



SEIZE YOUR SUMMER

CAMPAIGN GUIDELINES

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PLEASE NOTE

The following creative campaign was developed earlier this year, at a stage when it was considered a likely scenario that most markets would be able to enjoy a normal, happy Summer of travelling post Covid 19.

Unfortunately, this no longer may be the case across all countries and markets. As we draw closer to the openings, local businesses may need to tailor the creative to suit their specific environment, particularly in the application of messaging.

Certain elements of the campaign may need to be toned down, and it is up to the discretion of each market to do so within the parameters of the following guides.

CREATIVE CONCEPT



SUMMER ONLY COMES ONCE A YEAR! SEIZE IT!

Who doesn't love Summer? It's the season where memories are made and adventures are had. The airport plays a huge role in getting people on their way during Summer and this year more than ever, we want to celebrate our ability to travel and live life to its fullest.

It has been a strange and difficult year for everyone, the world over. But it is finally time for some fun. With a global sigh of relief, people will be slowly filling our airports again, swimming togs packed, ready for some joyful holidays and carefree spending. This campaign evokes the happy holiday mood that our consumers will be in, while also crucially dialing up the tactical messaging to drive much needed sales across all categories. The campaign, through bold colours and playful characters, will be instantly recognisable as an indicator of value to the customer throughout their journey through the airport, from website to departure.

The campaign includes a modified version of the creative, that is geared solely towards value sales, giving markets scope to choose how tactical they want each POS touchpoint to be.

SEIZE YOUR

SUMMER

THE
HOLIDAY
STARTS
HERE



IT'S GONNA BE **SIZZLIN'**

SEIZE YOUR SUMMER!

We spend the whole year waiting for Summer, so don't let it slip by.
Go on that trip, then go on another!
Weekend in London? Paris? Rome?
All of them? Why Not?

**Treat yourself to that new lippy! Mascara!
Fragrance! Gin! Summer only comes
once a year! Seize it!**



PRIMARY COLOUR PALETTE

The primary colour palette of the summer campaign consists of a sunshine yellow gradient background with hot pink and white typography. This colour palette is to be used unless otherwise directed.

PRIMARY COLOUR PALETTE

Our primary colour palette consists of a Sunshine Yellow Gradient, Scorching Hot Pink, Poolside Purple and Pure White. This showcases our lock up and imagery to stand out and have maximum visual impact across all media.

When recreating for different media please take care and follow the colour values supplied.



SUNSHINE YELLOW GRADIENT

○ **YELLOW 03**
C07 M04 Y54 K00
R242 G231 B143
#F2E78F

○ **YELLOW 02**
C08 M10 Y76 K00
R238 G216 B94
#EED85E

○ **YELLOW 01**
C12 M31 Y100 K00
R227 G175 B31
#E3AF1F

SCORCHING HOT PINK

C00 M100 Y44 K00
R235 G21 B97
#EB1561

POOLSIDE PURPLE

C74 M97 Y03 K00
R103 G49 B142
#67318E

PURE WHITE

C00 M00 Y00 K00
R255 G255 B255
#FFFFFF

SECONDARY COLOUR PALETTE

Some markets may not be able to use our primary colour palette (page 8), for these instances we have created a secondary palette which consists of a sky blue gradient background with ocean blue and scorching hot pink typography.

The primary palette is always preferable so please do not use the secondary palette unless instructed to do so.

All other imagery and messaging hierarchy remains the same across both palettes.

SECONDARY COLOUR PALETTE

Our secondary colour palette consists of Summer Sky Blue Gradient, Ocean Blue, Scorching Hot Pink and Pure White. This showcases our lock up and imagery to stand out and have maximum visual impact across all media.

When recreating for different media please take care and follow the colour values supplied.



SUMMER SKY GRADIENT

○ **BLUE 03**
C31 M02 Y02 K00
R168 G218 B241
#A8DAF1

○ **BLUE 02**
C74 M18 Y00 K00
R000 G164 B223
#00A4DF

○ **BLUE 01**
C90 M58 Y06 K00
R23 G106 B171
#176AAB

OCEAN BLUE

C99 M76 Y06 K00
R000 G81 B157
#06519D

SCORCHING HOT PINK

C00 M100 Y44 K00
R235 G21 B97
#EB1561

PURE WHITE

C00 M00 Y00 K00
R255 G255 B255
#FFFFFF



TYPOGRAPHY



TYPOGRAPHY

Our campaign uses ARI’s primary font **Brandon Grotesque** and **Faith and Glory Two** which must be used across all communications. Brandon Grotesque has a range of weights, so please use the following guide to ensure consistency.

