

VALENTINE'S DAY

CAMPAIGN GUIDELINE



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**VALENTINE'S DAY IS A GLOBAL CELEBRATION OF LOVE!
FOR THOSE THAT HAVE A SPECIAL SOMEONE IN THEIR LIFE,
IT'S A KEY GIFTING OPPORTUNITY AND FOR THOSE WITHOUT,
ITS THE PERFECT TIME FOR A LITTLE 'TREAT YOURSELF' MOMENT.**

After the most turbulent of years, Valentine's Day 2021 will have an added poignancy as many people across the globe have been feeling the impact of the current situation on their relationship. Whether it's long distance that went on much longer than anticipated, or being couped up together for months on end; you've got through it together, and thats what matters. So show them the love this Valentine's Day.

This campaign aims to bring some much needed, lightheartedness to the occasion. The colour palette will create attention-grabbing cut-through in stores, while the messaging and tone of voice hits the familiar emotive tones. The POS layouts come in a variety of options, so tactical messaging can be dialled up or down as is needed for each application.

The primary aim of this campaign is to drive sales across all categories in what is a key gifting opportunity for us, but to do so in a bright, fun and engaging fashion for our customers.

CAMPAIGN CONCEPT

CAMPAIGN CONCEPT

There's nothing easy about modern love. Who sends the first message? How many emojis is too many emojis? What if they don't like what you look like under your mask? Maybe you should just wait for this whole Covid thing to blow over...

No! Love is bold, and you should be too! Don't wait for cupid to shoot his arrow; grab the bull by the horns and let them know that they're the Ross to your Rachel, the Rose to your Jack, that nobody puts Baby in the corner and that they had you at 'Hello'!

So be bold this Valentine's Day, and sweep them off their feet with amazing gifts from our stores.



THIS VALENTINE'S DAY

**DON'T
WAIT
FOR
CUPID**



GIFT THEM OFF THEIR FEET

IMAGERY

IMAGERY CAMPAIGN ELEMENTS

The images displayed on this page can be used to fill spaces on layouts and add pops of character and life to communications.

The imagery should never crowd or clutter a layout, and should never interfere with messaging or product photography. When in doubt, less is more.

For examples of how best to place and scale these images on artwork, see the “Bringing It To Life” section of these guides.

Note: The heart cloud is used as an accent on the Valentine’s Day call out only on the hero creative, and should not be used on any product-led POS.

