

# 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 [loblawmedia.com/ad-specs](http://loblawmedia.com/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

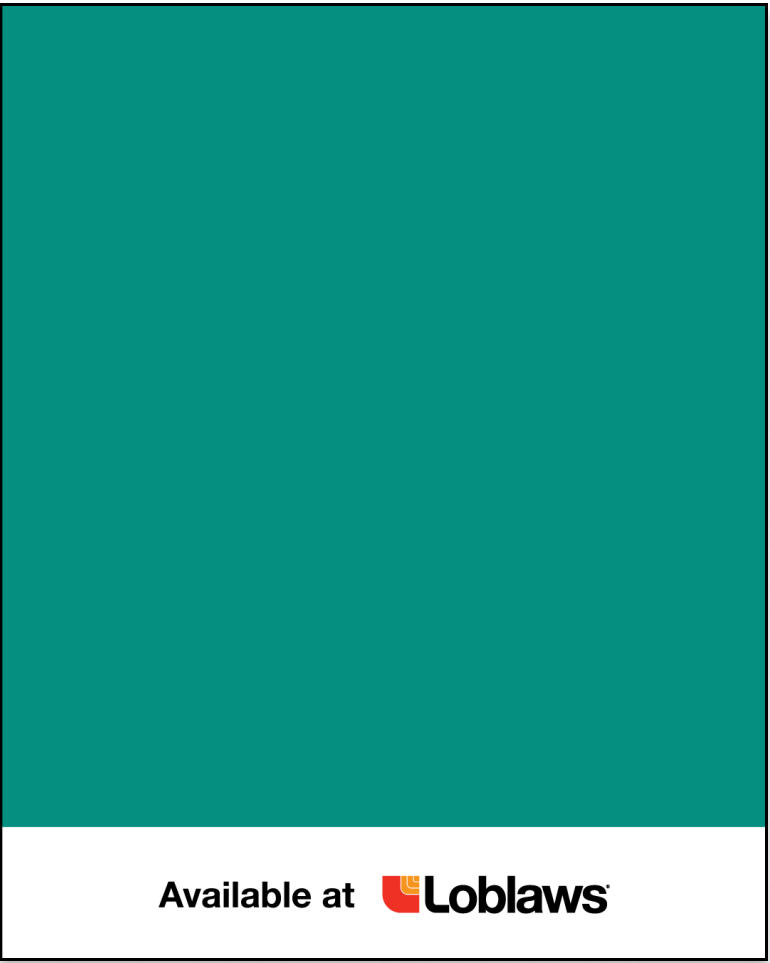
Co-branding can be applied to video assets as a footer. This approach requires assets which allow enough space to include the footer over the main content.

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.

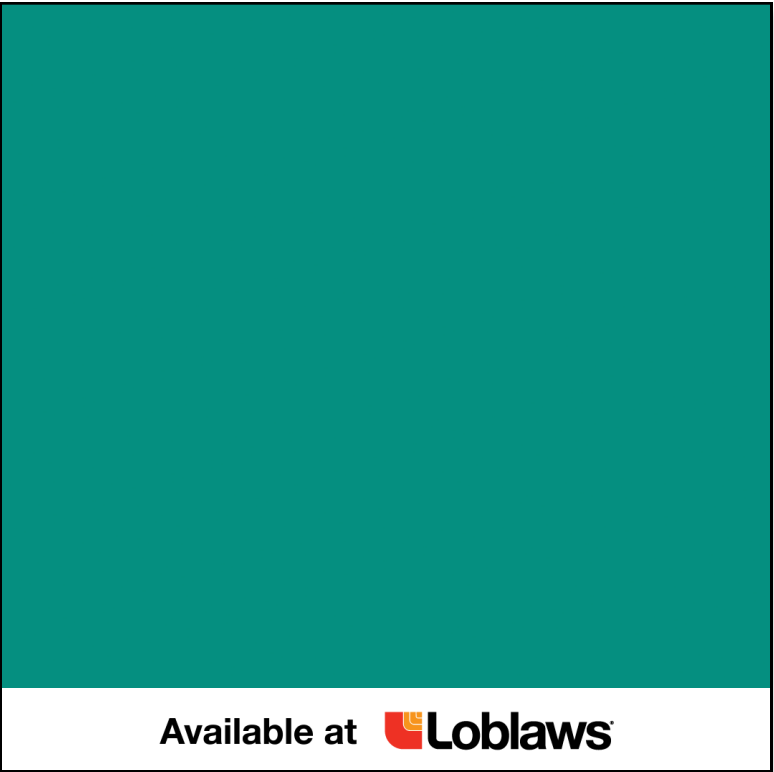
Static creatives are converted to videos to allow for the animated footers.

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

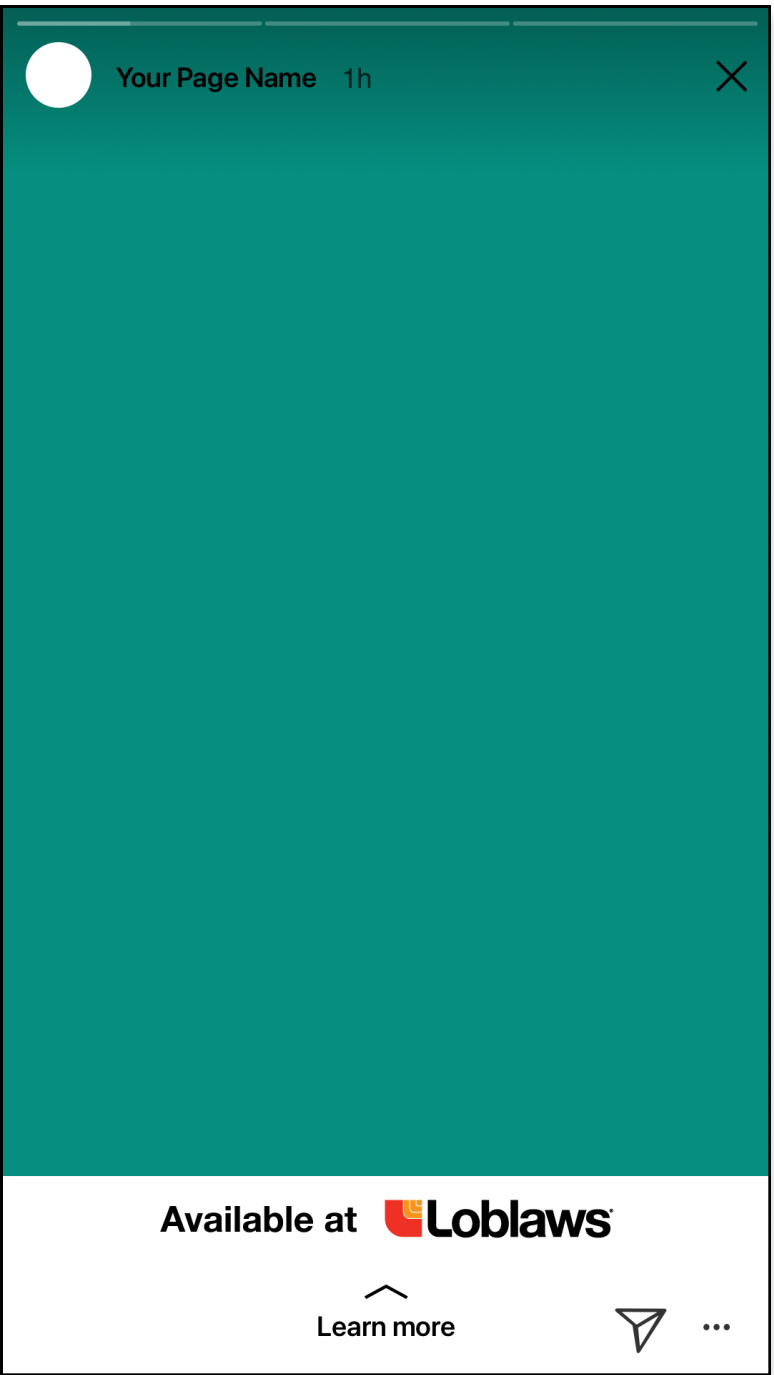
**Feed - 4x5**  
(1080x1350)



