supply Requirements
- Barkers do not feature a price
- Cannot repeat copy on the left side which is already on the branded artwork or pack shot
- Cannot feature competitions or 'Gift with Purchase' (GWP)
- Fully branded Barkers can only be booked as part of a Sidestack solution

### Info Barkers only

- 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' (max. 12 words) – ASDA has the right to reject any copy if this requirement is not met
- Fully branded option not available



## Artwork Example



Info Barker – Branded



Info Barker – Pack Shot



Non Price Point Barker – Branded



Non Price Point Barker – Pack Shot



Love This Try This (LTTT) Barker



Try This With This (TTWT) Barker



Poparoma Barker



## Shelf Squares

A Shelf Square alerts the customer to products that are on offer.

- Ensure you have read the Key Booking Information on page 4
- Click the button top right for Artworking & Supply Requirements
- Can feature pack shot or branded artwork
- Can feature price point
- One pack shot per Shelf Square, unless Mix & Match toolkit is used\*
- Can be single or dual-sided (to be advised at point of booking for accurate implementation)\*\*
- Cannot be placed in frozen aisles
- The same branded artwork is to feature on each side
- Cannot feature competitions or 'Gift with Purchase' (GWP)

\*We recommend that, in the instance of Mix & Match toolkit only, the range of available SKUs are demonstrated by using 2-3 pack shots

\*\*If dual-sided, there must be a clear link between both products, e.g. the Shelf Talker is advertising butter and is placed in front of jacket potatoes

Available Toolkits	25% off	50% off	1/3 off	Mix & Match	Special Offer	Price Locked	Price Match
	New	New	New		Free From	Event	

## Artwork Example



Branded



Pack Shot



Event



Event



Event

Booklets

- Ensure you have read the Key Booking Information on page 4
- Click the button top right for Artworking & Supply Requirements
- Available as a Competition Booklet or a Recipe Booklet
- Cannot communicate a toolkit
- All copy provided for Competition/Recipe Booklets must be approved by your GIG Account Team. This may mean a reduction in word count, due to the booklet size
- Not suitable to be placed in Frozen Aisles, due to kit
- Recipe Booklets must consist of multiple products/steps to ensure we're providing customers with a scratch cook, bake or cocktail-style recipe

The following must be provided at brief and asset submission deadline

	Title	Cover Artwork*	Pack Shot	Brand Logo	T&Cs**	How to Win	Pro-Forma	Full Ingredient List	Cooking Method	No. of Servings	Cooking Time
Competition Booklet	✓	✓	✓	✓	✓	✓					
Recipe Booklet	✓	✓	✓	✓			✓	✓	✓	✓	✓

\*Cover artwork

Family meals/week night winner recipes:

- Recipes cannot exceed more than one red traffic light
- Ingredients must provide at least one of five-a-day
- Recipes cannot include alcohol unless fully boiled off in the cooking process

Special occasion/indulgent recipes:

- Recipes cannot exceed two red traffic lights
- Recipes cannot exceed more than 75% of reference intake for energy
- Two red traffic lights must be outlined as 'indulgent' in the marketing copy

\*\*T&Cs

- Full competition T&Cs must be provided as well as the short (significant) T&Cs. These will sit on the back of the Booklet (not to be included on any branded artwork)
- If the competition is on-pack, we will use short T&Cs directing the customer to your product

Templates

Competition title goes here

Win!

BRANDED ARTWORK

ASDA

Competition Booklet

Competition title goes here

Logo

How to win

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Terms and conditions

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PACK SHOT

Selected ASDA stores. Subject to availability.

Recipe Booklet

Recipe title goes here

XX minutes  
Serves XX

Logo

BRANDED ARTWORK

ASDA

Recipe Booklet

Recipe title goes here

XX minutes  
Serves XX

Logo

How to make

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Shopping list

1 x **Butcher's Selection pork loin medallions**, trimmed of visible fat and cut into 1cm strips

1 x 300g pack **prepared stir-fry vegetables**

1 x 300g pack **straight-to-work noodles**

25g **fresh coriander**, chopped (optional)

1/2 tablespoon **sesame seeds**

**Optional**  
**officium**, qua offic  
**officio doluptas escius**

PACK SHOT

Selected ASDA stores. Subject to availability.

