IGA
MEDIA
CENTRE

DIGITAL ASSETS
SPECIFICATION GUIDELINES
GROCERY

CONTENTS

INTRODUCTION

This pack includes the consolidated information you will need to create assets for the IGA Digital Package, Rewards Packages, Locals Matter Community Program Packages, Recipes Packages, and the IGA eMag Program:

ASSET GUIDELINES:

Accepted file formats:

- .indd and .idml
- .ai
- .eps
- .psd
- .xd

When supplying files for all assets, include:

  – High-res layered files
  – Low-res preview PDF or JPEG

COMPETITIONS:

All artwork that features a competition must include:

- "T&Cs apply, see LINK for details" OR state the full T&C's
- Valid competition dates

APPROVALS:

Final assets will be sent by IGA for approval prior to live date.

For any further assistance, please contact IMC:

imc@metcash.com

TIPS FOR CREATING
## ENGAGING CONTENT

LANDING PAGE

- Video and animation can be hosted to increase engagement as viewers stop and absorb your content.
- Recipes, tips and tricks and other exciting and interactive content can be showcased here.

FACEBOOK

- Animated and video content delivers the highest post engagement.
- Showcasing call-outs like "New," "Limited time" or call to action's such as "Buy now", can increase click rate.

SOLUS EDM

- Unique content (not displayed on the landing page, for example) provides more interest to shoppers.
- Lifestyle shots, such as recipe images, product being poured, stirred etc. provides the most engagement.
- Simple animated content provides extra engagement.