HEADLINES

BRANDON GROTESQUE BLACK

SUBHEADINGS

BRANDON GROTESQUE BOLD

SMALL PRINT & DETAILS

BRANDON GROTESQUE REGULAR, **BOLD** & LIGHT

EXAMPLE TYPOGRAPHY (NOT TO SCALE)

SEIZE YOUR

SUMMER

IT'S GONNA BE **SIZZLIN'**

THE HOLIDAY STARTS HERE.....

SHOP ONLINE AT **THELOOP.IE**

*COMPARED TO THE HIGH STREET

BRANDON GROTESQUE BLACK
TRACKING 100

FAITH AND GLORY TWO
TRACKING 200

BRANDON GROTESQUE
BLACK & REGULAR
TRACKING 100

BRANDON GROTESQUE BLACK
& BRANDON GROTESQUE REGULAR
TRACKING 50

BRANDON GROTESQUE LIGHT
TRACKING 10

IMAGERY



IMAGERY

IMAGERY

In addition to our colour palette and typography, the following images also feature in our campaign. These graphics should never be redrawn or altered, and should only ever be applied using the supplied artwork.

.....

FLORALS

The floral and leaf imagery are to be used as a framing device on the creative. They are to be on the edges of the creative and should never interfere with the products or typography.

THE FLAMINGO & BIRD

The flamingo & bird are two characters which have been created for this campaign. They will be provided as artwork and should not be altered in anyway. They can be used individually or together on the creative, it is up to the markets own discretion which character to use. Please see page 18 for examples of their positioning within the creative. They are able to interact with the products and typography but should never obscure anything on the creative. Localised names for the characters can be found on the next page.



CAMPAIGN MESSAGING

The messaging used in this campaign is a mixture of emotive and tactical language, while keeping within the established ARI tone of voice. Our messaging evokes a nostalgic summery feeling while also calling out our offerings and promotions, referencing travel retail and holidays where possible.

PLEASE REMEMBER

Markets should adapt and localise messaging to suit the launch and environment appropriately.

DEPARTING MESSAGES

These headlines are focused on passengers going on holidays.

CAMPAIGN HERO HEADLINE

Our hero campaign headline is ‘**Seize Your Summer**’ and is the primary headline for non-product led communications.

PRODUCT-LED HEADLINES

In product-led communications such as POS, the offering takes priority and the hero headline ‘**Seize Your Summer**’. See page 18 for hierarchy examples.

CAMPAIGN LANGUAGE

A suite of custom headlines have been created for use across certain communications in this campaign. While the following guides should be followed, it is up to the discretion of each market to choose which headline best fits each application.

CAMPAIGN HERO HEADLINE:

SEIZE YOUR SUMMER

SECONDARY HEADLINE:

IT’S GONNA BE SIZZLIN’

CALL TO ACTION

THE HOLIDAY STARTS HERE

DEPARTURES LANGUAGE

GRAB IT WHILE IT’S HOT
SMELLS LIKE SUMMER (FRAGRANCE SPECIFIC)
LAZIN’ ON A SUNNY AFTERNOON
PAIR WITH A SUMMER SUNSET
SERVE WITH SUNSHINE
NO MORE HIBERNATING
COCKTAILS ARE BETTER IN THE SUN
CALL IT A “HOLIDAY TREAT”
SUMMER GOALS



CYPRUS DEPARTURES

These headlines are focused on passengers returning from the holidays and looking for gifts to bring home or treat themselves after their trip. This are particularly useful for airports that see more passengers returning from trips through the stores, rather than going out.

CAMPAIGN HERO HEADLINE

Our hero campaign headline is ‘**Seize Your Summer**’ and is the primary headline for non-product led communications.

PRODUCT-LED HEADLINES

In product-led communications such as POS, the offering takes priority, and is to be accompanied by the hero headline ‘**Seize Your Summer**’. See page 18 for hierarchy examples.

