

Co-branded Creative Guide

Overview

This guide contains directions on how to prepare social/display assets for co-branded campaigns.

Loblaw Media's client services team applies co-branding to social/display assets. We do this to maintain consistency across all campaigns, and to make sure the co-branding conforms to brand guidelines.

Please refer to this guide when creating assets, leaving the appropriate space for this co-branding to be applied.

Assets provided without appropriate space for co-branding may need to be modified.

Templates for display and social with this space already included are available at <http://www.loblawadvance.ca/ad-specs>

Only the blank space should be included in your final creative. This area will be filled by our creative services team with the appropriate co-branding.

Available at



Co-branding Footers

Co-branding can be applied to video assets as a footer. This approach requires assets which allow enough space to include the footer over the main content.

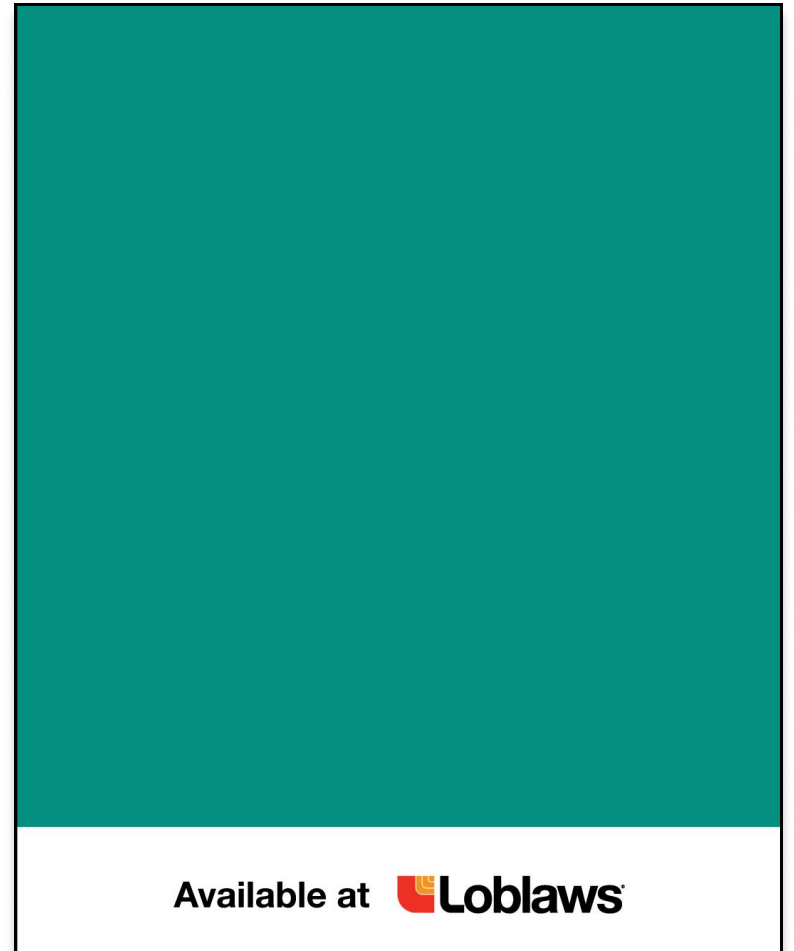
Footers are animated and cycle through all logos applicable per region. The footer may appear throughout the full video or a limited section, as long as there is enough time to allow for each logo to appear for between 0.5-1.0 seconds.

Static creatives are converted to videos to allow for the animated footers.

This is the preferred format for co-branding social assets.

Story (9x16) is the exception, as current Meta safe zones can not accommodate footers. Story assets will have co-branding added as end frames following the creative.

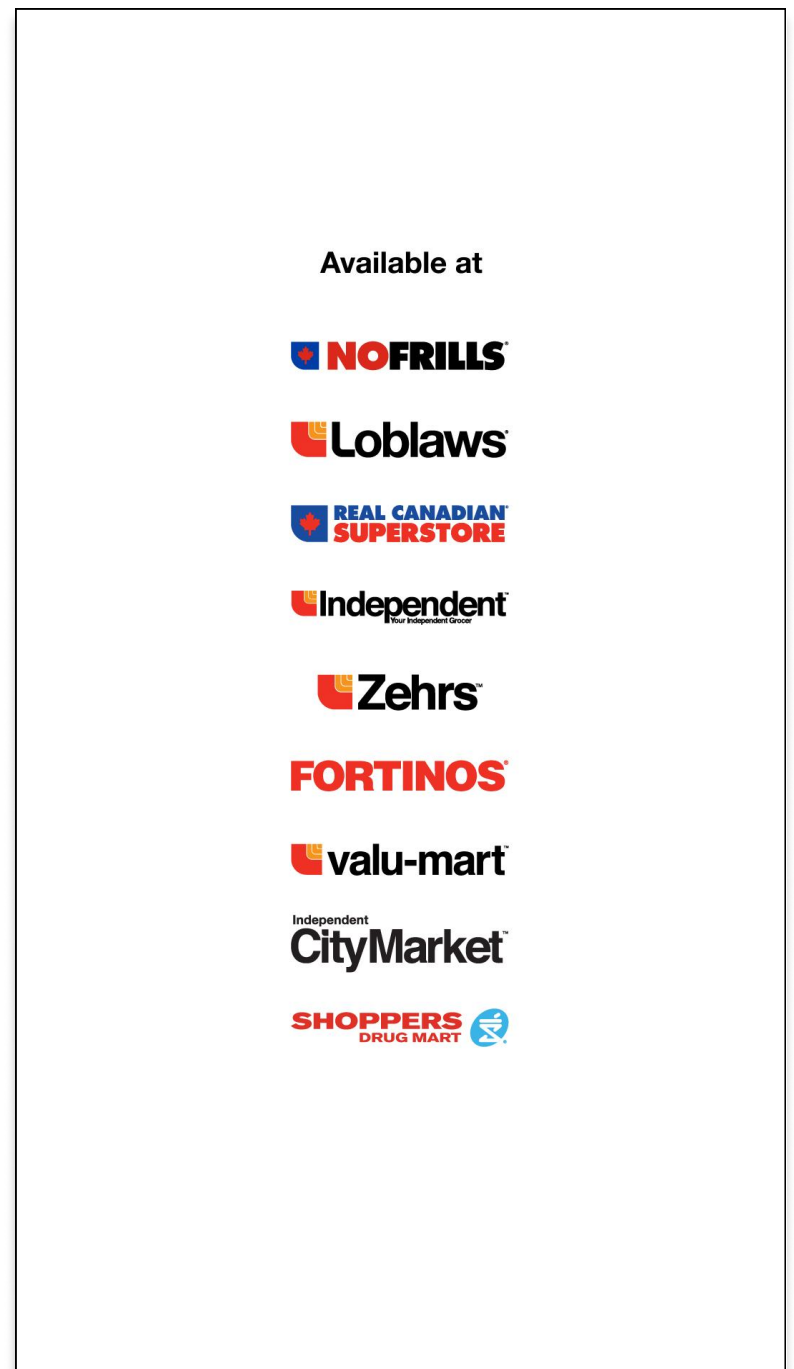
Feed - 4x5
(1080x1350)