LANDING PAGE

FACEBOOK

SOLUS EDM
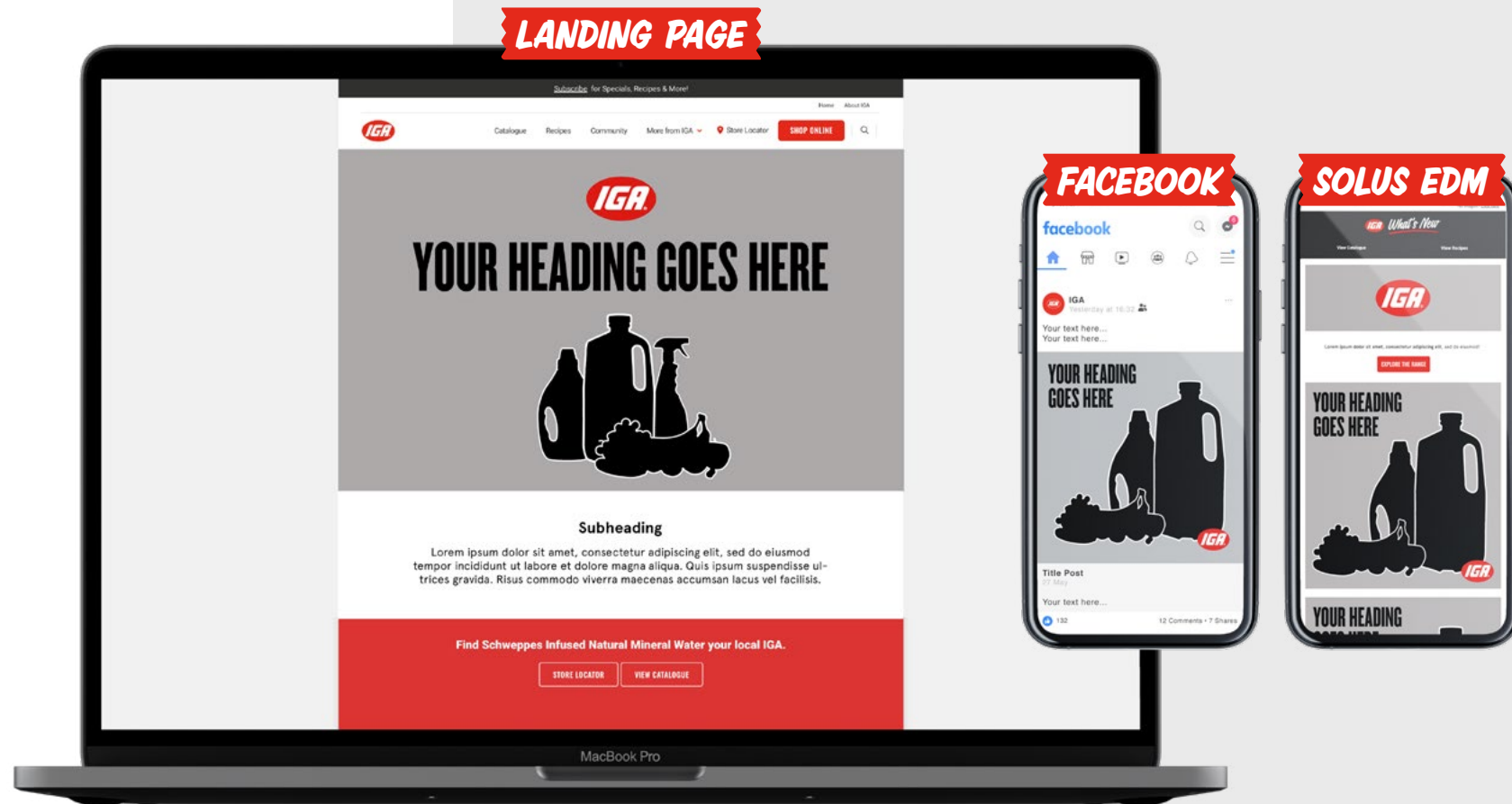
HOMEPAGE BANNERS

Homepage banner naming convention:
WKXX_SUPPLIER_PRODUCT_HP-Banner

Mobile banner naming convention:
WKXX_SUPPLIER_PRODUCT_MOB-Banner

To create a banner that stands out, please follow these general rules:

- Strong product focus
- Minimal copy (10-15 words max)
- One single-minded hero message

The Metcash Digital Team will add the CTA button to your artwork. **This button is always centred, keep product and text clear.**

**Clear space: Keep all copy and major assets out of grey areas**

Homepage Banner

Mobile Banner

HOMEPAGE BANNER SPECIFICATIONS		MOBILE BANNER SPECIFICATIONS	
Dimensions	1200px (w) x 480px (h)	Dimensions	375px (w) x 470px (h)
Clear space	• 90px top and sides • 60px bottom • 40px around CTA button	Clear space	• 40px each side • 80px from bottom
Min size text	18pt	Min size text	18pt

DESKTOP

MOBILE
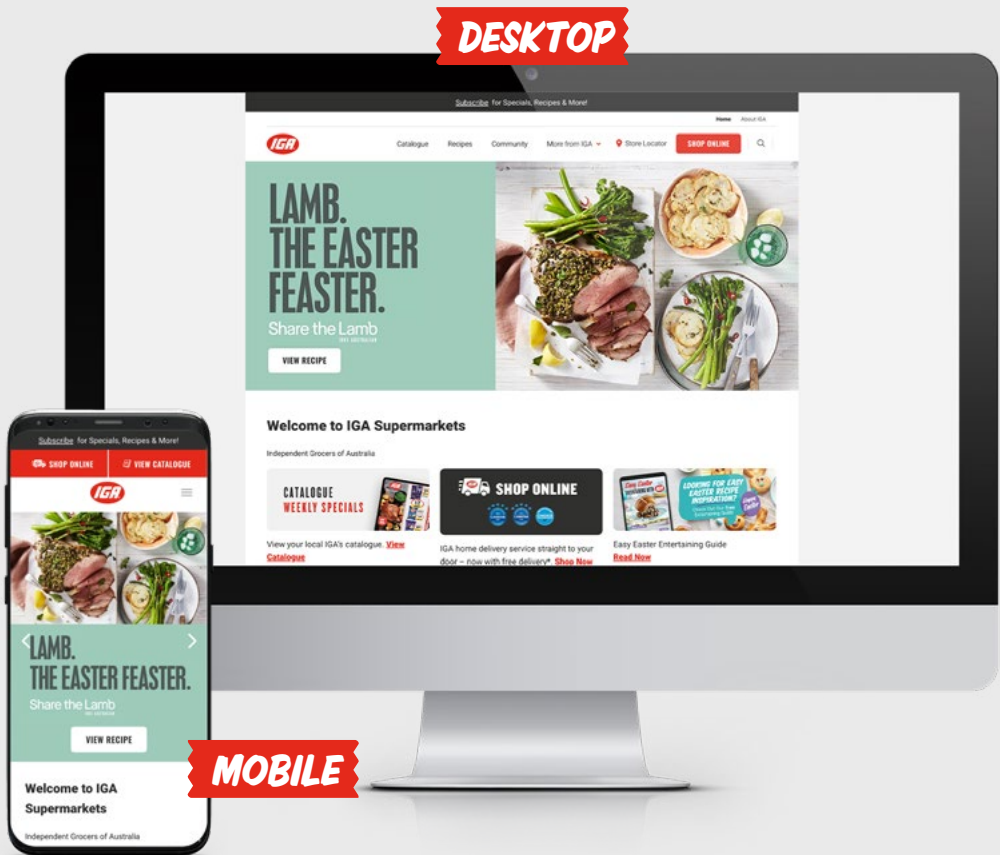
DEDICATED LANDING PAGE

Dedicated landing page naming convention:
WKXX_SUPPLIER_PRODUCT_Landing-Page

Your dedicated landing page will be created by the Metcash Digital Team.