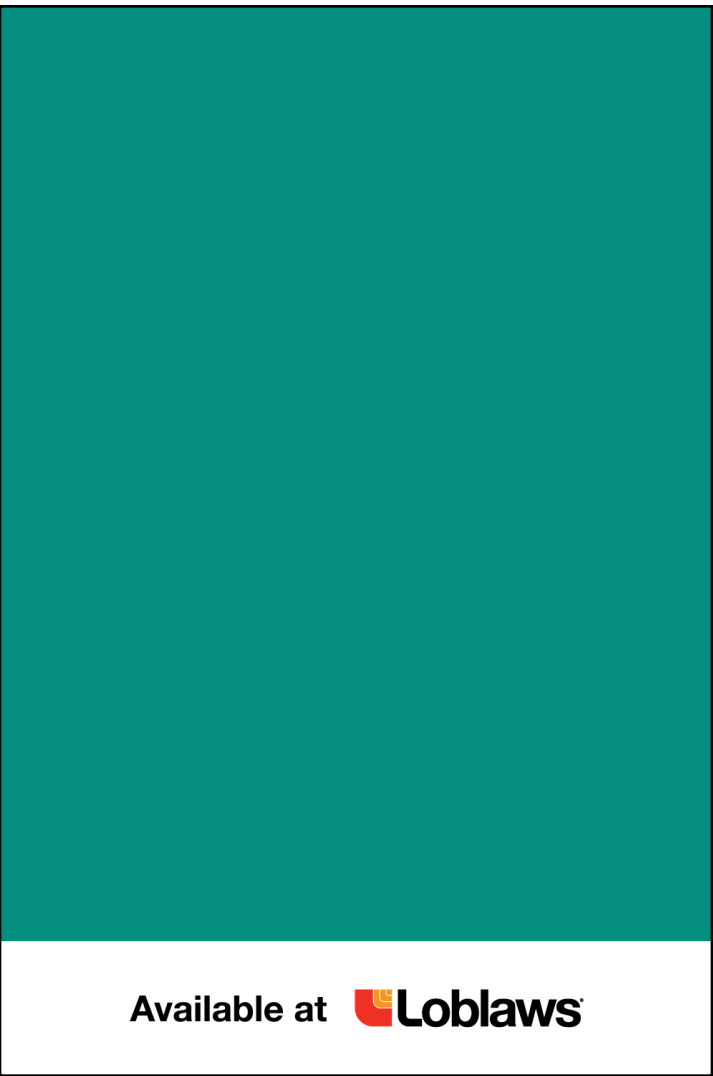
**Feed/Carousel - 1x1**  
(1080x1350)



**Story - 9x16**  
(1080x1920)



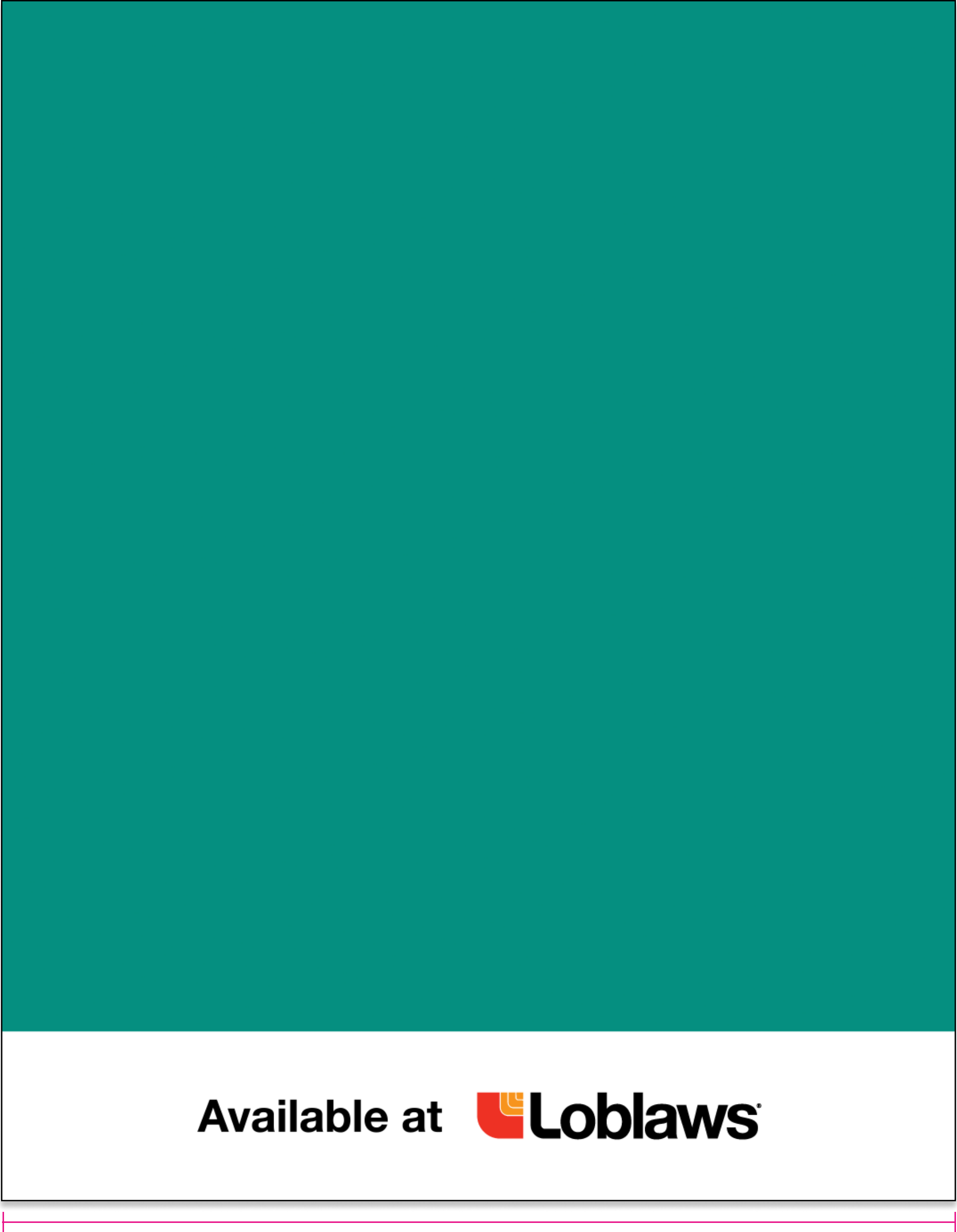
**Pinterest Standard Pin - 2x3**  
(1000x1500)