Recipe Booklet



## Blinkers

Blinkers are a way to highlight your brand or offer at fixture (in aisle) and provide maximum cut through for your product.

- Ensure you have read the Key Booking Information on page 4
- Click the button top right for Artworking & Supply Requirements
- No more than three pack shots per Blinker for Mix & Match only. Maximum one packshot for all other toolkits
- Branded creative option can only be used alongside 'New' toolkit to support with highlighting new and exclusive products to our customers
- All toolkit options can be used for an Event
- The same artwork is to feature on each side
- All products to be the same pricing mechanic
- Product(s) must be on an offer within the opted toolkit
- Cannot feature a competition
- Cannot feature QR codes
- Frozen Blinkers to follow same principles as standard Blinkers, however, cutters for Frozen Blinkers will differ

Available Toolkits	25% off	50% off	1/3 on	Mix & Match	Special Offer	Price Locked	Price Match	Super Saver
	ASDA Rewards Presents, not points	New	New	New	ASDA Rewards Presents, not points	Free Offer	Fully Branded	Event

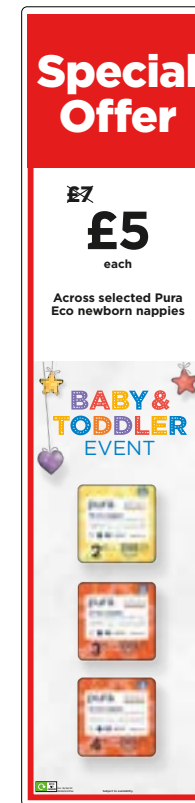
## Artwork Example



Branded



Pack Shot



Event



Event

Hotspots

Hotspots will always feature on the top of a fixture, giving maximum visibility for the brand.

- Ensure you have read the Key Booking Information on page 4
- Click the button top right for Artworking & Supply Requirements
- A front-facing 2D live example must be submitted for approval
- Must be live for the full promotional period
- Only one toolkit to be used per Hotspot
- GIG Account Team must be involved in the booking to ensure the space availability
- Ensure the correct cutter is used for your booking

Available Toolkits	25% off	£2 or less	50% off	1/3 on	Mix & Match	Special Offer	Price Locked	Price Match
	Super 50s Promo, not promo	ASDA Rewards Promo, not promo	New	New	New	Fully Branded	Event	

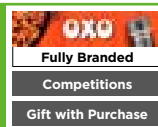


**Feature Space**

## Gondola Ends

- Ensure you have read the Key Booking Information on page 4
- Click the button top right for Artworking & Supply Requirements
- POS package includes:
  - Gondola End Header
  - Sidestack Blinker
  - Stripping
  - 3D Hotspots (when relevant)
- A front-facing 2D live example must be submitted for approval
- A separate PDF for each element must be submitted (the same branded artwork is to feature on each side of the Sidestack Blinker)
- Can feature a competition (significant T&Cs must be easily visible to the customer. Full T&Cs must be supplied to your GIG Account Team)
- Branded Gondola Ends must be approved by the ASDA Legal Team, if featuring a competition
- Print codes must be added to each element
- 'New' messages on fully branded artwork should be communicated through ASDA lozenges

### Available Toolkits



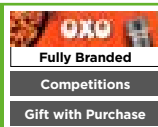
### Artwork Example



### Sidestacks

- Ensure you have read the Key Booking Information on page 4
- Click the button top right for Artworking & Supply Requirements
- **POS package includes:**
  - In-run facing Sidestack Blinker (the same branded artwork must feature on both sides)
  - Stripping
  - Branded Barkers (max. three per stack). The same branded artwork must feature on both sides
- All three fully branded Sidestack elements must feature the following :
  - A Challenge 25/Drink Aware logo (where applicable)
  - Subject to Availability
  - Recycling logo
  - D.U. date
- A separate PDF for each element must be submitted (the same branded artwork is to feature on each side of the Sidestack Blinker)
- You must flood the creative to the ends of the Sidestack cutters, so the whole element is covered
- 'New' or 'New & Exclusive' should only be communicated through ASDA lozenges

Available Toolkits



#### Artwork Example





### Action Alley Value Bays

New POS package to support the use of Action Alley Value Bays space, post HFSS.