THE BRIEF

Please supply your brief for the Metcash Digital Team, outlining how you would like your assets to be used, the message hierarchy, competition terms and conditions, and any other content you want to feature. Please include your final assets within this brief.

MOBILE LANDING PAGE

The Metcash Digital Team will create the Mobile version of the landing page using your assets. Please be advised there is a height limit to this, so some content may not be featured.

THE CONTENT

We can host any assets here to suit your campaign objectives. These include:

- Campaign imagery
- Brand photography
- Video and GIF
- Recipe content
- How-to guide
- Product shots
- Tips and tricks content

DEDICATED LANDING PAGE SPECIFICATIONS

Landing Page	2400px wide, no height limit

Mobile Landing Page: 900px (w), 1130px (h)

Supply all static assets as layered hi-res files

Supply all text assets as a word.doc

Supply all video assets as .mp4 or .gif

See link below for content suggestions

PROMOTIONAL & HOMEPAGE TILES

Promotional tiles naming convention:
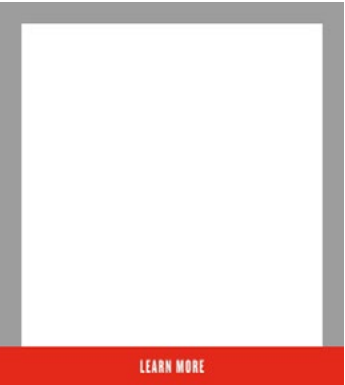WKXX_SUPPLIER_PRODUCT_PROM-Tile

Homepage tiles naming convention:
WKXX_SUPPLIER_PRODUCT_HP-Tile

Both promotional and homepage tiles are required and must follow these general rules:

- Minimal copy (10 words max)
- One single-minded hero message

The Metcash Digital Team will add the CTA button to your artwork: Learn More

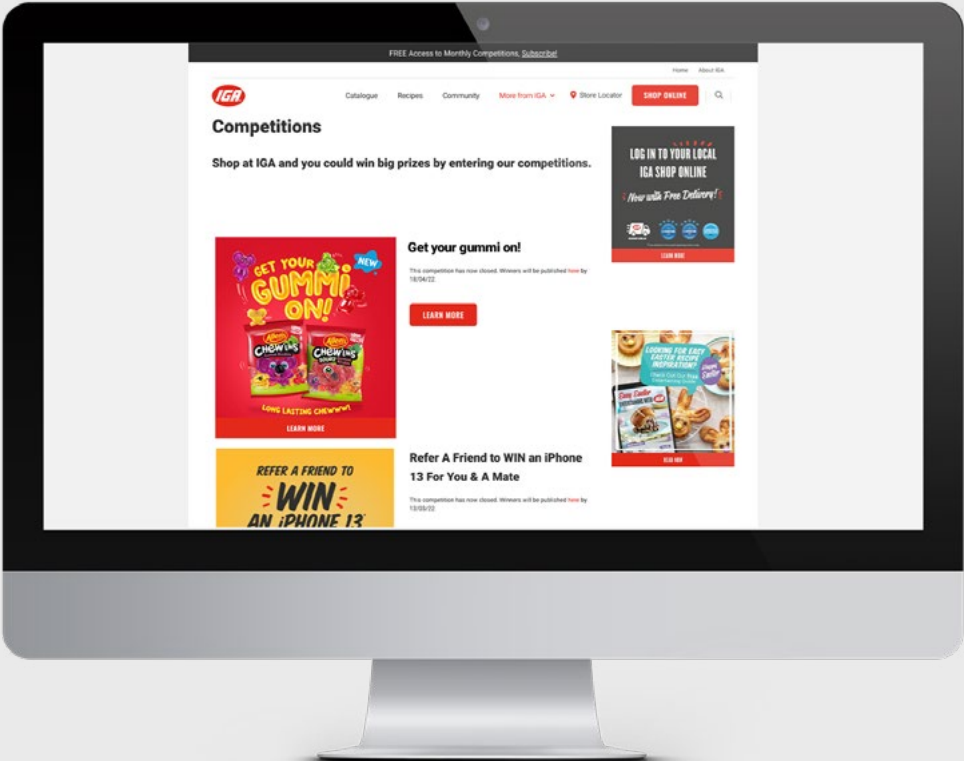**Clear space: Keep all copy and major assets out of grey areas**