Feed/Carousel - 1x1
(1080x1350)



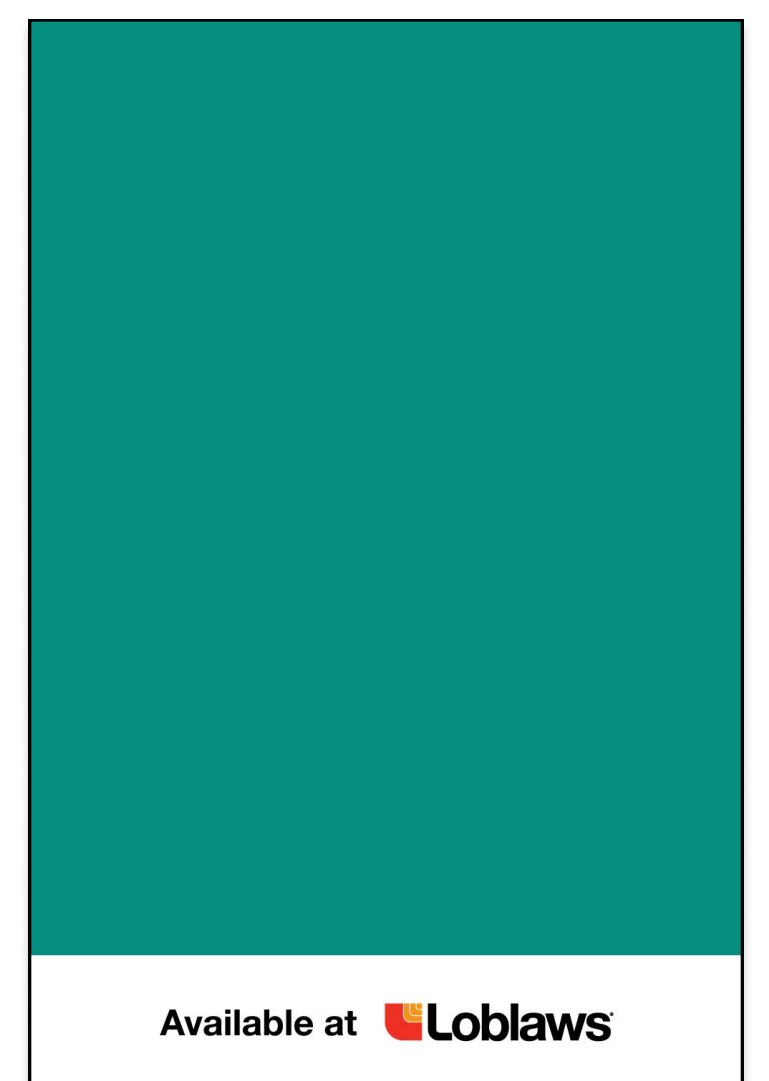
Story - 9x16
(1080x1920)



YouTube/OLV - 16x9
(1920x1080)



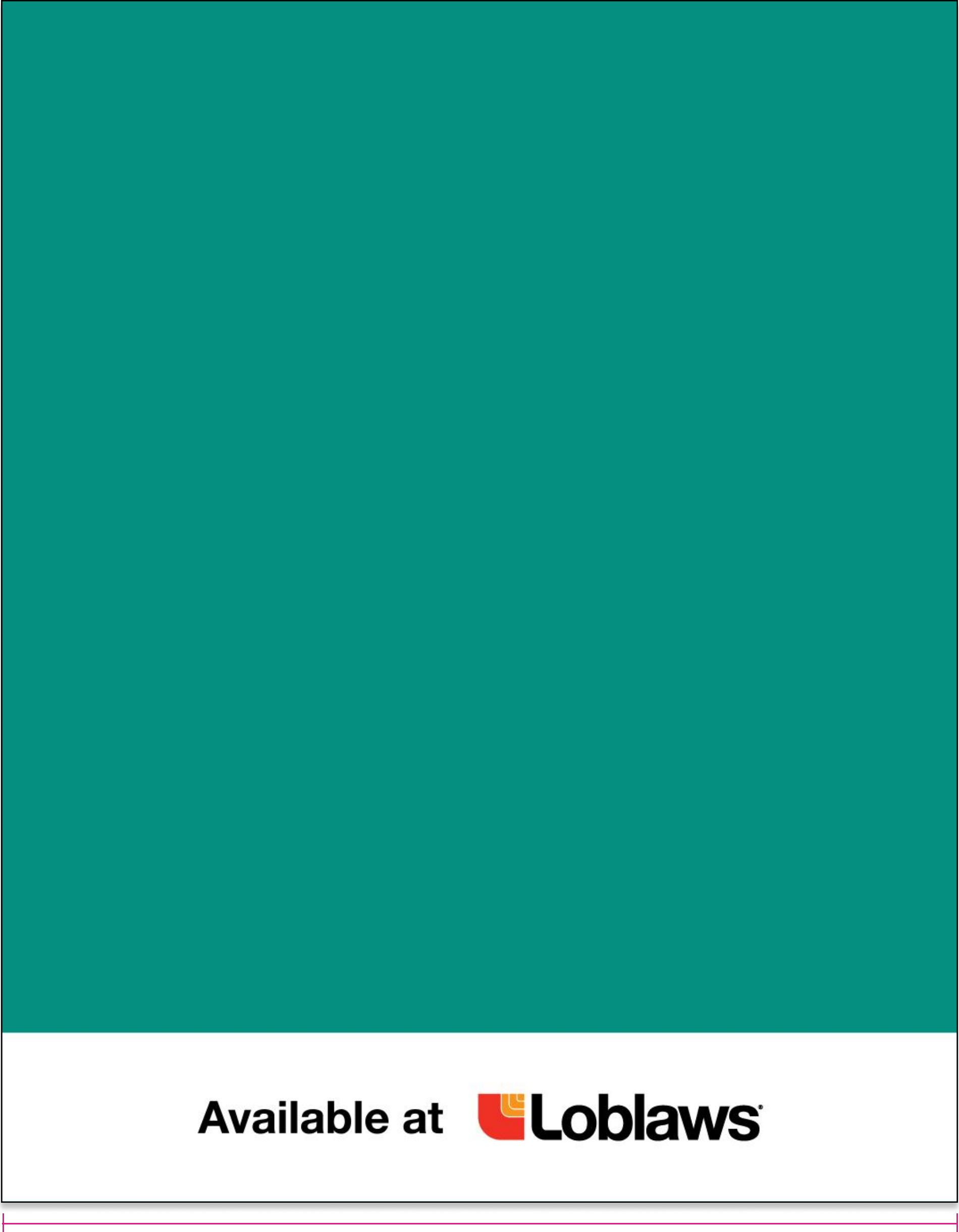
Pinterest Standard Pin - 2x3
(1000x1500)