- Ensure you have read the Key Booking Information on page 4
- Click the button top right for Artworking & Supply Requirements
- POS package includes:
  - Flat Header
  - Stripping
  - Pallet Wrap (only applied when a three-bay takeover is booked)
- One out of three bays to be branded, or three-bay brand takeover at relevant customer moments, such as Easter or Christmas
- No more than one partner per promotional period

Available Toolkits



#### Artwork Example



For illustrative purposes only

### In-run Value Bays

Branded solution for HFSS product that would have previously been given a branded Gondola End.

- Ensure you have read the Key Booking Information on page 4
- Click the button top right for Artworking & Supply Requirements
- **POS package includes:**
  - Branded Flat Header
  - 1 x branded Blinker
  - Branded Stripping
  - Floor Sticker
- It will take up the space of the bay immediately behind the Gondola End, therefore only one Blinker
- To be counted as one of the 12 branded ends live at any given time

Available Toolkits



### Artwork Example



For illustrative purposes only



## Seasonal Aisle Branded Bays

More relevant branded messages in Seasonal Space, delivered with up to two Branded Bays per Seasonal Aisle event.

- Ensure you have read the Key Booking Information on page 4
- Click the button top right for Artworking & Supply Requirements
- POS package includes:
  - Bay Header (can be die-cut)
  - Stripping
  - 2 x Blinkers (can be die-cut)
  - Floor Sticker (when event is live for 4 weeks minimum)
- The brand must occupy a full bay in GM Aisle and a minimum half bay in Food Aisle
- Must be agreed with ASDA Customer Planning Team
- One branded bay every five bays, with a maximum of three branded bays per event

Available Toolkits



## Artwork Example



For illustrative purposes only



## Shippers

- Ensure you have read the Key Booking Information on page 4
- Click the button top right for Artworking & Supply Requirements
- A front-facing 2D live example must be submitted for approval
- Branded Shippers must be approved by the ASDA Legal Team, if featuring a competition
- For Fully Branded Shippers, 'New' or 'New & Exclusive' should only be communicated via an ASDA lozenge
- Refer to the Shipper Guidelines for all rulings on standard and QMS Branded Shippers (contact your GIG Account Team for the most up-to-date Shipper Guidelines for all rulings and specs etc.)

Available Toolkits	25% off	£2 or less	50% off	1/3 on	Mix & Match	Special Offer	Price Locked	Price Match
	Super 50% Promo, not promo	ASDA Rewards Promo, not promo	New	New	New	Q&A Fully Branded	Event	Competitions

## Artwork Examples



**Activation**

## Sampling

Instore Interactive Sampling activity that excites and engages customers.

- Ensure you have read the Key Booking Information on page 4
- Click the button top right for Artworking & Supply Requirements
- Contact GIG Account Team for detail and booking
- Sampling stand elements for artwork consideration are: Header and Poster (Poster goes on the base)
- T-shirts/apron AW will also need to be provided
- Set the artwork to the template provided with all the elements embedded and layered before sending for approval
- Provide artwork in high resolution PDF format (low resolution can be provided for content approval, however high resolution is required for printing)
- Request the 'New' template if the product being sampled is within 12 weeks of launch at the time of sampling
- All non-vector artwork to be at least 300 DPI (but vector artwork if possible)
- Please use T-shirt artwork dimensions:
  - White T-shirt 400mm x 350mm
  - Colour T-shirt is 380mm x 300mm



## Artwork Example

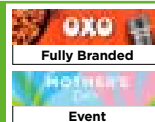


## Retailtainment

**Interactive experiential activity that excites and inspires customers.**

- Ensure you have read the Key Booking Information on page 4
- Click the button top right for Artworking & Supply Requirements
- Partner or ASDA-led. Partner would run and manage own activity with ASDA approval process guardrails
- Located in store foyer, in aisle or in the car park within a 2m x 2m footprint
- Space allocated is at GSMs discretion
- Examples include:
  - Costume character meet & greets
  - Spin the wheel
  - Augmented reality
  - Photo opportunities
  - Treasure hunt around store

Available Toolkits



Competitions  
Gift with Purchase

## Artwork Example



# Contacts

For bookings or queries, please contact your GIG Account Team.