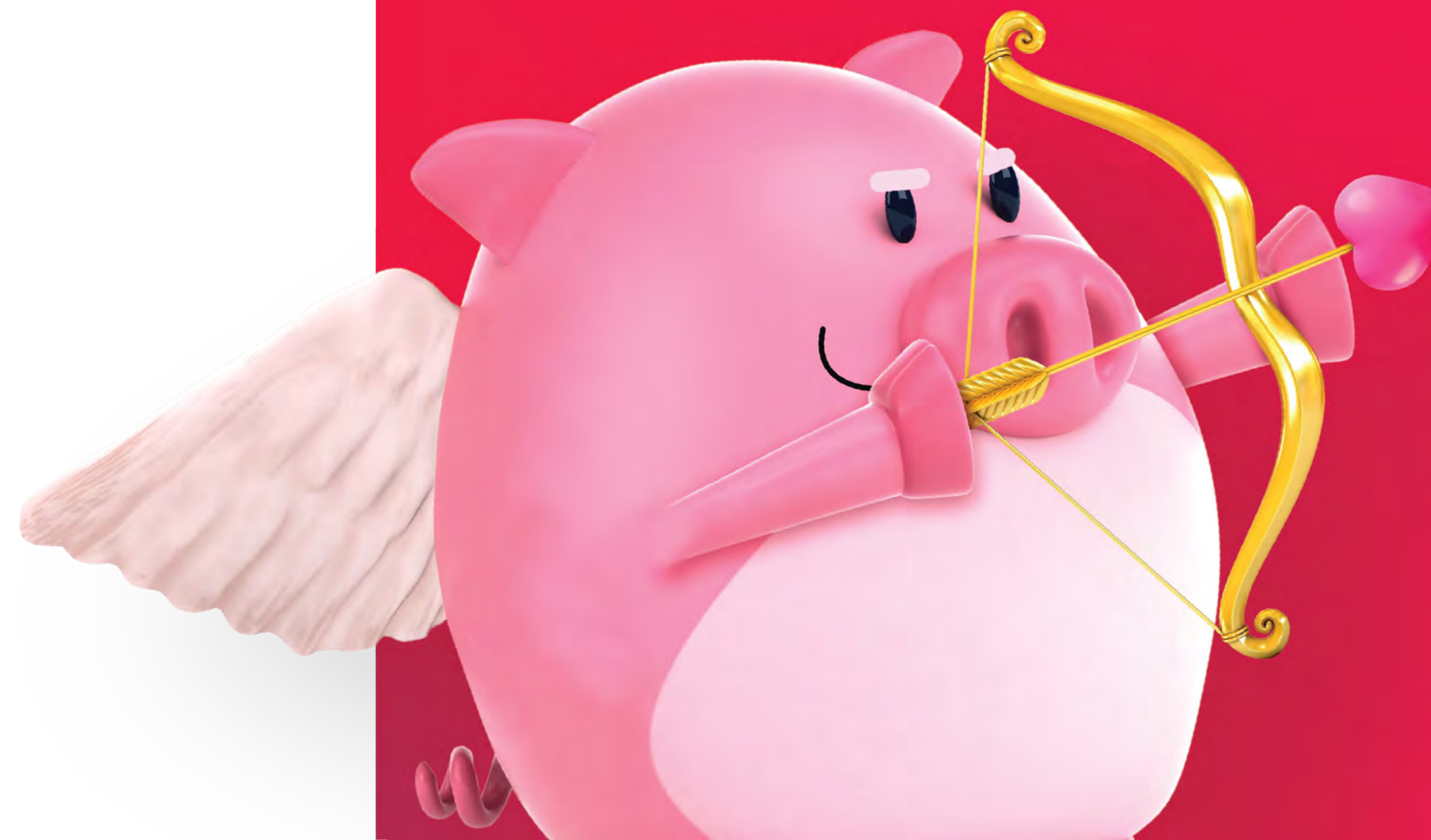


PRIMARY CHARACTER LITTLE PIGGY CUPID

This character is provided as a photoshop image in the artwork files, and should not be edited or altered in anyway.

The Little Piggy Cupid is the key creative asset for this campaign. Light-hearted and playful, he can be used in a variety of different ways. He can be cropped, scaled, or repositioned to fit a variety of different layouts and usages.

However he should never obscure any key messaging or product photography on layouts.



SECONDARY CHARACTER TEDDY BEAR CUPID

This character is a secondary option for markets where the primary pig character is not appropriate to use.

All the same principles stated in the previous page apply to this character.



TYPOGRAPHY

TYPOGRAPHY

The typography for this campaign consists of two fonts which must be used across all communications.

THORN BRUSH FONT

For more detailed guides on how to use this font, see the next page.

BRANDON GROTESQUE

As our universal brand font, this should be used for all headlines, body copy and fine details.



THIS VALENTINE'S DAY

DON'T
WAIT
FOR
CUPID

GIFT THEM OFF THEIR FEET

SAVE TIME AND SHOP ONLINE AT [THELOOP.IE](https://theloop.ie)

BRANDON GROTESQUE
BOLD

BRANDON GROTESQUE
BLACK

THORN BRUSH FONT

BRANDON GROTESQUE
BOLD

BRANDON GROTESQUE
REGULAR

TYPOGRAPHY

THORN BRUSH FONT

Thorn adds some personality and playfulness to our typography in this campaign.

It is available to download here:
<https://www.dafont.com/thorn-2.font>

However it must not be overused.

It should only be used to emphasise prices, discount percentages, or occasionally to add a splash of personality to a phrase (and never more than two/three words in a row).

This is a live font, therefore it can be used to create any word necessary for the campaign. The font also includes accents and glyphs for use in other languages.

BRUSH FONT

CUPID

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 / € \$! ?

Æ Å Ä Â Ë Ê Ë Ì Í Î Ï Ò Ó Ô Õ Ù Ú Û Ç

COLOUR PALETTE

COLOUR PALETTE

Our colour palette consists of the following colours. Please ensure the correct values are replicated exactly for global consistency.

LOVED-UP GRADIENT

This forms the main background for all artwork. The gradient is provided as a vector in both portrait, landscape and circular formats, which can be scaled or cropped to appropriately suit each application. Do not recreate, change, or alter the colour values from what is provided in the artwork.