Feed - 4x5

(1080x1350)

4x5 creative footer dimensions:
1080x190



Available at  **Loblaws**

1080

190

Feed/Carousel - 1x1

(1080x1080)

1x1 creative footer dimensions:
1080x120



1080

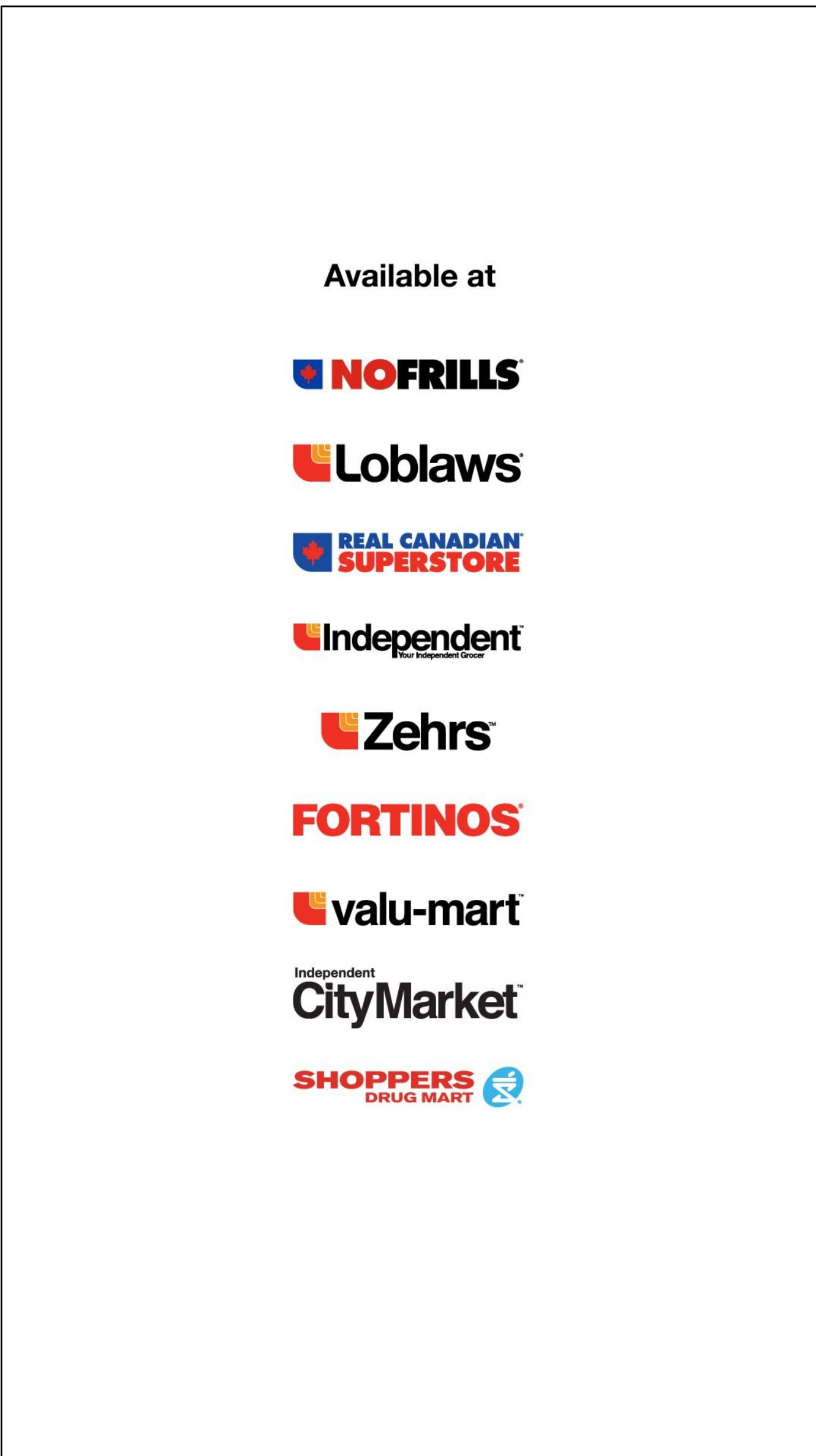
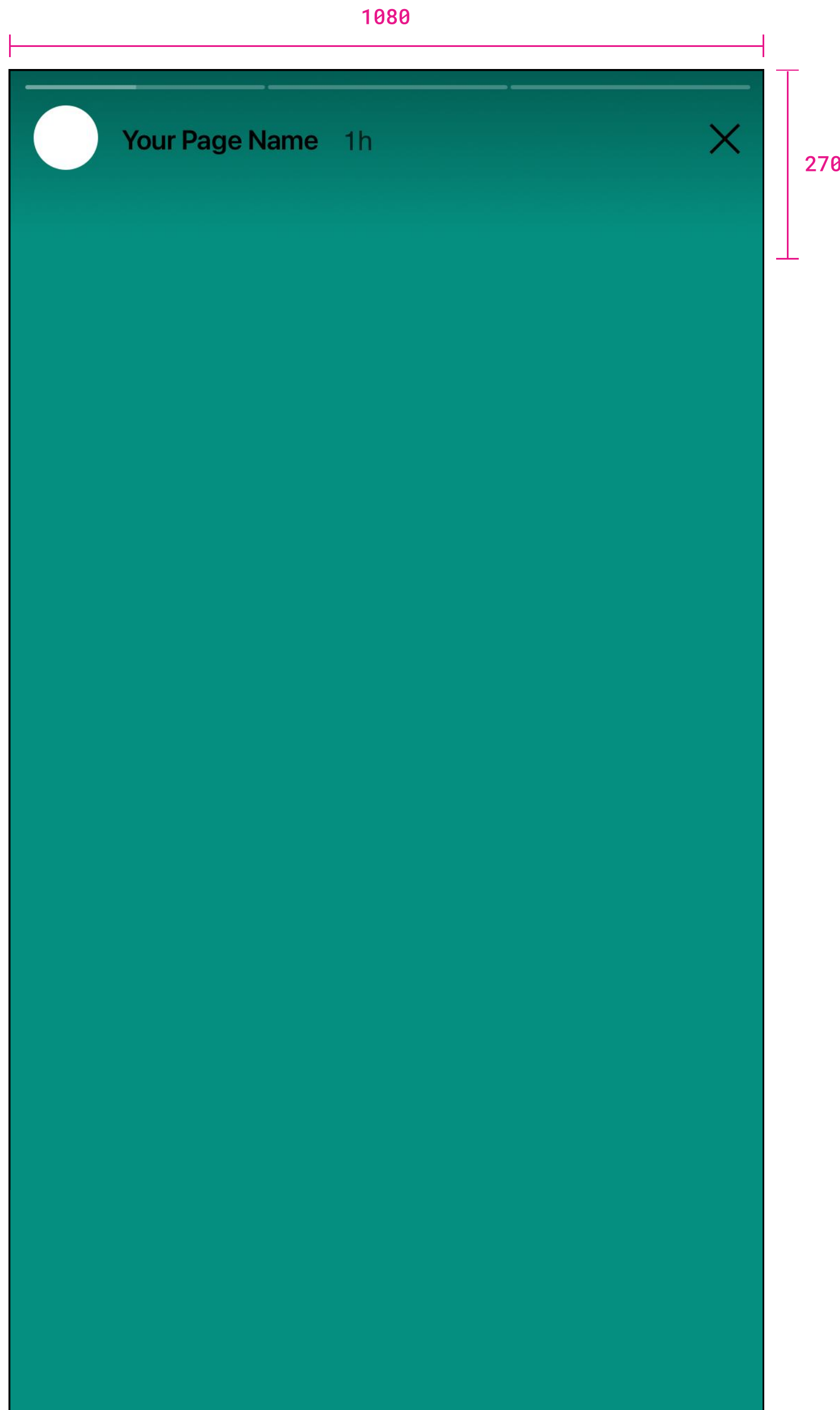
120