# Feed - 4x5

(1080x1350)

4x5 creative footer dimensions:  
1080x190



Available at  Loblaw's

1080

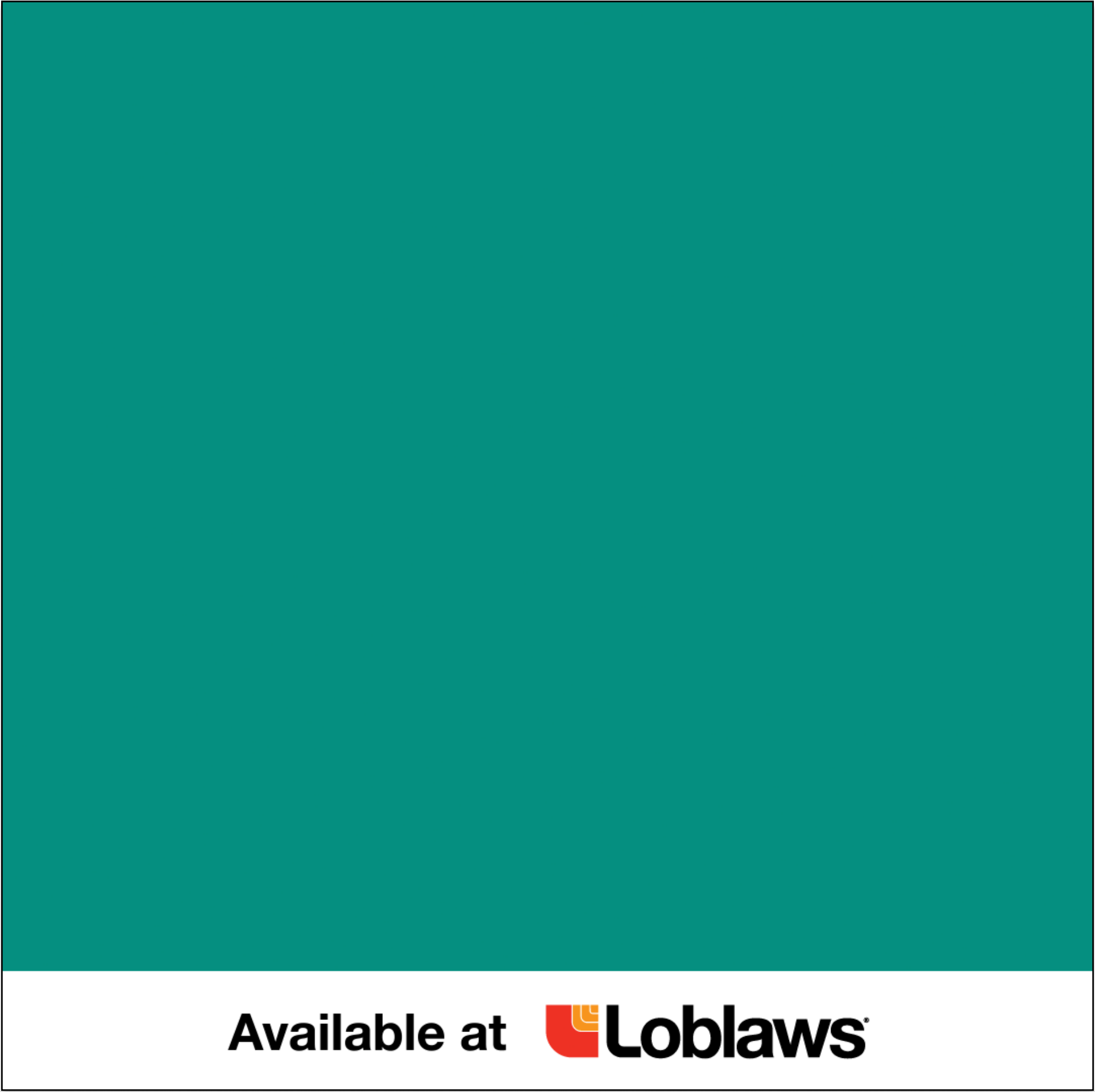
190



# Feed/Carousel - 1x1

(1080x1080)