TICKLED PINK

Used mainly in price call-outs in the roundel.

VANILLA ICE CREAM

Used mainly in typography, and the colour of the roundel.

LOVED-UP GRADIENT
GRADIENT PROVIDED
IN ARTWORK

**VANILLA
ICE CREAM**

C0 M0 Y21 K0
R255 G232 B179
#FFFBD3

TICKLED PINK

C0 M81 Y0 K0
R239 G88 B160
#EF58A0

CAMPAIGN MESSAGING

CAMPAIGN MESSAGING

BASIC SETUP

All our POS communications, regardless of format, follow the same basic setup.

While the white boxes on the right-hand side are interchangeable depending on which layout you are using (more on this in the following pages), our main campaign messaging must be used in all comms, and must not be amended, omitted or altered.

- 1. Valentine's Day Call-out**
This sits at the head of every layout
- 2. Call to Action**
This must feature on all layouts in the secondary (lower down) position
- 3. Sign Off**
This sits at the foot of every layout

It is important to note, that while this setup is the ideal, in formats where space is extremely tight such a narrow shelf strips, a reduction of this messaging is acceptable.

1. VALENTINE'S
DAY CALL-OUT

THIS VALENTINE'S DAY

SPACE FOR HEADLINE/
VALUE MESSAGE

SPACE FOR PRODUCT SHOT/
HERO VALUE MESSAGE

SPACE FOR PRICE/ SAVINGS

2. CALL TO ACTION

GIFT THEM OFF THEIR FEET

3. SIGN OFF

SAVE TIME AND SHOP ONLINE AT THELOOP.IE

*COMPARED TO THE HIGH STREET

CAMPAIGN MESSAGING HEADLINES

In product-led communications such as A4 POS, the following headlines may be used. It is up to the discretion of each market to choose which headline best fits each application.

These headlines should not replace the main campaign messages, they are additional copy to re enforce the primary marketing messages.

CAMPAIGN HERO HEADLINE HAPPY VALENTINE'S DAY DON'T WAIT FOR CUPID

HEADLINE OPTIONS:

BEAUTY

- True love smells like...
- Love is blind, but has a keen sense of smell
- He'll smell amazing from 2 metres
- Bottled brownie points
- She'll be glowing
- For the beauty to your beast

LIQUOR

- Thank him for swiping right
- Love can't be bought, but this can't hurt
- For a cosy night in
- Bottled brownie points
- A true love potion

MULTIBUY

- True love always shares
- Date night special (date not provided)
- Couples deal (other half not required)
- Better together
- Two works better than one
- Share the love

• CONFECTIONERY

- Who doesn't love chocolate?
- Nothing says 'I love you' like...
- Chocolate: the true love of their life
- You had me at 'chocolate'
- Pretend that this is for them
- Chocolate understands me
- A romantic gift for me

CALL TO ACTION: GIFT THEM OFF THEIR FEET

CAMPAIGN MESSAGING

LAYOUTS

There are three layout options to choose from when applying this campaign in-store. Please note that while the examples on the right are A4 POS, these layouts can be applied to all formats (ie. gondolas, digital screens, web banners and shelftalkers etc).

1. PRODUCT-LED LAYOUT

2. VALUE-LED LAYOUT

3. VALUE OFFERING LAYOUT

1. PRODUCT-LED LAYOUT



2. VALUE-LED LAYOUT



3. VALUE OFFERING LAYOUT*



*Please note this is a suggested offer/ promotion only, offers may differ per store and location e.g. 3 for 2

CAMPAIGN MESSAGING

LAYOUT 1

1. PRODUCT-LED LAYOUT

This layout uses a headline as the primary messaging device for a more personable and engaging touch.

1. PRODUCT-LED LAYOUT

VALENTINE'S DAY
CALL-OUT

HEADLINE
IN PRIMARY
POSITION



THIS VALENTINE'S DAY

**BOTTLED
BROWNIE
POINTS**



NOW €XX | SAVE €XX*

GIFT THEM OFF THEIR FEET

SAVE TIME AND SHOP ONLINE AT [THELOOP.IE](https://www.theloop.ie)

*COMPARED TO THE HIGH STREET

CALL TO ACTION
IN SECONDARY
POSITION

CAMPAIGN MESSAGING

LAYOUT 2

2. VALUE-LED LAYOUT

This layout uses the value offering as the primary messaging device for a more direct, tactical approach.