Story - 9x16 (1080x1920)

It is recommended to leave a **1080x270** area at the top free of important content, as the story UI will overlap this area.

As Meta's current safe zone specs recommend leaving the bottom **20%** clear of content which may be overlapped by CTA and UI, co-branding.

In order to comply with this safe zone, Story co-branding must be appended as an end frame (pictured right)



**Pinterest
Standard Pin
2x3
(1000x1500)**

2x3 creative footer dimensions:
1000x190



YouTube/OLV
16x9
(1920x1080)

16x9 creative footer dimensions:
1920x120



120

1920

Display Banners

Display banners are co-branded by adding a block containing a CTA and an animated cycle of all logos applicable per campaign/region, and exported as animated GIFs.

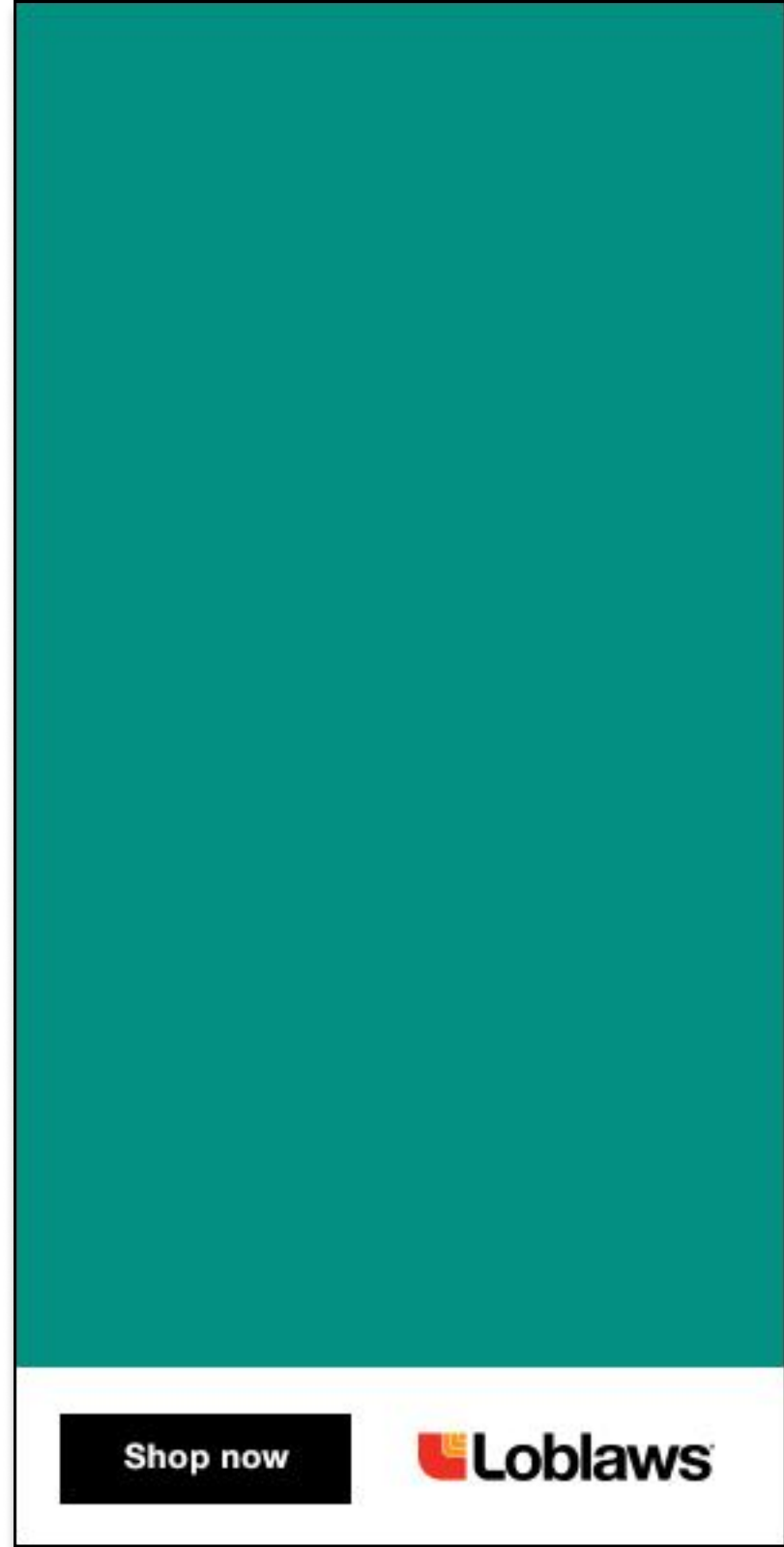
Provide working files (PSDs/AIs, linked assets, fonts, etc.) for all display banners. If space has not been left for co-branding according to this guide, our creative services team may adjust the creative to make room.

Note that in the case of animated HTML banners, creative adjustments by our team may not be possible, and as such it is critical that this guide be followed with HTML creatives.
Please discuss HTML requirements with your account manager.