1x1 creative footer dimensions:  
1080x120



1080

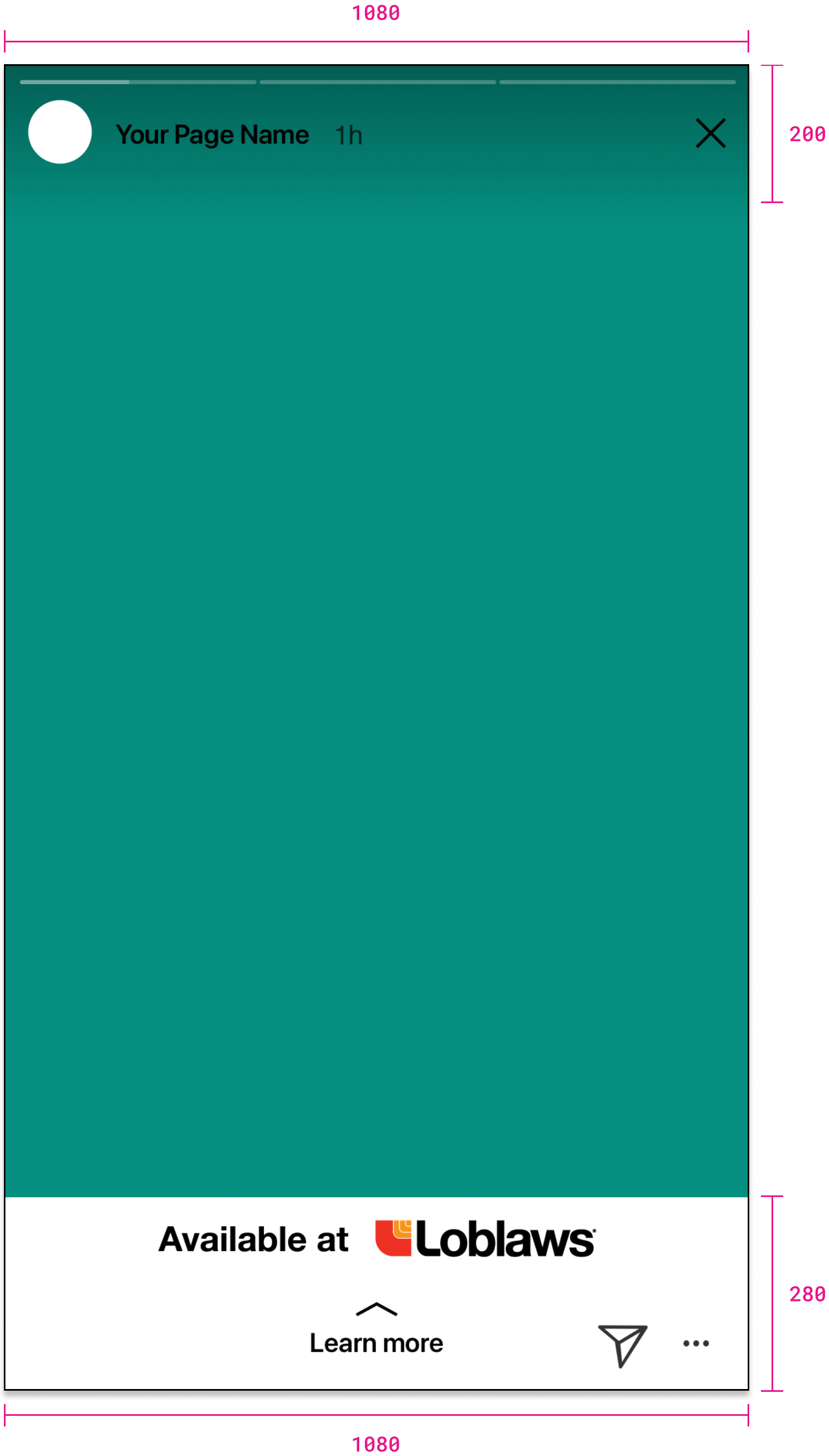
120

# Story - 9x16

(1080x1920)

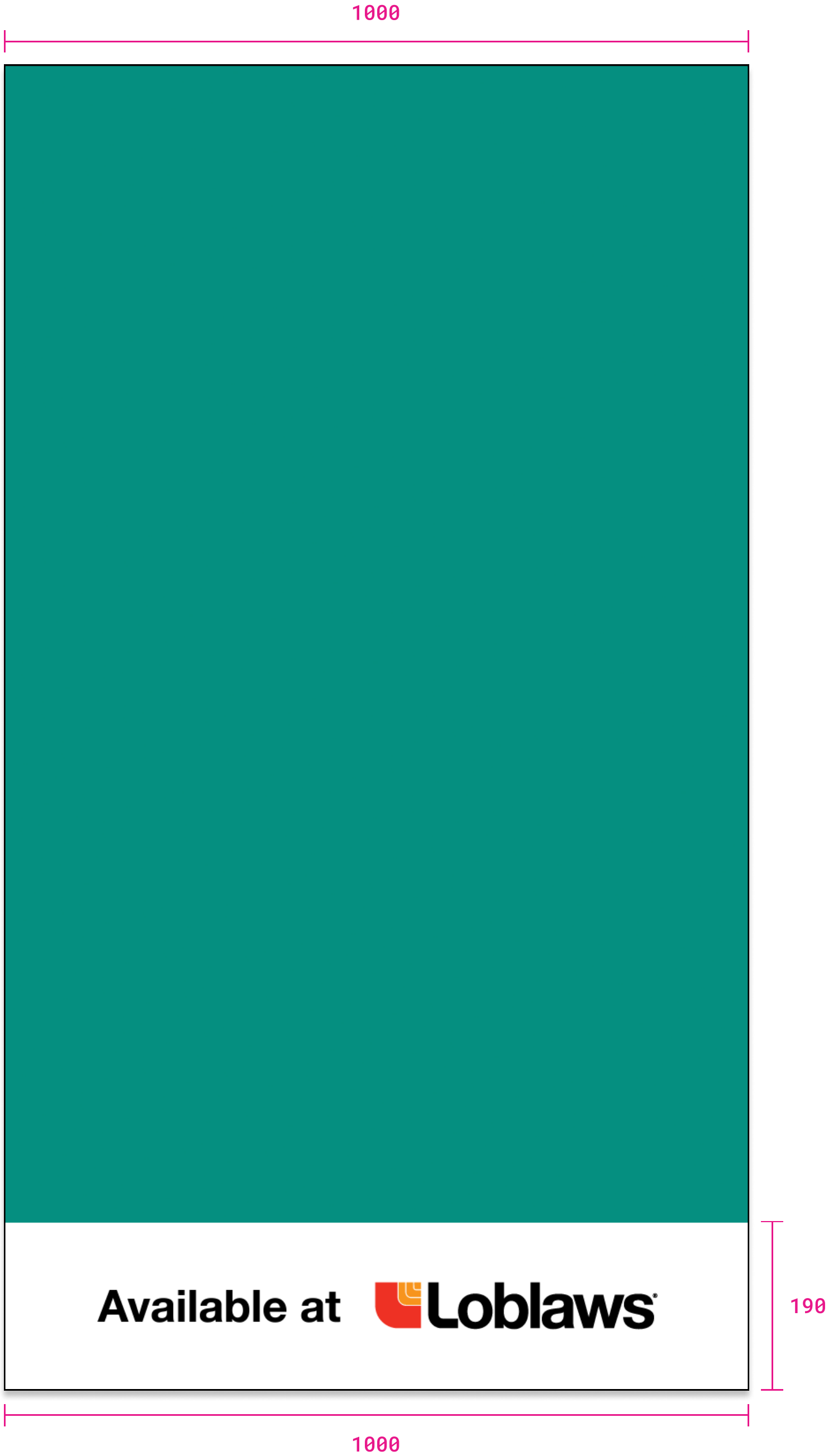
It is recommended to leave a **1080x200** area at the top free of important content, as the story UI will overlap this area.

9x16 creative footer dimensions:  
**1080x280**



# Pinterest Standard Pin 2x3 (1000x1500)

2x3 creative footer dimensions:  
1000x190



YouTube/OLV  
16x9  
(1920x1080)