2. VALUE-LED LAYOUT

VALENTINE'S DAY
CALL-OUT

VALUE MESSAGE
IN PRIMARY
POSITION

CALL TO ACTION
IN SECONDARY
POSITION

THIS VALENTINE'S DAY

**SAVE
€XX**

ONLY
€XX

FLOWERBOMB
VIKTOR&ROLF

GIFT THEM OFF THEIR FEET

SAVE TIME AND SHOP ONLINE AT **THELOOP.IE**
*COMPARED TO THE HIGH STREET

CAMPAIGN MESSAGING

LAYOUT 3

3. VALUE OFFERING LAYOUT

This layout applies the Thorn Brush font to the value offering to achieve even more cut-through.

The messaging on this layout can be adjusted to suit each specific market.

3. VALUE OFFERING LAYOUT

VALENTINE'S DAY
CALL-OUT

THIS VALENTINE'S DAY

VALUE MESSAGE
AS HERO IMAGE

BUY 2 AND
SAVE
20%



PLUS YOU **ALREADY GET 15% OFF**
ON ALL OTHER SELECTED ITEMS

CALL TO ACTION
IN SECONDARY
POSITION

GIFT THEM OFF THEIR FEET

SAVE TIME AND SHOP ONLINE AT **THELOOP.IE**
*LOWEST PRICE ITEMS DISCOUNTED **COMPARED TO THE HIGH STREET

*Please note this is a suggested offer/ promotion only, offers may differ per store and location e.g. 3 for 2

PRICE/ CTA ROUNDEL

All product-led communications should feature a roundel, which can either display the price or a Call to Action line (eg. “NEW”). It should always be coloured in Vanilla Ice Cream.

The particular offer/deal will dictate the actual messaging, but it should always follow the format: “___€XX”.

EXAMPLES:



PRICE/ CTA ROUNDEL
IN VANILLA ICE CREAM



THIS VALENTINE'S DAY
**CHOCOLATE:
THE TRUE LOVE
OF THEIR LIFE**



USE OF THE SECONDARY CHARACTER IN LAYOUTS

The Teddy Bear Cupid character has been designed as a secondary option for markets where the Piggy Cupid is not appropriate to use.

In this instance, all other creative and guidelines still apply, but with the characters swapped. Please ensure that the placement and scaling is aligned as closely to that of the primary artwork as possible.

The bear is provided as a PSD file in the artwork folder labeled:
ARI_Valentines_Bear cupid.psd

PRIMARY CHARACTER PLACEMENT



SECONDARY CHARACTER PLACEMENT



WHERE APPLICABLE

USING DUAL LANGUAGE

DUAL LANGUAGE

The following is applicable to countries such as Canada, where two languages are often required in communications.

WHEN TO USE DUAL LANGUAGE

Depending on the size, design, and amount of text info on an application, decide whether to use two languages together or separate into two outputs.

Gondola and shelf applications mostly use one language per visual to make it more visible, but they should be displayed side by side or close together so both languages are visible.

SCALE

Inside of Quebec City and Montreal Airport, French and English can be the same size font, but outside of the airport according to Quebec law, French has to be a bigger point size than English.

HIERARCHY

In Montreal and Quebec city, French is always the first language to display on any sign/visual.

If an application is for Winnipeg or Halifax then English is the first language displayed.

Please note there are two options for the A4 templates provided in the artwork files.



EXAMPLE OF A
DUAL LANGUAGE
APPLICATION
A4 POS

EXAMPLE OF SEPARATING 2 LANGUAGES NARROW SHELF TALKER



BRINGING IT TO LIFE

PLEASE NOTE

The following images 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 adapted within the parameters of the guidelines to suit your own specific market's needs.

Any deviation outside of the parameters of the guidelines e.g. colour, font, messaging and hierarchy is not permitted. If in doubt, global marketing approval should always be sought.

A4 POS

VALUE OFFERING LAYOUT

This is an example of a Value Offering Layout in an A4 POS application.

Please use this as your reference when replicating and adapting for your local needs.

*Please note this is a suggested offer/ promotion only, offers may differ per store and location e.g. 3 for 2



A4 POS
MULTI-BUY
PRODUCT-LED LAYOUT

This is an example of a multi-buy, product-led layout in an A4 POS application.