Promotional Tile

Homepage Tile

PROMOTIONAL TILE SPECIFICATIONS	
Dimensions	400px (w) x 445px (h)
Clear space	25px each side

| PROMOTIONAL HOMEPAGE TILE SPECIFICATIONS	
Dimensions	448px (w) x 378px (h)
Clear space	60px left and right sides

IGA MEDIA CENTRE

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IGA "WHATS NEW!"
EDM PANEL

eDM tile naming convention:
WKXX_SUPPLIER_PRODUCT_EDM-Panel

An eDM panel must follow these general rules:

- Strong single minded message
- No click-through button to be supplied on artwork
- If your package includes a dedicated landing page, this eDM tile will click through to it.

Artwork Area

READ NOW
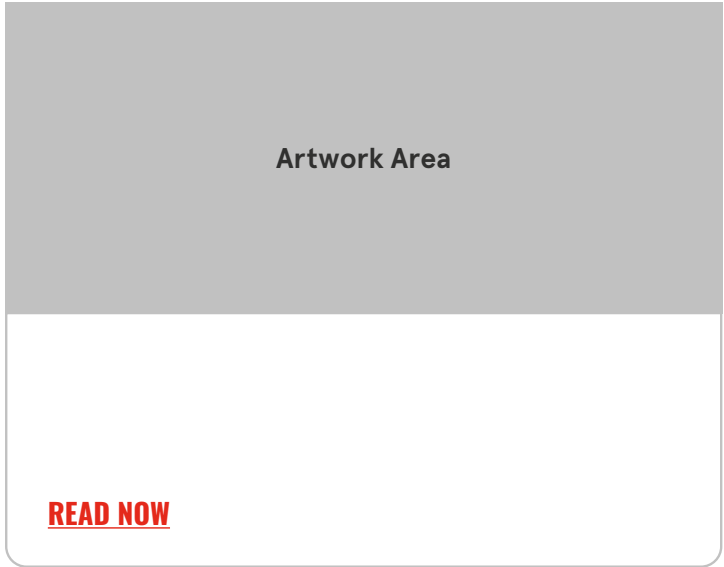
All copy accompanying the eDM tile is provided by Metcash.

EDM TILE SPECIFICATIONS

Dimensions	552px (w) x 260px (h)
Min size text	18pt at scale/size

IGA MEDIA CENTRE

SOLUS EDM

Targeted SOLUS naming convention:
WKXX_SUPPLIER_PRODUCT_SOLUS

Your targeted SOLUS will be
created by the Metcash Digital Team.

THE BRIEF

Please supply your brief for the Metcash Digital
Team, outlining how you would like your assets
to be used, the message hierarchy, competition
terms and conditions, and any other content you
want to feature. Please include your final assets
within this brief.

THE CONTENT

We can host a range of assets here to suit
your campaign objectives. These include:

- Campaign imagery
- Brand photography`
- Recipe content
- How-to guide
- Product shots
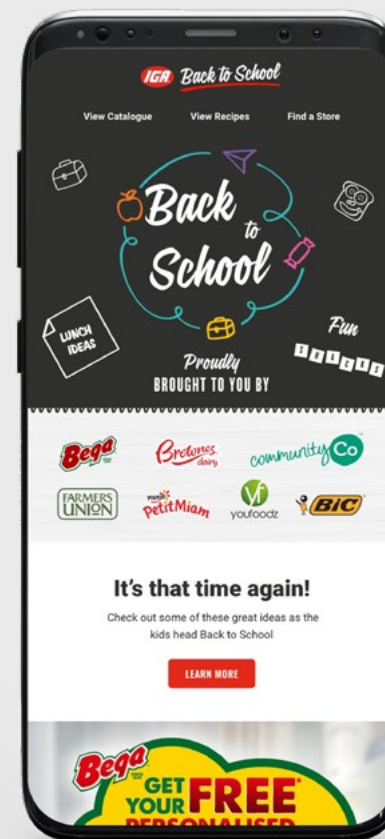- Tips and tricks content

SOLUS EDM SPECIFICATIONS

SOLUS eDM	900px (w), 1130px (h)
Supply all static assets as layered hi-res files	
Supply all text assets as a word.doc	
Supply all video assets as .mp4 or .gif	
See link below for content suggestions	

DIGITAL
CATALOGUE

Digital catalogue naming convention:
WKXX_SUPPLIER_PRODUCT_DIG-Catalogue

A digital catalogue must follow these general rules:

- Strong single minded message
- Must include key image or range shot

The digital catalogue advertisement is static only and appears at the end of the digital catalogue. These are featured nationally.