16x9 creative footer dimensions:  
1920x120



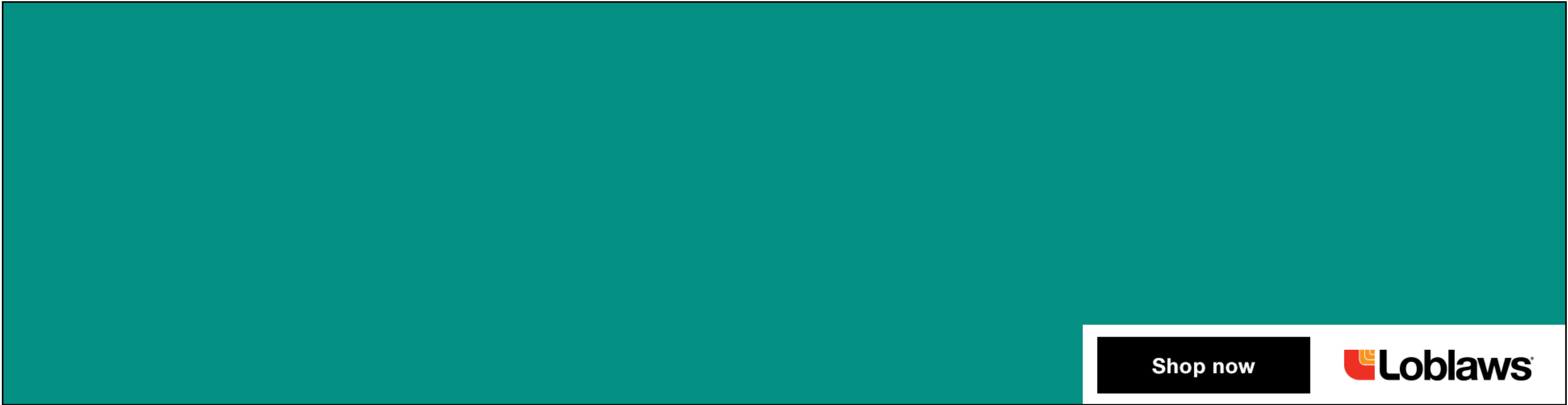
# Display Banners

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.

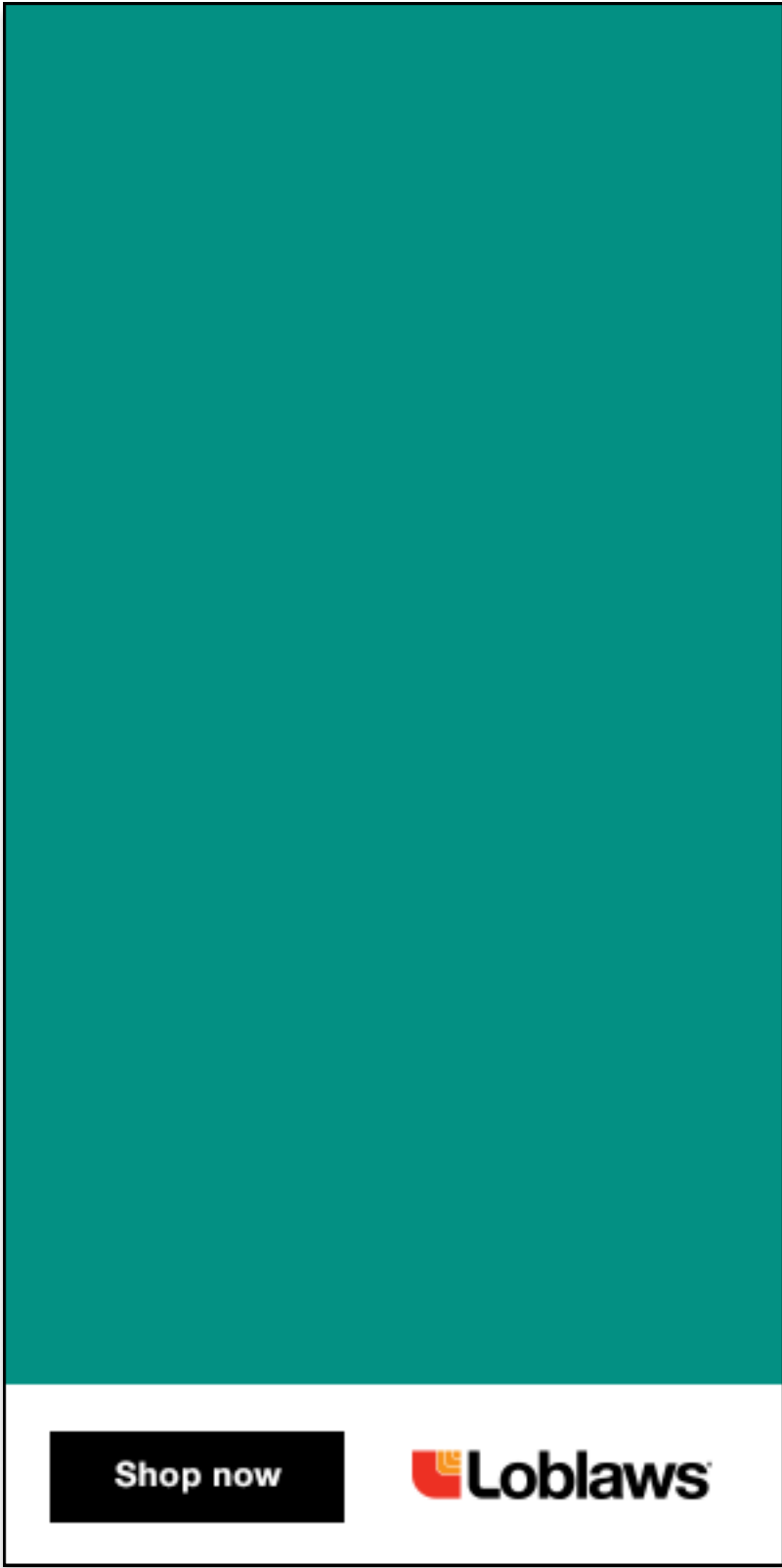
Provide working files (PSDs/AIs, linked assets, fonts, etc.) for all display banners. If space has not been left for co-branding according to this guide, our creative services team may adjust the creative to make room.