Note the appropriate use of headline and price/ CTA roundel.

Please use this as your reference when replicating and adapting for your local needs.



GONDOLAS
PRODUCT-LED LAYOUT
+ HERO CREATIVE

In spaces where two applications are in close proximity, consider using the hero creative alongside a product-led layout to help strengthen the campaign.



SHELF TALKERS

LANDSCAPE FORMATS

These shelftalkers work as good examples of how the creative can be adapted to extreme landscape formats when pricing and imagery are both needed.

Please use these as a point of reference for other similar landscape formats.

SHORT SHELF TALKER



LONG SHELF TALKER



**SHORT SHELFTALKER
IN SITUATION**

Note the reduction of messaging information on smaller applications such as the short shelftalker. This helps reduce cluttering on layouts with limited space.



HANGING DISCS

CIRCULAR/ROUND FORMATS

These hanging discs are good examples of how the creative can be adapted to circular or round formats.

Please note the reduction of messaging information. This helps reduce cluttering on layouts with limited space.

This helps reduce cluttered text on layouts with limited space and allows for more impactful and legible communication.

Please use these as a point of reference for other similar formats.



HANGING DISCS IN SITUATION

As shown in the example here, a variety of messaging can be used when grouping the hanging discs in-store.

Due to limited space, please ensure the strongest messaging from the campaign is used. Whilst grouping together discs can alleviate pressure on copy, please use discretion at a local level to ensure that the messages highlighted work the best for the store in question and are the most impactful.

Please note, the difference in the sizing of the discs shown here is to reflect distance not scale. However there is also an option to ratio the sizing of the hanging disc for additional impact.



GONDOLAS & HANGING DISCS LIQUOR SECTION

An example of how gondolas and hanging discs can use a mix of messaging to take over category areas in-store.



CAKE STAND

CIRCULAR FORMAT

The cake stand is a slight variation on the more standard circular format of the hanging disc, and as such the artwork is slightly different.

Please use this as a point of reference for other similar formats.



CAKE STAND IN SITUATION

The cake stand works best attached to grounded furniture/ stands to highlight special gift offers.



DISPLAY UNIT
GONDOLA,
SHELF TALKERS &
LANDSCAPE BANNER

Using a mix of formats and messaging to create a full category unit.



INSTAGRAM STORY

ANIMATION STORYBOARD

This animation focuses on the Hero creative and can be adapted for all social media uses.



IN-STORE DISPLAY SCREEN ANIMATION STORYBOARD

This animation focuses on product offerings and can be adapted for all in-store motion applications.



DIGITAL SCREENS PORTRAIT FORMAT

Using a tall portrait format, digital screens can be used for either static communications or for animations.