If your package includes a dedicated landing page, this digital catalogue will click through to it.

The Metcash Digital Team will add the CTA button to your artwork. **This button is always centred, keep product and text clear.**

Clear space:
Keep all copy and major assets out of dark grey areas

Include 20px white border on all sides
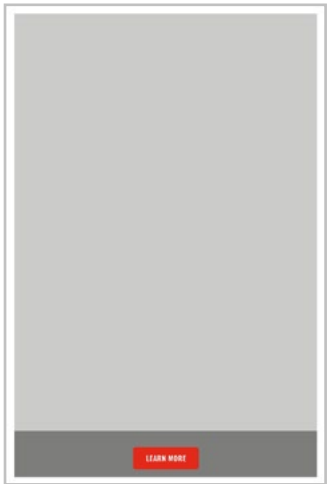
DIGITAL CATALOGUE SPECIFICATIONS

|	
Dimensions	655px (w) x 1000px (h)
Clear space	100px from the bottom
Min size text	18pt at scale/size
White border	20px all sides

IGA MEDIA CENTRE

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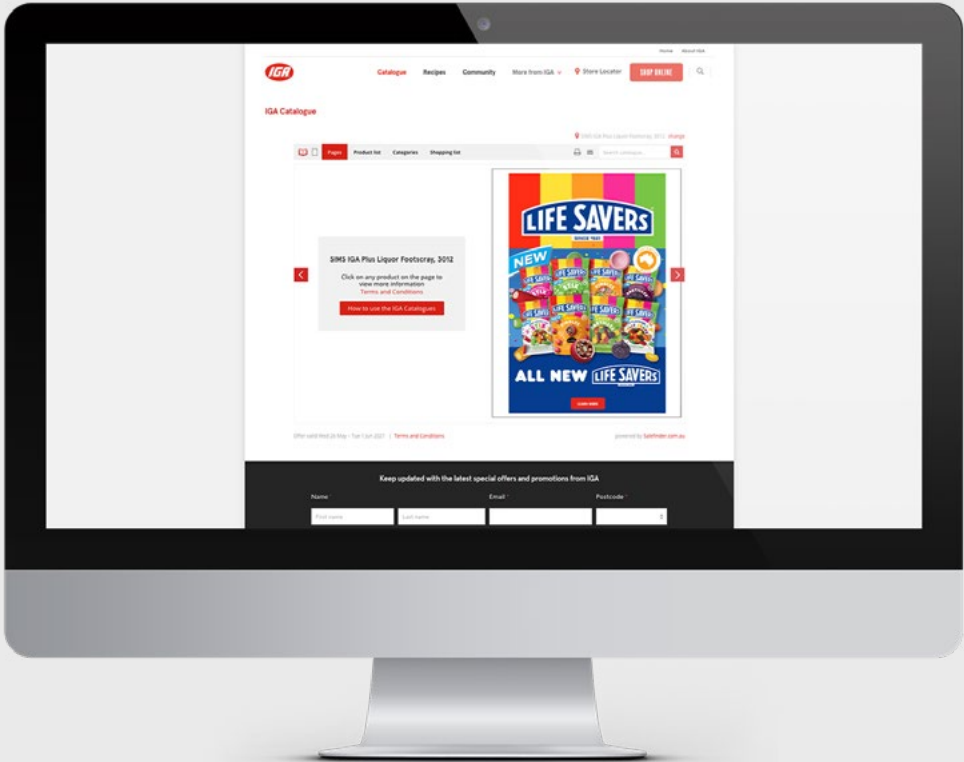
FACEBOOK

Facebook ad naming convention:
WKXX_SUPPLIER_PRODUCT_=FB_1080
WKXX_SUPPLIER_PRODUCT_=FB_1350
WKXX_SUPPLIER_PRODUCT_=FB_1920

ANIMATED CONTENT

Please also supply working files for animated content (preferably .ae) with the .mp4.