**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

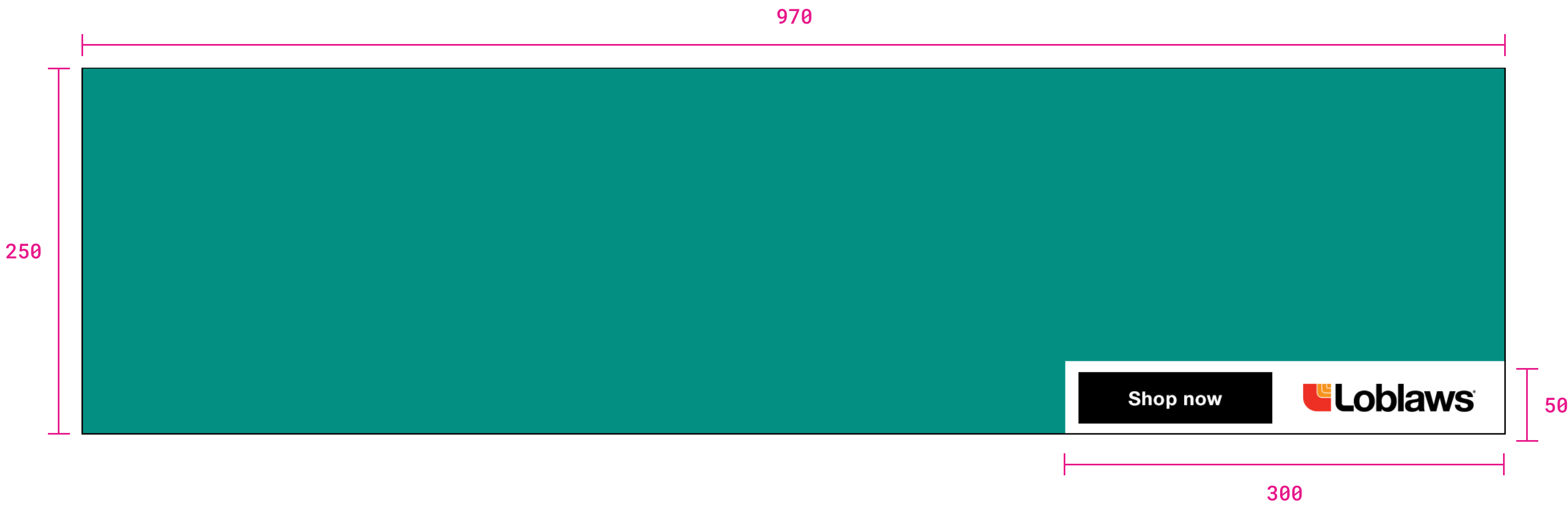


320x50



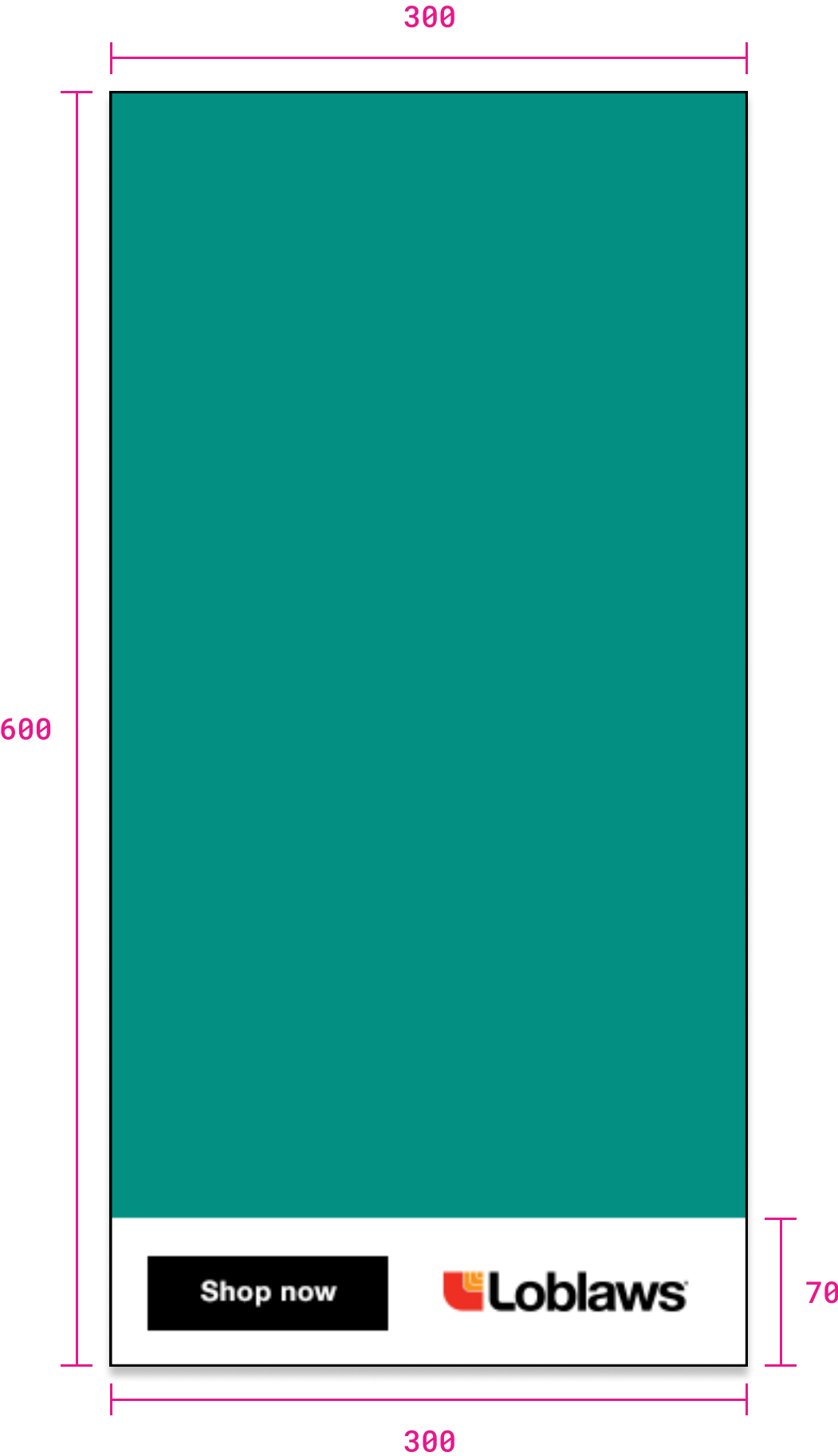
# Display - 970x250

Footer dimensions: 300x50



# Display - 300x600

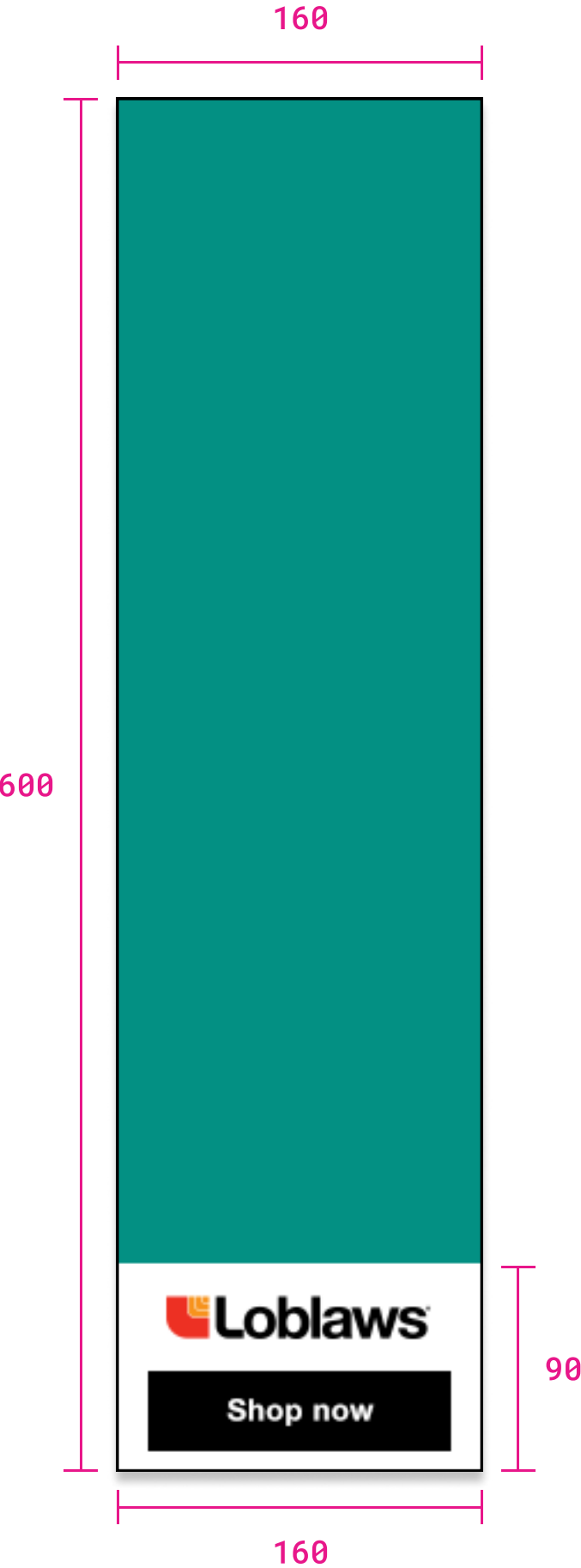
Footer dimensions: 300x70





# Display - 160x600

Footer dimensions: 160x90



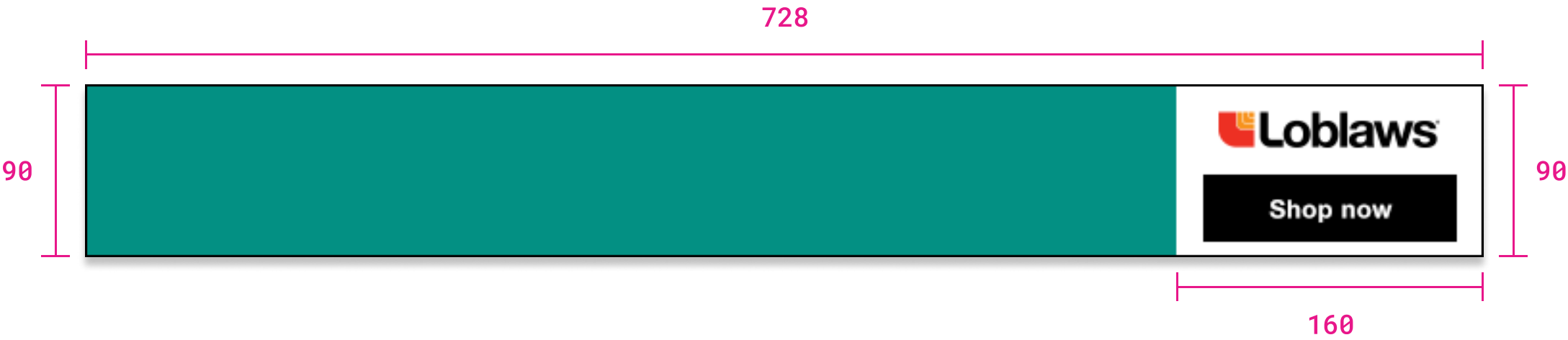
# Display - 300x250

Footer dimensions: 300x50



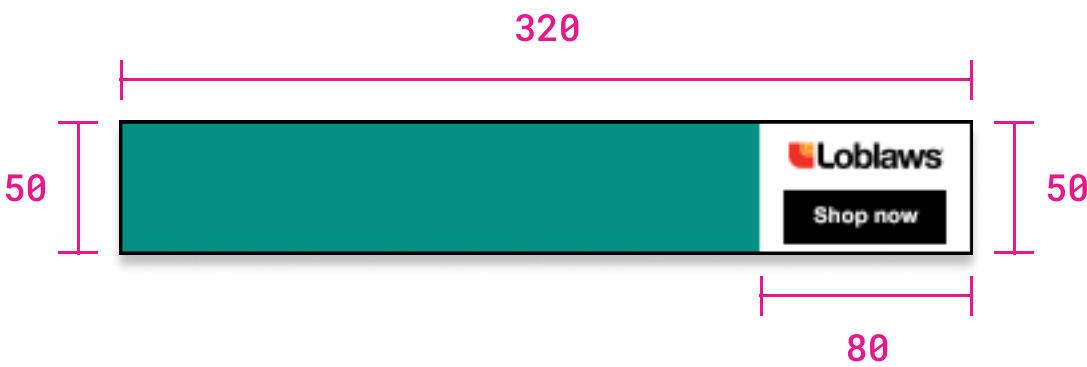
# Display - 728x90

Footer dimensions: 160x90