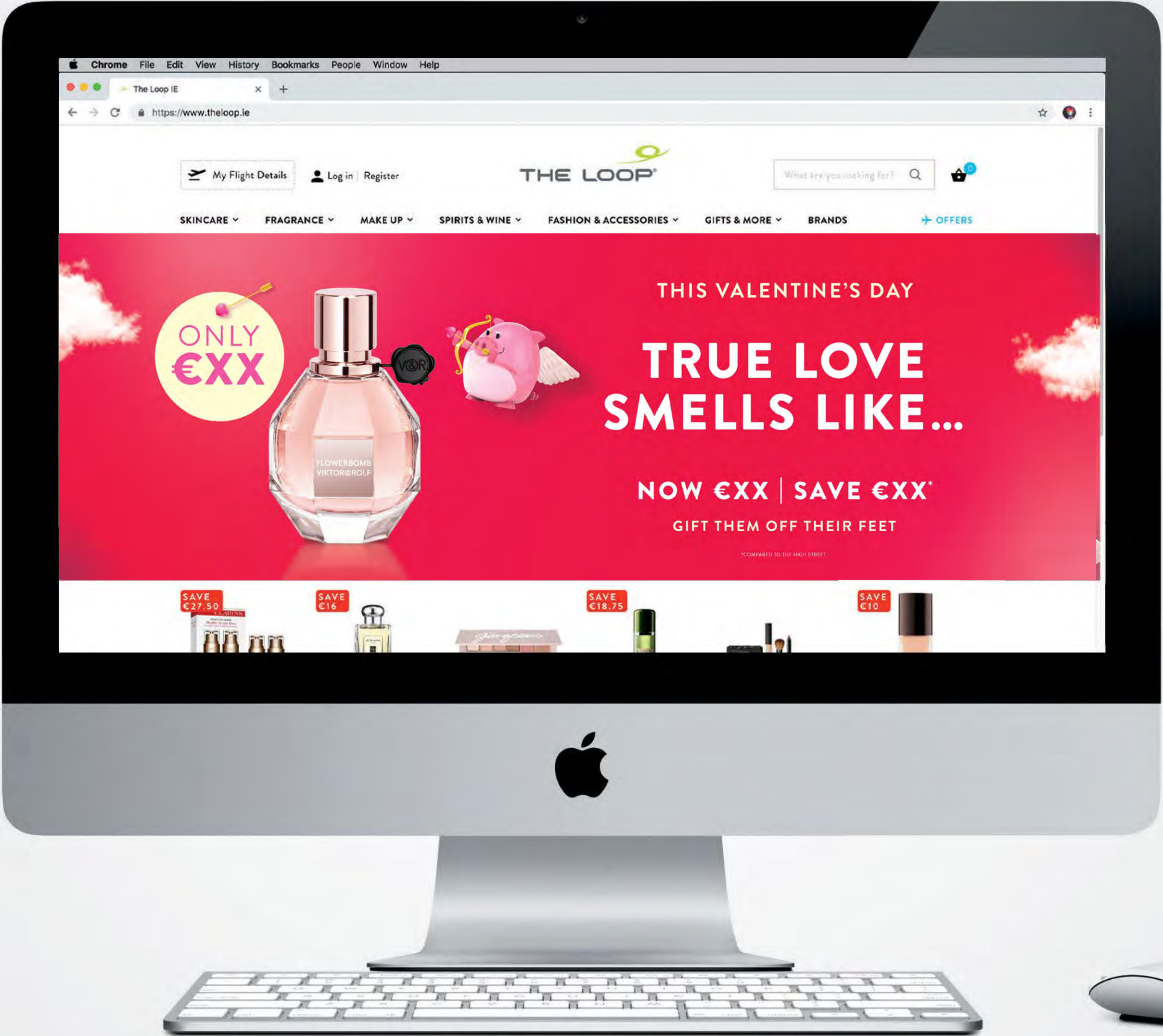
DIGITAL SCREENS DISPLAY UNIT

An example of how digital screens can work as a display unit, using a mix of our hero creative and our value offering layout.