**Clear space: Keep all copy and major assets out of grey areas**
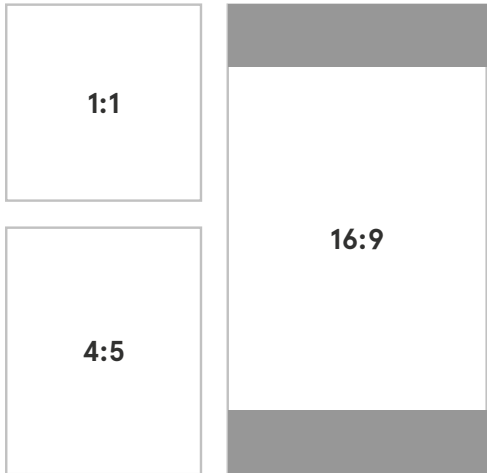
FACEBOOK TARGETING INFORMATION

For all campaigns, we will require the following information to generate a targeted audience in Facebook:

- Age group
- Gender – male/female/all
- Location (within Australia) e.g. all Australia/specific states/postcodes
- Interests/demographics/ behaviours (if any) e.g. cooking, parents with toddlers, vegan, soccer etc.

FACEBOOK SPECIFICATIONS

Dimensions	• 1080px (w) x 1080px (h) • 1080px (w) x 1350px (h) • 1080px (w) x 1920px (h) **Please provide all 3 sizes**
Clear space	• 200px top, 200px bottom (for 16:9 only)
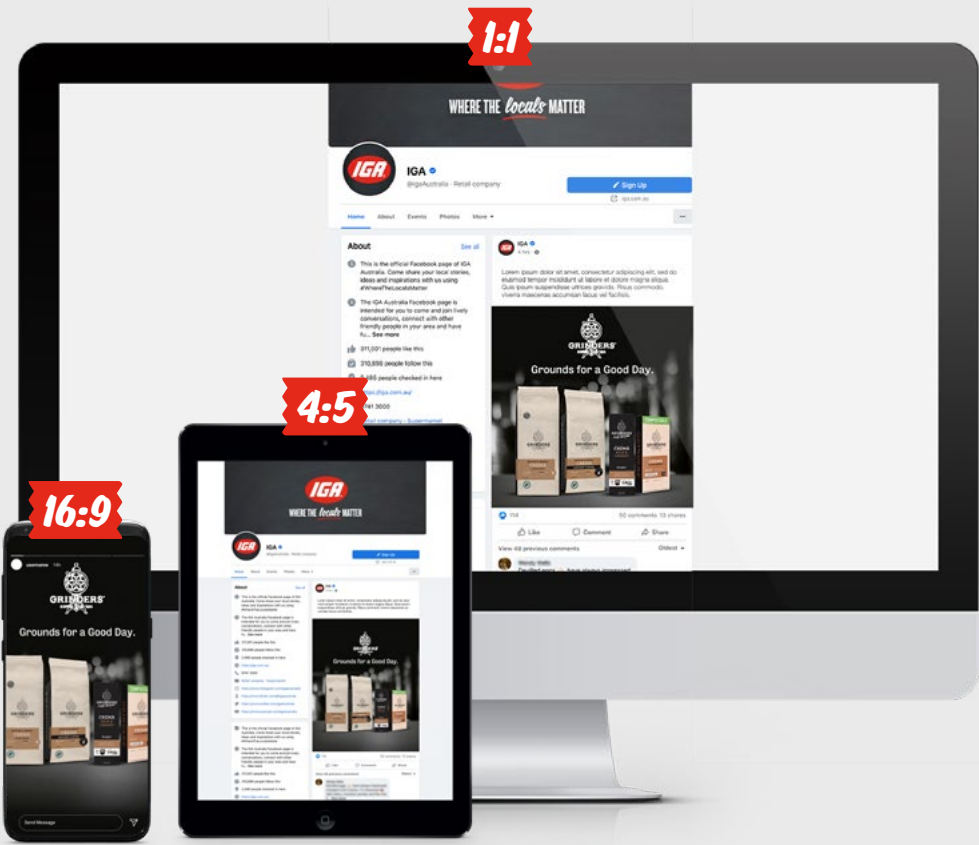
IGA REWARDS

IGA REWARDS

This page covers the details for assets specific to the IGA Rewards Packages, which aren't included as part of the IGA Digital Package.

For all IGA Rewards Packages, please provide product IDs for all promotions so we are able to track in-store behaviour. Pricing details by state catalogue version.