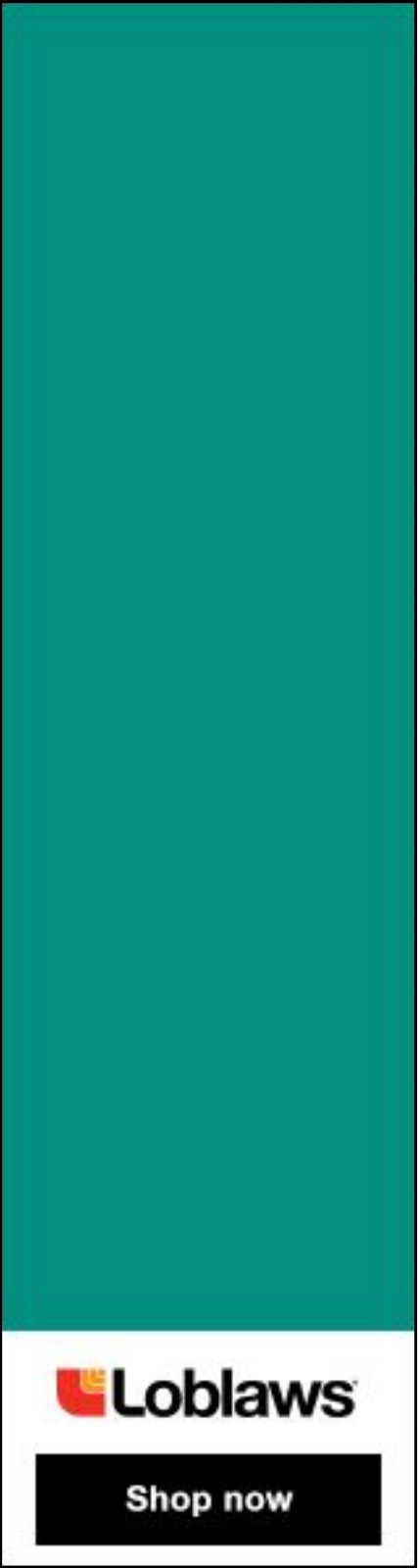
970x250



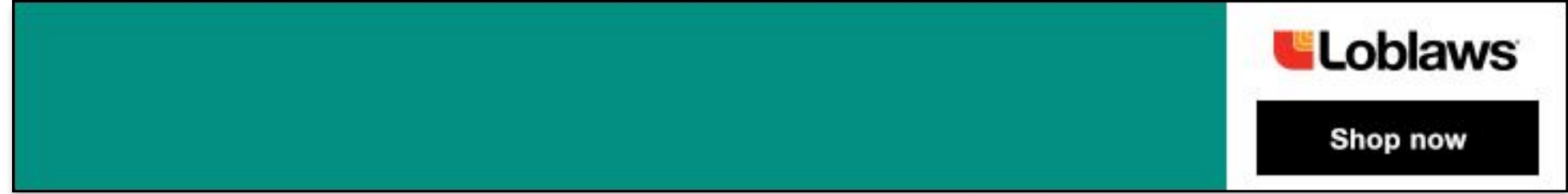
300x600



160x600



728x90



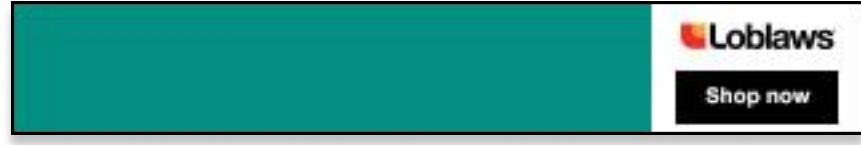
300x250



300x50

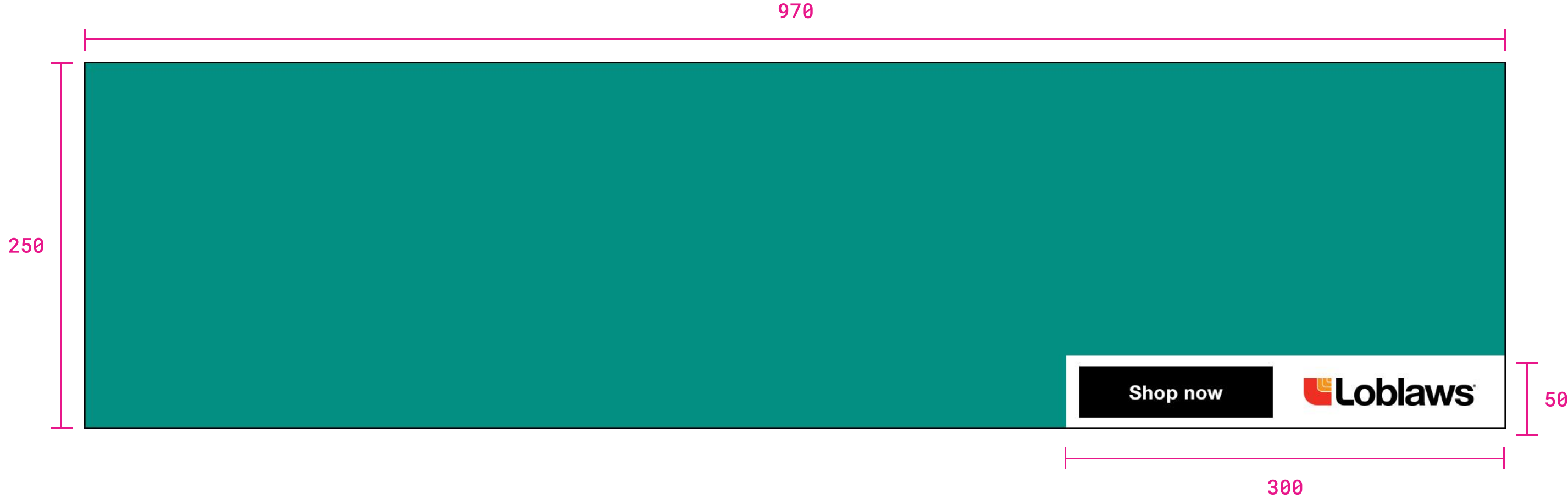


320x50



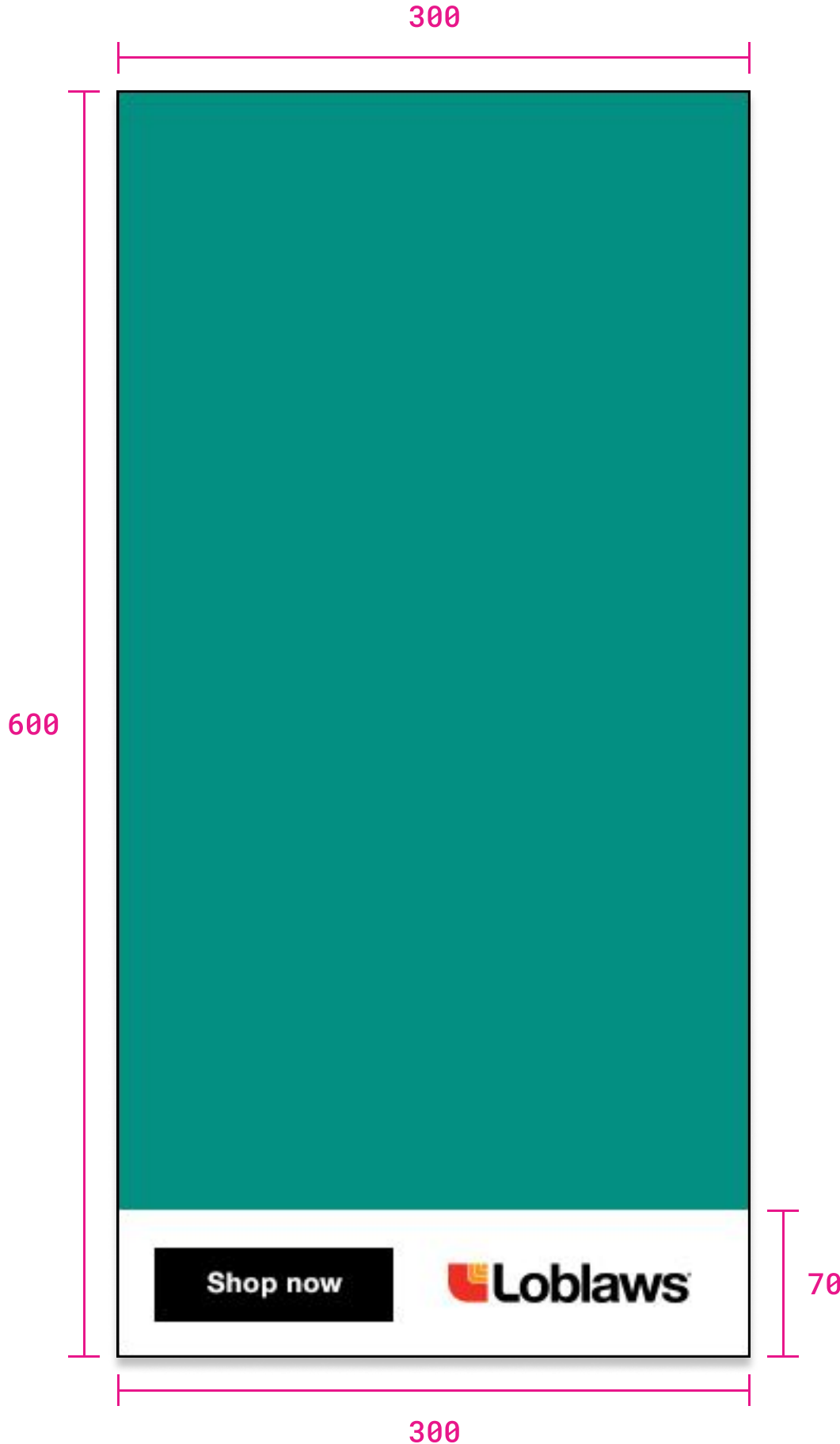
Display - 970x250

Footer dimensions: 300x50



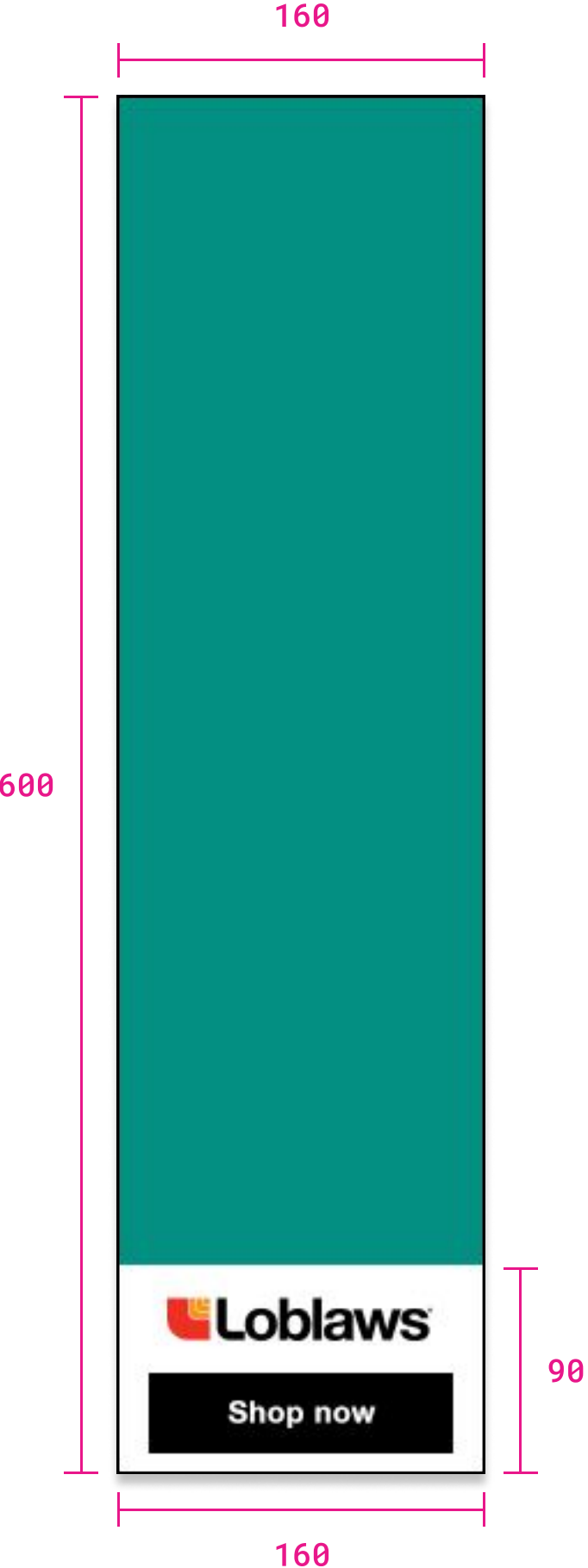
Display - 300x600

Footer dimensions: 300x70



Display - 160x600

Footer dimensions: 160x90



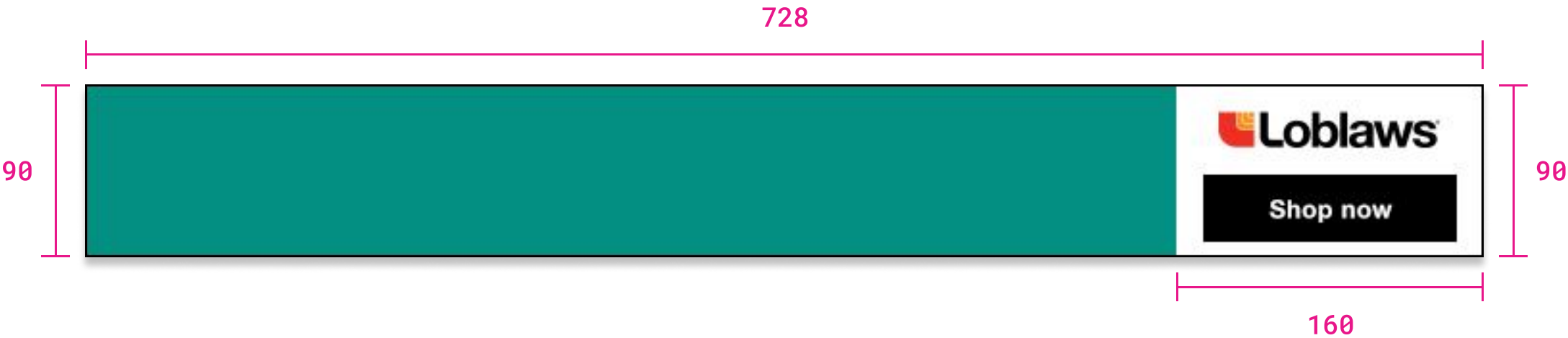
Display - 300x250

Footer dimensions: 300x50



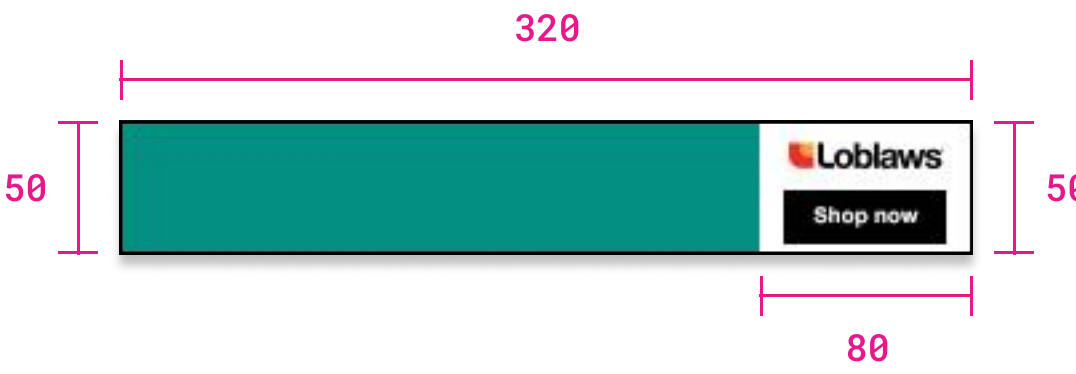
Display - 728x90

Footer dimensions: 160x90



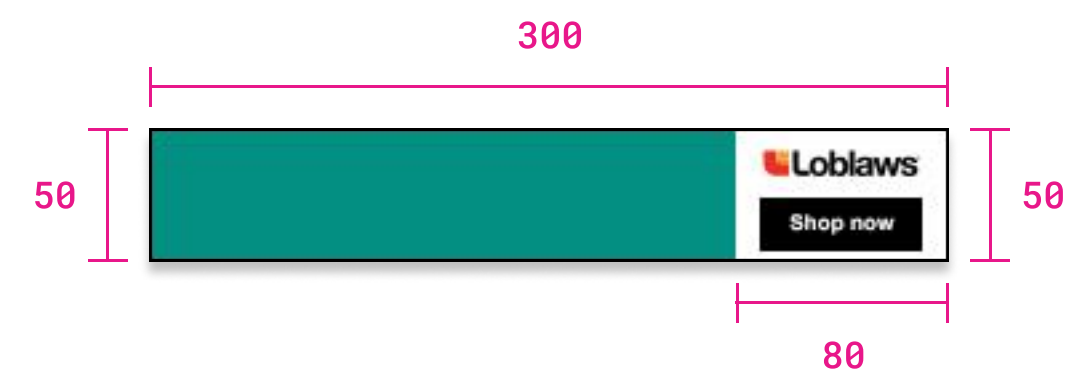
Display - 320x50

Footer dimensions: 80x50



Display - 300x50

Footer dimensions: 80x50