CAMPAIGN LANGUAGE

A suite of custom headlines have been created for use across certain communications in this campaign. While the following guides should be followed, it is at the discretion of each market to choose which headline best fits each application.

CAMPAIGN HERO HEADLINE:

SEIZE YOUR SUMMER

SECONDARY HEADLINE:

IT’S GONNA BE SIZZLIN’

CALL TO ACTION

KEEP THE HOLIDAY GOING

CYPRUS DEPARTURES

BRING BACK MORE THAN A TAN

BYE BYE POST HOLIDAY BLUES

BRING THE SUMMER HOME

SAVOUR THAT HOLIDAY FEELING

LET THE SUN SHINE ON

ALL SUMMER LONG

CHERISH THE MEMORIES



HIERARCHY

HERO CAMPAIGN COMMS

When using our hero campaign the headline ‘**Seize Your Summer**’ is used, with the secondary line ‘**It’s gonna be sizzlin**’ underneath and the call to action line is beneath that again.

PRODUCT-LED COMMS

In product-led communications, ‘**Seize Your Summer**’ moves upward and the pricing offer is the largest typography on the comms, the call to action line is underneath the product.

HERO CAMPAIGN COMMS

HERO CAMPAIGN HEADLINE

SEIZE YOUR
SUMMER

SECONDARY HEADLINE

IT’S GONNA BE **SIZZLIN’**

CALL TO ACTION

THE HOLIDAY STARTS HERE
SHOP ONLINE AT [THELOOP.IE](#)

A vertical rectangular mockup for a hero campaign. The background is a solid bright yellow. In the top-left corner, there are green tropical leaves and a pink hibiscus flower. The headline 'SEIZE YOUR' is in a small, pink, sans-serif font, with 'SUMMER' below it in a very large, white, 3D block letter font. To the right of 'SUMMER', a small white airplane is flying. Below the headline, a pink flamingo wearing sunglasses and a pink suitcase is on the left, and a small yellow beach ball with sunglasses is on the right. At the bottom, the secondary headline 'IT'S GONNA BE SIZZLIN'' is in a pink font, and the call to action 'THE HOLIDAY STARTS HERE' and 'SHOP ONLINE AT THELOOP.IE' are in a dark blue font. The bottom-right corner features green leaves and a pink flower.

PRODUCT-LED COMMS

HERO CAMPAIGN HEADLINE

SEIZE YOUR SUMMER

OFFER

SAVE €XX

ONLY €XX

CALL TO ACTION

THE HOLIDAY STARTS HERE
SHOP ONLINE AT [THELOOP.IE](#)

*COMPARED TO THE HIGH STREET

A vertical rectangular mockup for a product-led campaign. The background is a solid bright yellow. In the top-left corner, there are green tropical leaves and a pink hibiscus flower. The headline 'SEIZE YOUR SUMMER' is in a pink font. Below it, 'SAVE €XX' is in a very large, bold, pink font. To the right, a pink circle with a sunburst effect contains the text 'ONLY €XX' in white. In the center, a bottle of Drumshanbo Gunpowder Irish Gin is shown, with a pink flamingo wearing sunglasses and a pink suitcase standing next to it. At the bottom, the call to action 'THE HOLIDAY STARTS HERE' and 'SHOP ONLINE AT THELOOP.IE' are in a dark blue font. The bottom-right corner features green leaves and a pink flower.

TACTICAL MESSAGING

PRODUCT-LED COMMS

For product-led communications, an appropriate tactical message calling out the value savings should be added.

It is at the discretion of each market to choose the appropriate tactical messaging, but it should always appear in the Scorching Hot Pink bubble, and should always follow the format: “___€XX”.

EXAMPLES:



PRODUCT-LED COMMS



TACTICAL
MESSAGING IN
SCORCHING HOT
PINK CALL OUT

USING THESE GUIDELINES

These guidelines are intended for use as a reference to demonstrate how colour, layout and messaging can be adapted for your market and specific POS areas.

Each of the product images, offers and specific prices shown in the following mock ups should be changed to suit your specific markets needs.