IGA REWARDS BANNER

Please provide:

- Hi-res 1200px wide (PNG prefered), no height requirement however we recommend no higher than 650px
- Applicable item numbers and pricing details by state/catalogue version if applicable

MEMEBER PRICING OFFER

Please fill out details in the form below:

HERO BANNER

Please provide:

- Hi-res product image
- Pricing details by state/catalogue version if applicable

COMPETITION

Please provide:

- Hi-res 1200px wide (PNG prefered), no height requirement however we recommend no higher than 650px
- Pricing details by state/catalogue version if applicable
- T&C's and URL for competition

PRODUCT & PRICE

Please provide:

- Hi-res product image
- Pricing details by state/ catalogue version

SOLUS

IGA Rewards team will build all into email template, landing page and social tiles.

Please provide:

- Artwork as layered files, .psd, .ai and .indd accepted
- Minimum of 1200px wide

IGA
RECIPES

This page covers the details for assets specific to the IGA Recipes Packages, which aren't included as part of the IGA Digital Package.
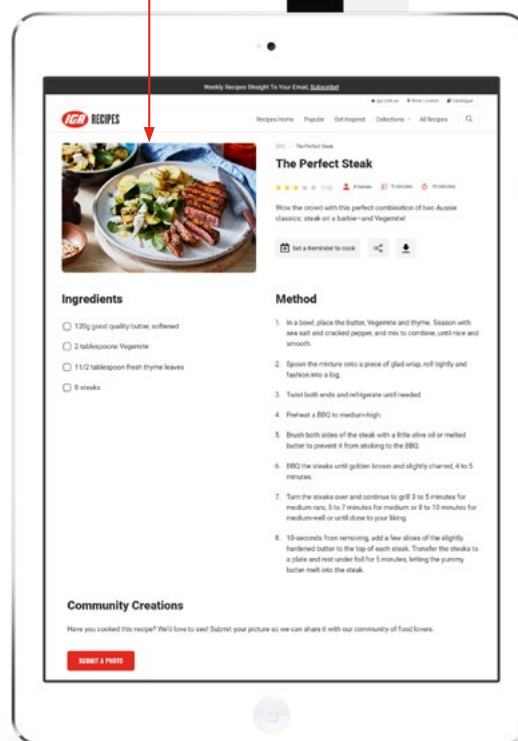
IGA RECIPE ARTWORK

- All artwork created by IGA
- Please supply hi-res uncropped recipe image
- Supply recipe in word.doc format
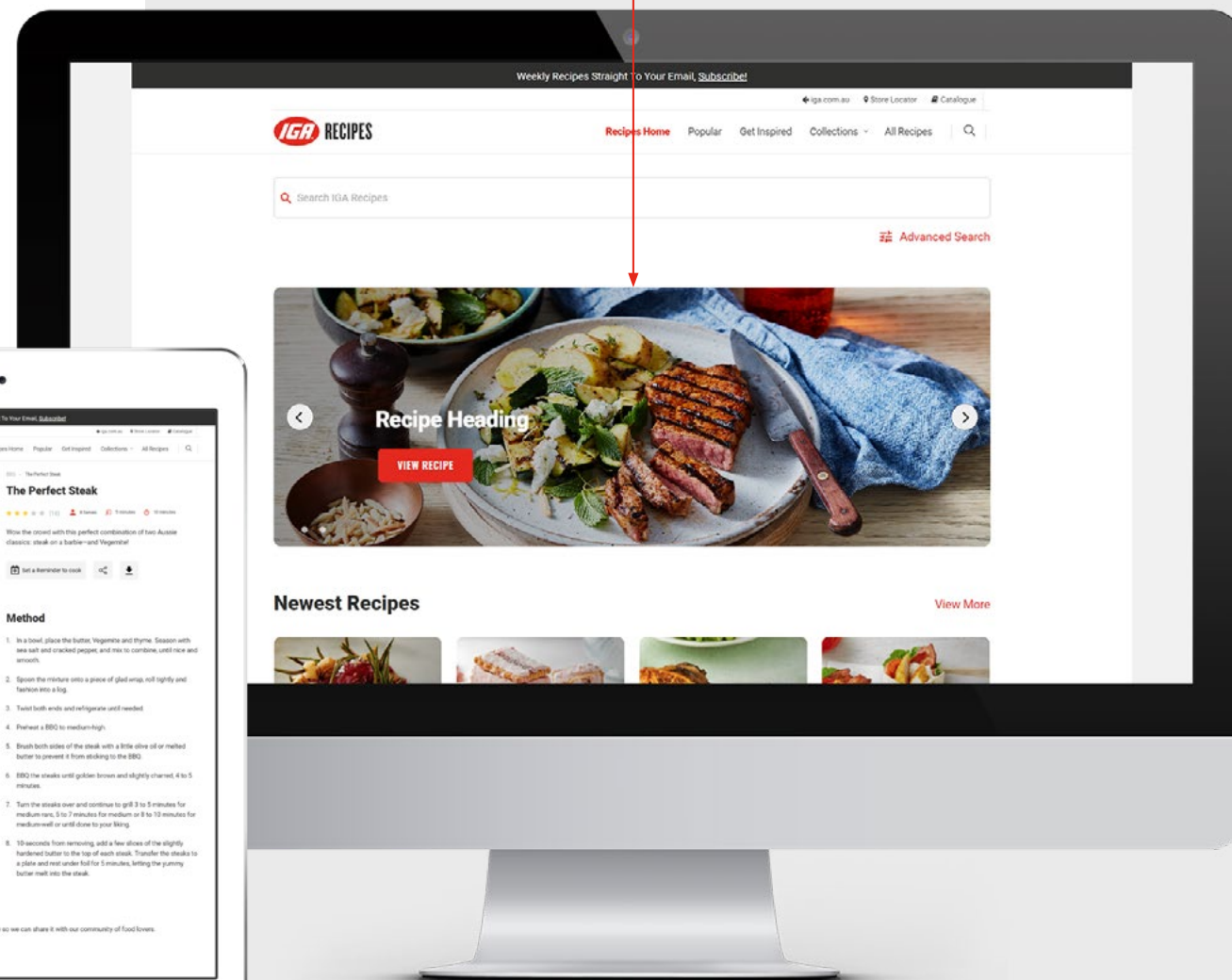- You may supply more than one image to suit various crops