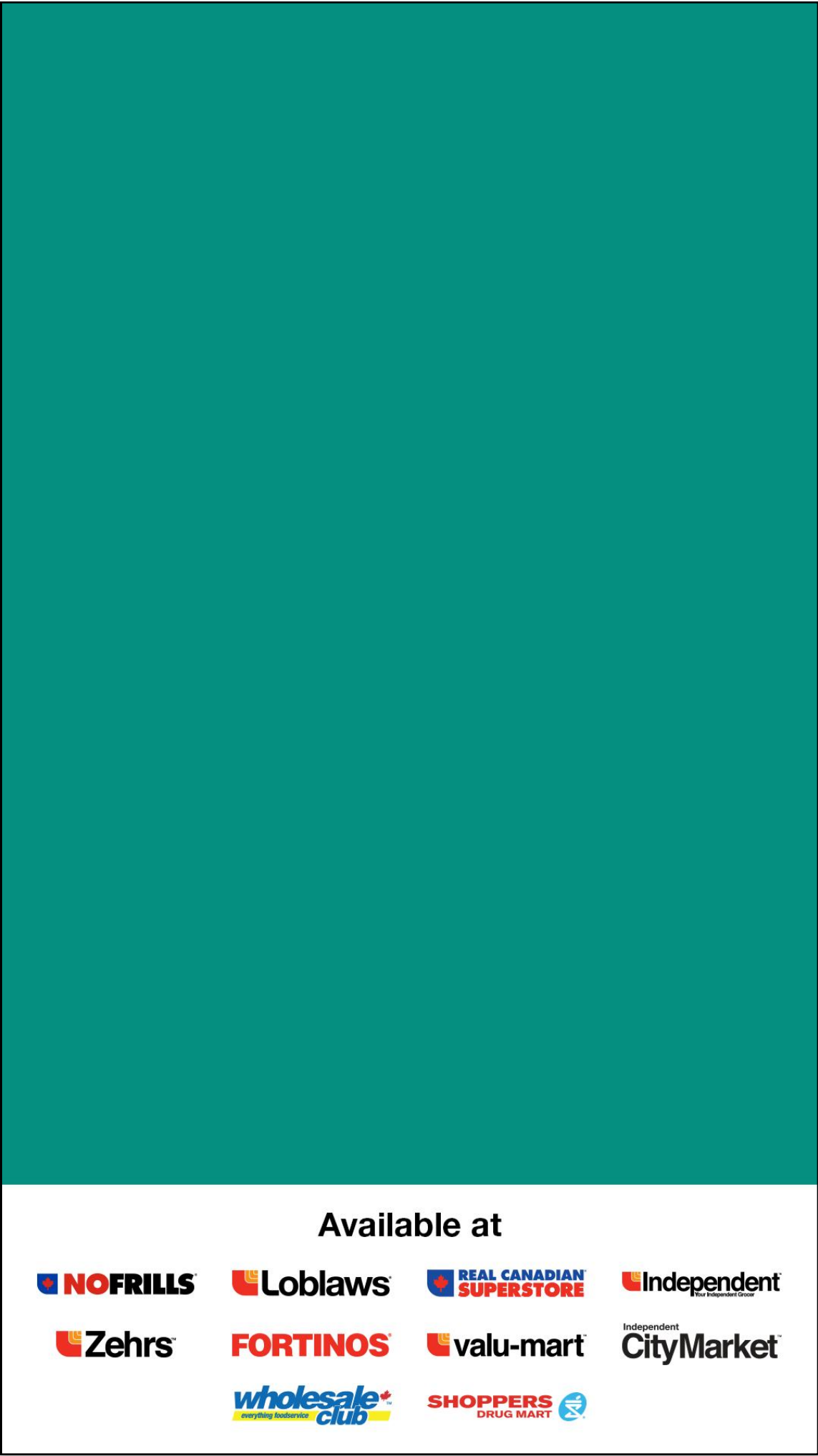
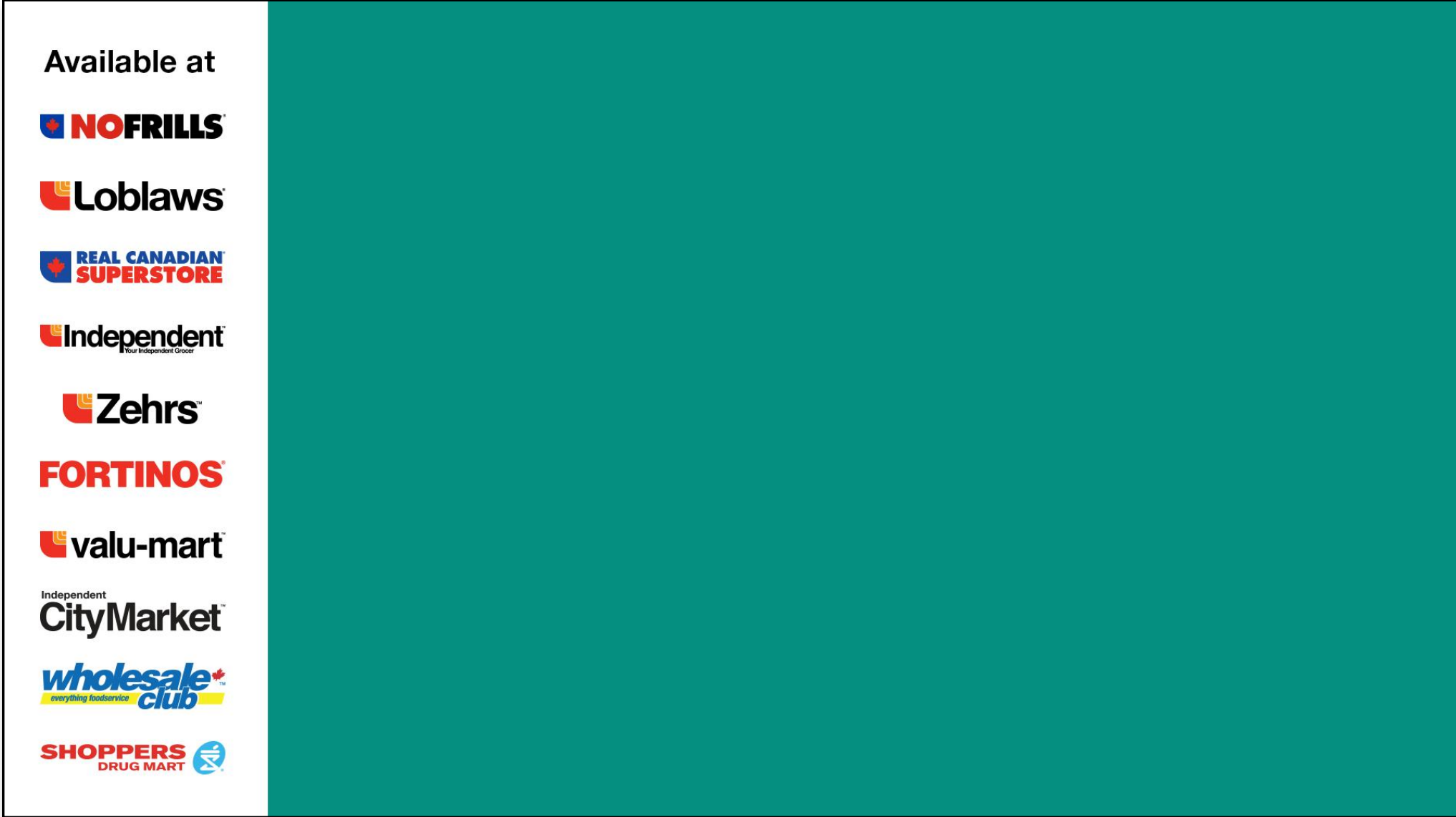
Digital Out-of-Home (Static)

Digital Out-of-Home static assets cannot be converted to videos for the purposes of cycling through co-branding logos. This means all logos are required to be displayed at once.

All Digital Out-of-Home campaigns require static assets; video is optional, as it is not available in all locations.

As the number of banners required will vary by region and by campaign, it is recommended to plan your assets for flexibility, and always provide all working files. We will adjust creative as necessary to make room, you may wish to consult with an account manager, so that we can recommend a size and placement for your assets.