A4 POS



CAKE STANDS



CAKE STAND



SHELF TALKERS



STANDARD SHELTALKER



HANGING DISCS



HANGING DISCS



DISPLAY SIGNAGE



DISPLAY SIGNAGE

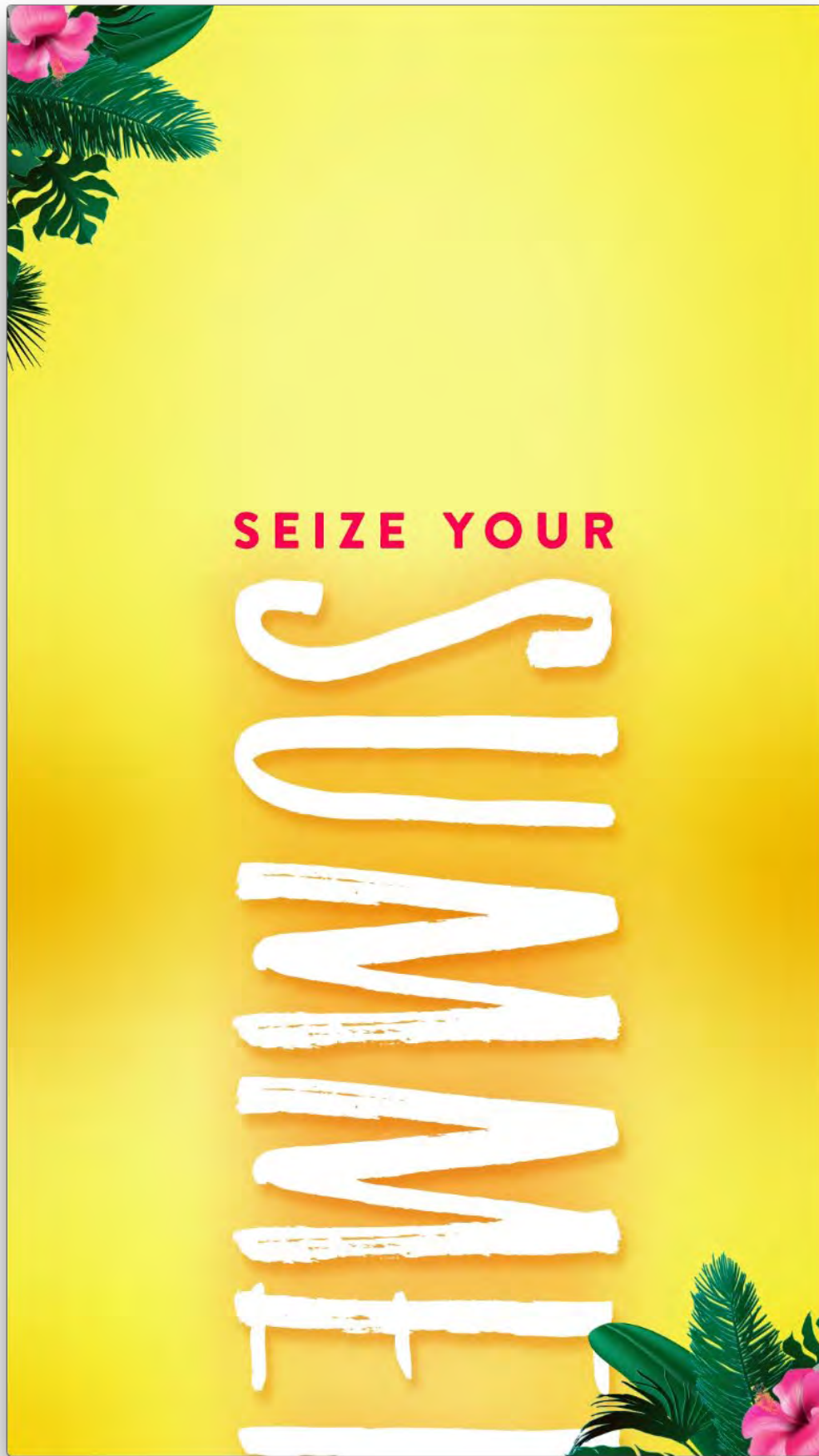
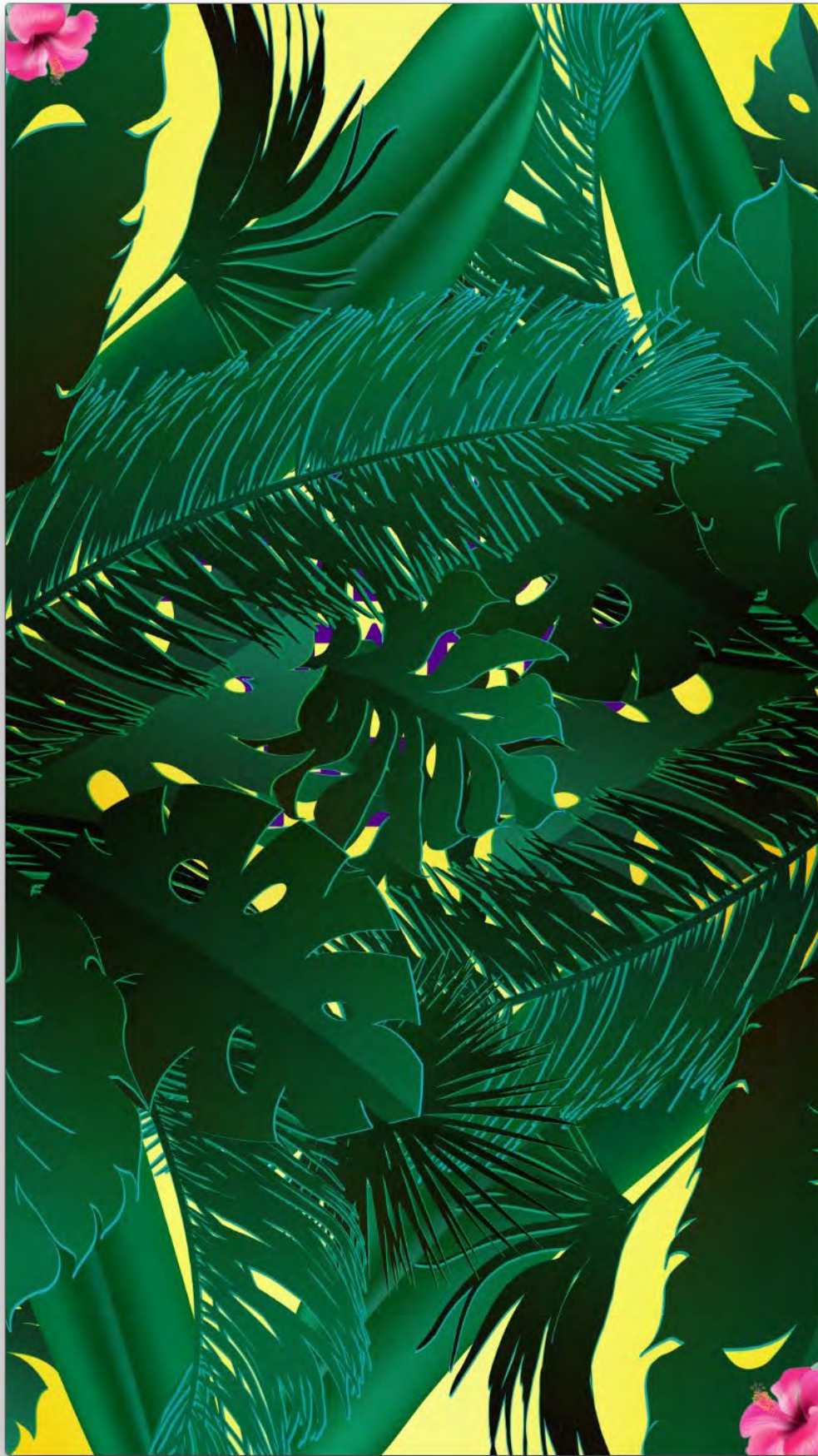