recipe homepage banner

recipe profile

mobile thumbnail
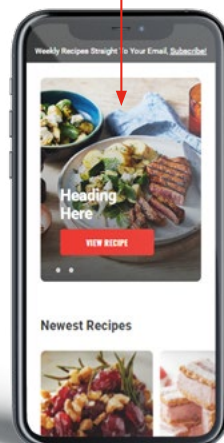
DIGITAL EMAG
SPECIFICATIONS

RECIPES PAGE SPECS

The recipe copy supplied in a word.doc file format

Supply hi-res image of the recipe lifestyle shot

Supply hi-res pack shot of the product featured

RECIPE AMPLIFICATION

Supply content as per Recipe Page Specs

Supply video of recipe, 16:9 ratio and .mp4 format preferred

TIPS & TRICKS SPECS

Supply Tips & Tricks copy in a word.doc file format

Supply hi-res pack shot of the product featured

BRAND AD SPECS

Supply files RGB at 300dpi

Export with trim marks bleed (minimium 5mm FP & DPS)

Reverse lettering min 10pt

Export as single pages. For DPS keep elements clear of spine

PAGE	BLEED	TYPE AREA	TRIM
Full Page	307h x 220w mm	287h x 200w mm	297h x 210w mm
Half Page	158h x 220w mm	118h x 180w mm	148h x 210w mm
Double Page Spread (DPS)	Export as single pages: we will not accept or manipulate DPS artwork		

IGA MEDIA CENTRE

LOCALS MATTER
COMMUNITY PROGRAM

This page covers the details for assets specific to the Locals Matter Community Program Packages, which aren't included as part of the IGA Digital Package.

ARTICLE OR LANDING PAGE

- 1200px (w) x 795px (h)
- Please supply hi-res JPEG

BANNER FOR LMCP SIGN UP PAGE

- **Desktop**
  1710px (w) x 342px (h)
- **Mobile**
  750px (w) x 700px (h)
- Please supply hi-res JPEG

FEATURED BANNER ON HOMEPAGE

- **Desktop**
  1162px (w) x 600px (h)
- **Mobile**
  634px (w) x 402px (h)
- Please supply hi-res JPEG

ARTICLE THUMBNAIL

- 1200px (w) x 795px (h)
- Please supply hi-res JPEG

BANNER FOR HERO CAROUSEL

- **Desktop**
  1160px (w) x 600px (h)
- **Mobile**
  630px (w) x 400px (h)
- Please supply hi-res JPEG

THANKS

For any questions, please get in touch:

imc@metcash.com