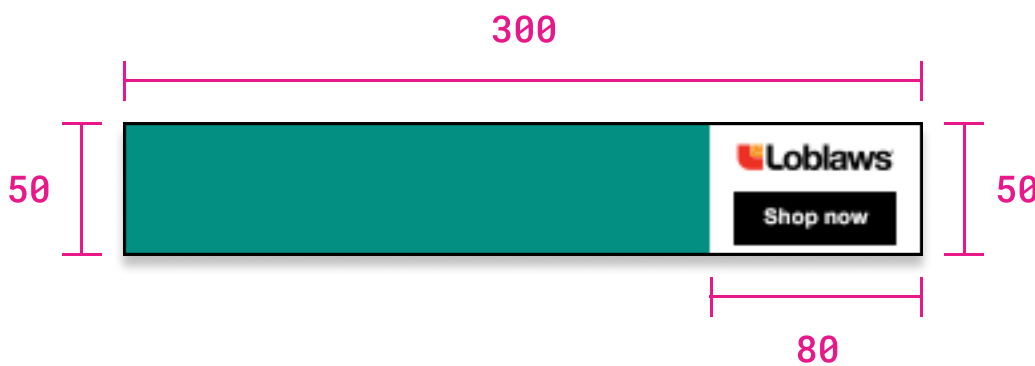
# Display - 320x50

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.

Available at

NOFRILLS

Loblaws


REAL CANADIAN  
SUPERSTORE

Independent

Zehrs

FORTINOS


valu-mart


Independent  
CityMarket


wholesale  
club


SHOPPERS  
DRUG MART


Available at


NOFRILLS


Loblaws


REAL CANADIAN  
SUPERSTORE


Independent


Zehrs

FORTINOS

valu-mart

Independent  
CityMarket

wholesale  
club

SHOPPERS  
DRUG MART

Digital  
Out-of-Home  
(Video - 1920x1080 - 16x9)