DIGITAL SCREENS

These screens can be used for animations.



ANIMATED SOCIAL MEDIA



ANIMATED DISPLAY SCREEN

This is for in-store and airport advertising outside of the store.



GONDOLA



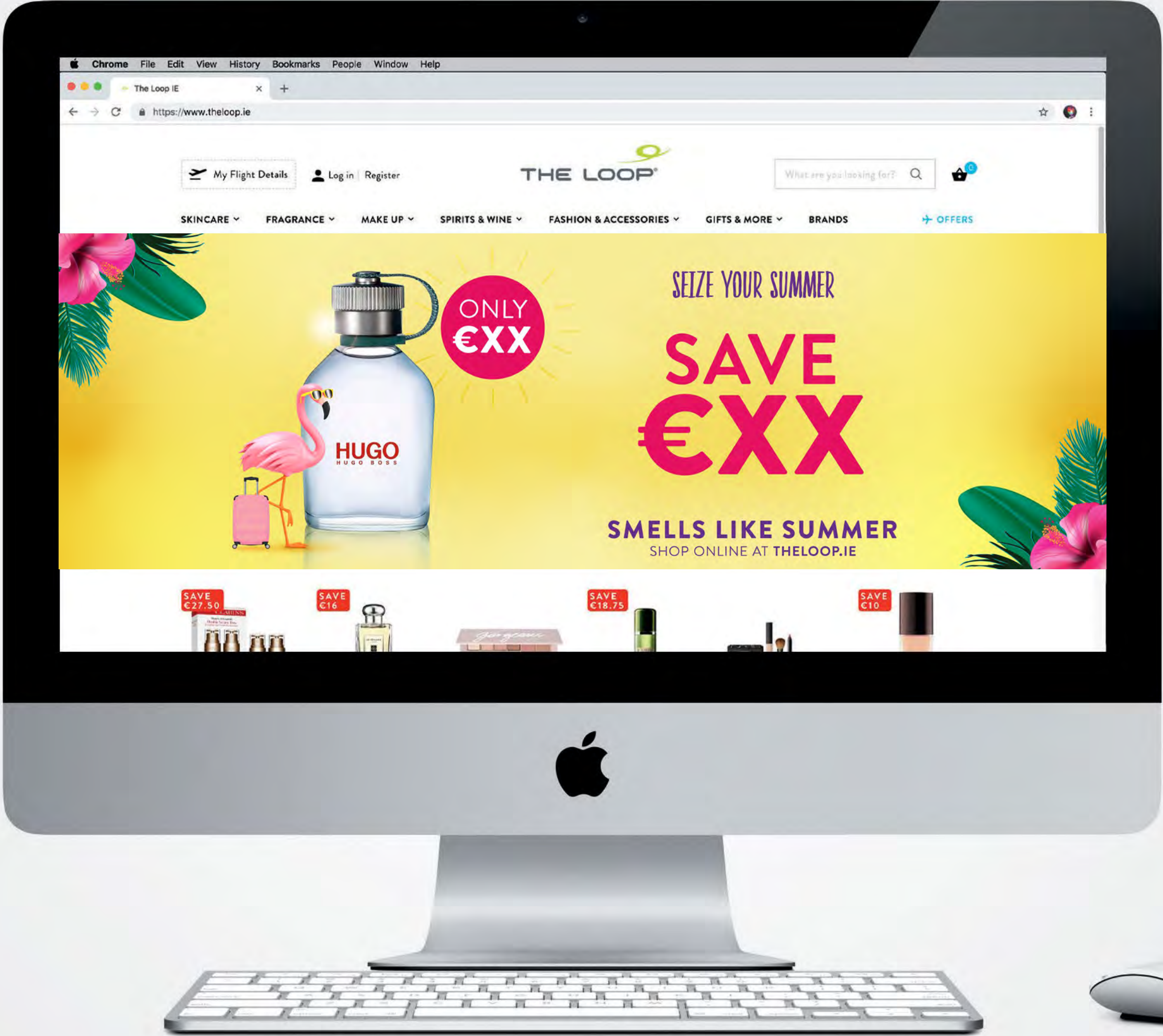
SHELF STAND



CONFECTIONERY
GONDOLA



WEBSITE COVER BANNER



WEBSITE COVER BANNER



A cluster of tropical plants including a pink hibiscus flower, a large green monstera leaf with natural holes, and a feathery palm frond, all in the top-left corner.

SIZZLIN' DEALS

To better highlight extra special offers throughout the store that are almost once in lifetime deals for our customers, a modified version of the creative can be used, under the title “Sizzlin’ Deals”.