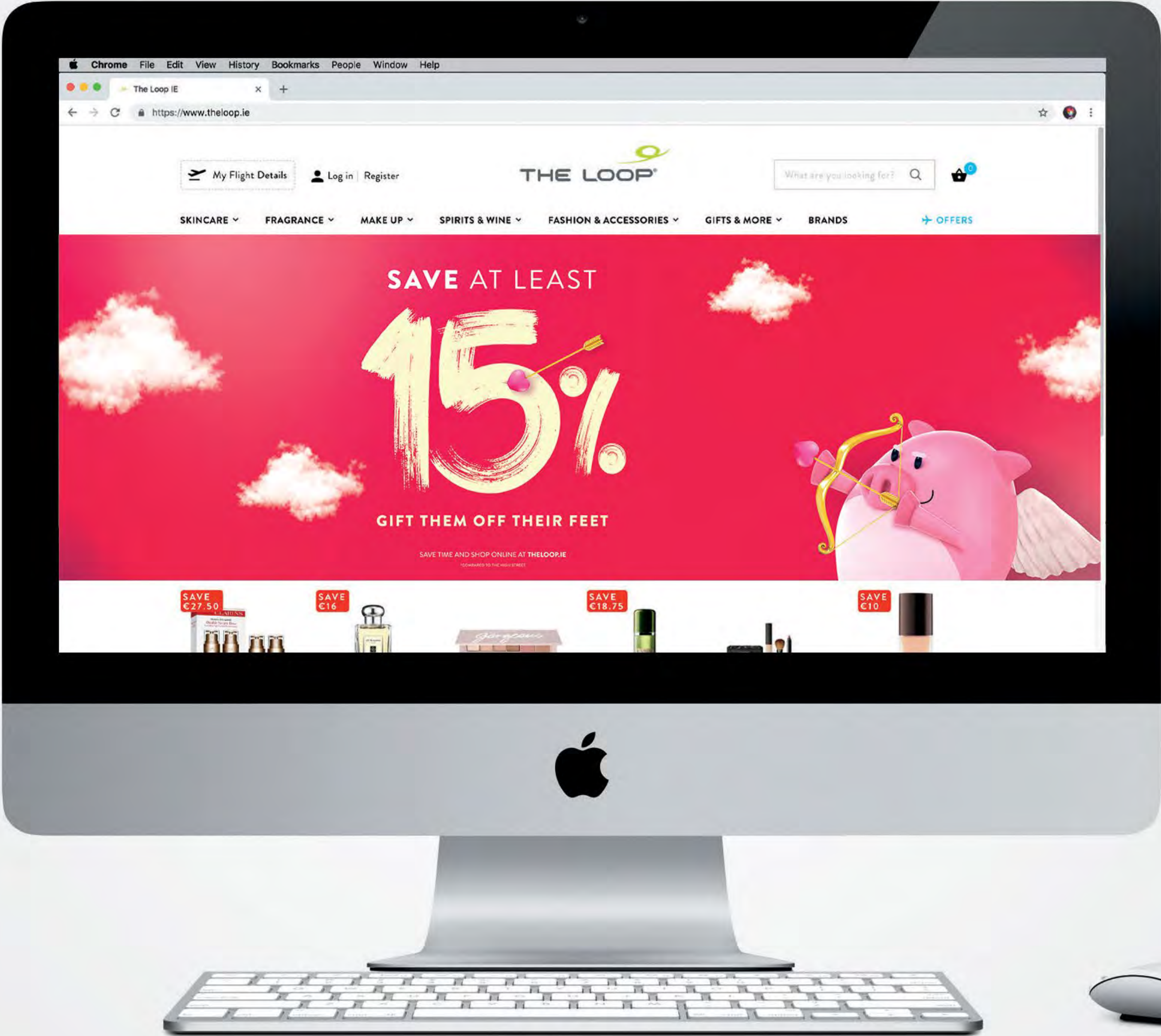
WEB BANNER PRODUCT-LED

The layout for this online web banner can also be used as a point of reference for similar landscape applications in-store.



WEB BANNER HERO CREATIVE

Alternatively the hero creative can be used as a web banner on the site's landing page.



SQUARE FORMAT

Similar to the hanging discs, when applying artwork to square formats, reducing the amount of messaging can help with keeping the layouts uncluttered.

Please use these examples as a point of reference for other similar formats.



ELEVATED EXECUTION

ENHANCING OUR VISUAL MERCHANDISING

Please note that the following images are intended as creative inspiration only. Individual markets are free to create their own elevated visual merchandise within the parameters of these guides. Any discounts or offers displayed are for visual purposes only.

CREATE A SCENE

To really make the campaign come to life, try creating a full scene by exploding out the separate elements from the creative. These can be used in tandem with more value-led applications.

Piggy Cupid

As previously stated, the Piggy Cupid is the key creative asset in this campaign. It is a recognisable, distinct image, so he can be applied in isolation (i.e. without messaging) to ad personality and colour to an area of the store, or as a visual cue to attract customers from a distance.

Clouds

The vectorised clouds work best when placed against the red gradient so the texture can show through. Simply clip around both the cloud and red gradient from the artwork in a simplified “cloud” shape to make them into separate hanging objects.

Cupid's Arrow

Using the arrow as a separate element that can be stuck or hung around the store is a fun way of highlighting certain displays or products.



MIRROR STICKERS

Mirror stickers are another good way of exploding out the elements of the campaign. Visually they can be particularly effective as the elements no longer need to be bordered or boxed by the red gradient as with the hanging discs.

Consider playing with scale and cropping to create stickers that are most impactful and effective for each particular site.



FLOOR DECALS

Floor decals are a great way to apply our lighthearted messaging. As in the example shown, they can be used as a form of wayfinding, guiding the customer around the store in a fun and playful manner. This example could be used to point towards liquor or beauty sections.

This would be a good application to use the Thorn Brush font, and our Cupid's Arrow.

Please remember the messaging displayed in the example can be changed or adapted as needed (please see the Campaign Messaging section of these guides for more).



THANK YOU