16x9 creative footer dimensions:  
1920x120



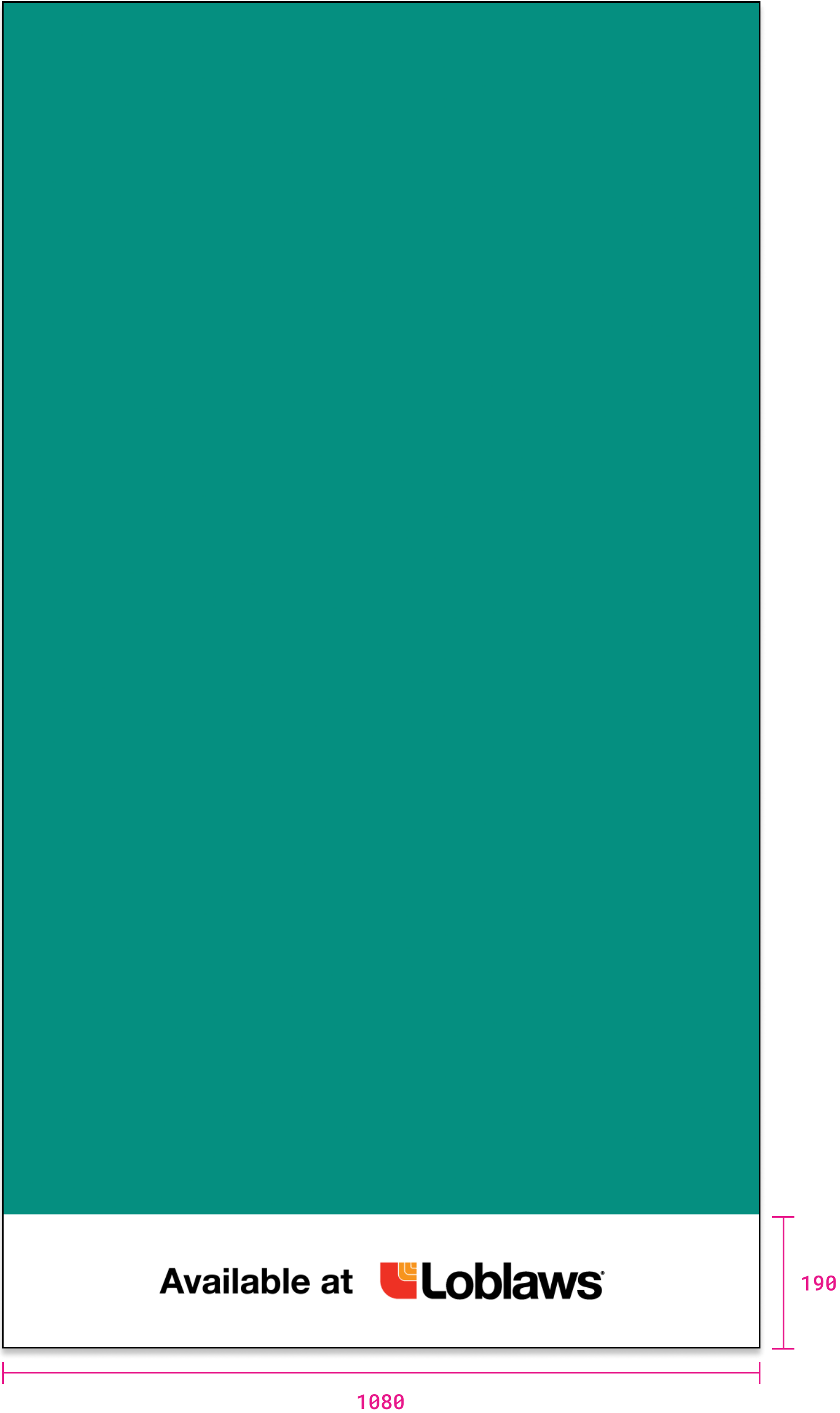
Available at



# Digital Out-of-Home

(Video - 1920x1080 - 9x16)

9x16 creative footer dimensions:  
1080x190



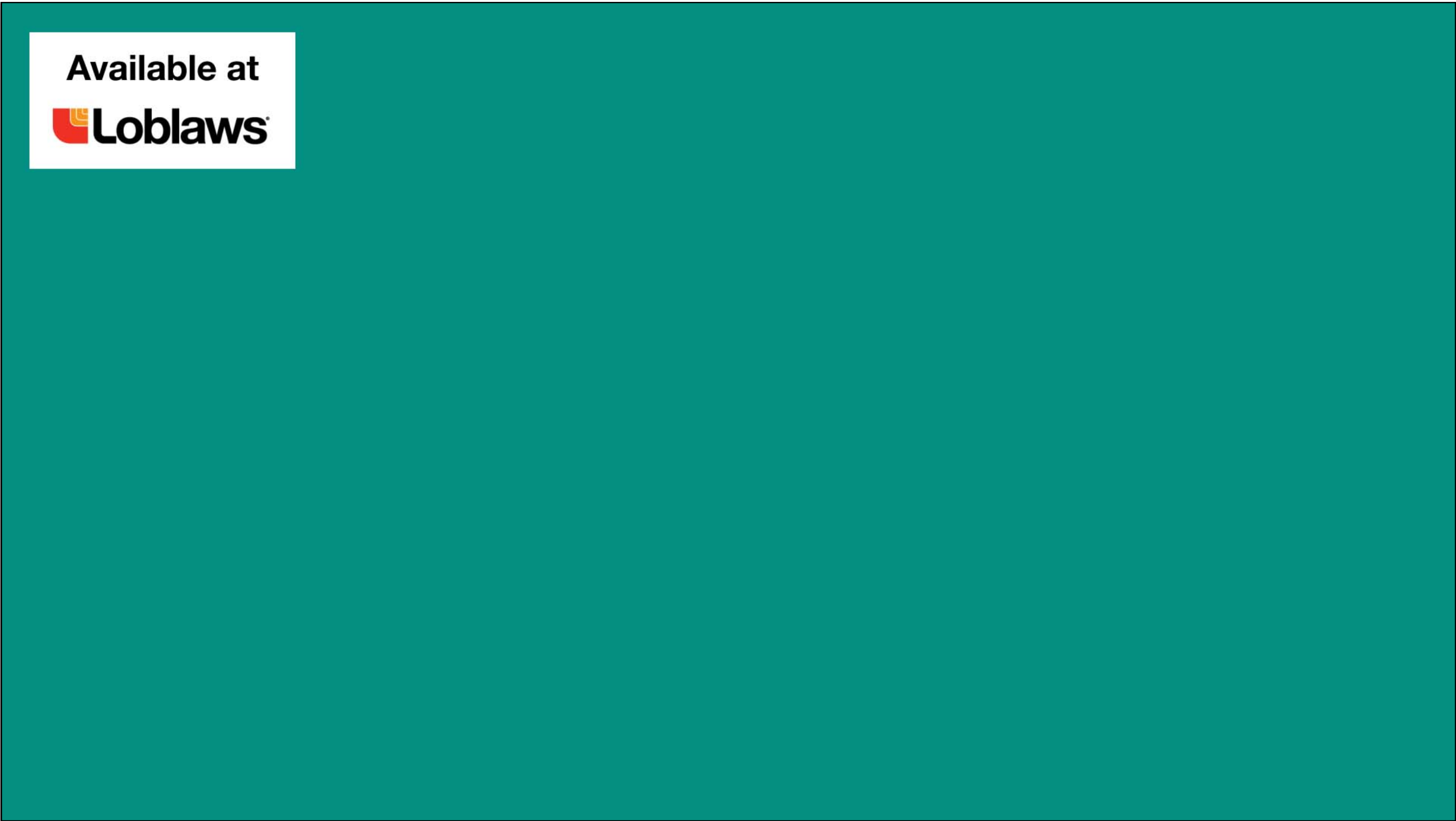


# Option: Overlay

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, 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 (6s or 15s).


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, the creative will be co-branded differently.

Available at  **Loblaws**