- This hot pink creative is designed to work alongside the primary colour palette.
 - It can be used to really shout out those once in a lifetime offers.
 - Each market should work with their relevant buying teams to determine which offers should get this hot pink prominence.
 - For maximum impact, a good balance should be struck between the hot pink and the primary colour across the store and online.
- 
- A cluster of tropical plants including a pink hibiscus flower, a large green monstera leaf with natural holes, and a feathery palm frond, all in the bottom-right corner.

SIZZLIN' COLOUR PALETTE

Our Sizzlin' Deals colour palette consists of a Sizzlin' Pink Gradient, Blazing Yellow and Pure White. This showcases our lock up and imagery to stand out and have maximum visual impact across all media.

When recreating for different media please take care and follow the colour values supplied.

ONCE IN A LIFETIME

SIZZLIN' DEALS

SAVE UP TO 40%

THE HOLIDAY STARTS HERE
SHOP ONLINE AT [THELOOP.IE](https://theloop.ie)

SIZZLIN' PINK GRADIENT

- PINK 03**
C07 M100 Y44 K00
R229 G18 B96
#E51260
- PINK 02**
C01 M88 Y21 K00
R234 G67 B128
#EA4380
- PINK 01**
C03 M43 Y02 K00
R238 G165 B197
#EEA5C5

BLAZING YELLOW
C04 M00 Y94 K00
R255 G241 B00
#FFF100

SCORCHING HOT PINK
C00 M100 Y44 K00
R235 G21 B97
#EB1561

PURE WHITE
C00 M00 Y00 K00
R255 G255 B255
#FFFFFF

SIZZLIN’ DEALS IMAGERY

Sizzlin’ Deals uses the same imagery as the primary campaign with the addition a large scale version of the flamingo. These graphics should never be redrawn or altered, and should only ever be applied using the supplied artwork.

.....

GIANT FLAMINGO

The large scale version of the flamingo is to be used on the hero version of the Sizzlin’ Deals campaign, it should not interact with typography or products.



SIZZLING DEALS TYPOGRAPHY

Our campaign uses ARI’s primary font **Brandon Grotesque** and **Faith and Glory Two** which must be used across all communications. Brandon Grotesque has a range of weights, so please use the following guide to ensure consistency.

.....

HEADLINES

BRANDON GROTESQUE BLACK

SUBHEADINGS

BRANDON GROTESQUE BOLD

SMALL PRINT & DETAILS

BRANDON GROTESQUE REGULAR & BOLD

EXAMPLE TYPOGRAPHY (NOT TO SCALE)

ONCE IN A LIFETIME

SIZZZZLIN'

DEALS

SAVE UP TO 40%

THE HOLIDAY STARTS HERE

SHOP ONLINE AT [THELOOP.IE](#)

..... **BRANDON GROTESQUE BLACK**
TRACKING 25

..... **FAITH AND GLORY TWO**
TRACKING 75

.... **BRANDON GROTESQUE BLACK**
TRACKING 50

..... **BRANDON GROTESQUE BOLD**
TRACKING 75 & 10

..... **BRANDON GROTESQUE BLACK**
TRACKING 75

..... **BRANDON GROTESQUE REGULAR & BRANDON GROTESQUE BOLD**
TRACKING 10

SIZZLING DEALS MESSAGING

The Sizzlin’ Deals messaging has a strong focus on value. This can be seen in the examples to the right which focus on once in a life time savings, and multi buy offerings unique to this campaign.

SIZZLIN’ DEALS HERO



SIZZLIN’ DEALS MULTI BUY



SIZZLIN’ DEALS SINGLE BRAND



DIALLING UP VALUE IN STORE

LAYOUT EXAMPLES

PLEASE NOTE

We understand there will be new safety restrictions in place and while the following examples may not be possible we want to explore all opportunities within the campaign.

SHELF FIN



PROTRUDING SHELF TALKERS



WOBLERS



NECK TAG 02



NECK TAG



SIZZLIN DEALS
GONDOLA HEADERS



HEADER BOARD

In instances where there is a lot of clearance stock, this could be a good opportunity to group and highlight those areas.



DISPLAY STAND

In instances where there is a lot of clearance stock, this could be a good opportunity to group and highlight those areas.





THANK YOU

SUMMER GLOBAL CAMPAIGN GUIDELINES

APRIL 2020. V.1