The examples here represent typical placement in an Ontario regional asset, including all banners, the maximum number of logos a campaign would need to display.



Digital Out-of-Home

(Video - 1920x1080 - 16x9)

16x9 creative footer dimensions:
1920x120



Available at  **Loblaws**



1920

120

Digital Out-of-Home

(Video - 1920x1080 - 9x16)

9x16 creative footer dimensions:
1080x190



Available at  **Loblaws**



Option: Overlay

Co-branding on video assets can be applied as an overlay. If the creative does not have room to insert a footer without cropping/obstructing important content, or enough time to append as an end frame, an overlay can be used to place the co-branding in a small box. Ideally this will be placed in a corner, but may be repositioned as required.

Overlays cycle through all logos applicable per region. The overlay may appear throughout the full video or a limited section, as long as enough time is allow for each logo to appear for between 0.5-1.0 seconds.

The overlay dimensions are **350x180**













Option: End Frame

Co-branding on video assets can be applied as an end frame. This approach requires assets which do not use the entirety of their placement's time limit.

Leave at least 1 second of free time in 6s creatives, 2-3 for longer creatives.

Available at

Shoppers Drug Mart & Pharmaprix Co-Branding

If a co-branded campaign only includes Shoppers Drug Mart and/or Pharmaprix, co-branding is typically done with Shoppers Drug Mart/Pharmaprix specific branding, such as the overlay pictured to the right.

