# Tesco.com Product Data Guidelines

**February 2019**

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# Introduction

Online is increasingly a shopper touchpoint for in-store purchases, in addition to a fast growing sales channel. It's more important than ever for your products to be well presented online

These guidelines have been developed based on shopper insight and system capabilities, to give our shoppers a helpful, engaging and effortless shopping experience on tesco.com

This document covers all elements of shopper facing data visible on tesco.com, as well as answers to some FAQs

1. Product Images

2. Product Title

3. Product Brand

4. Product Description, including Dietary & Lifestyle information

# 1
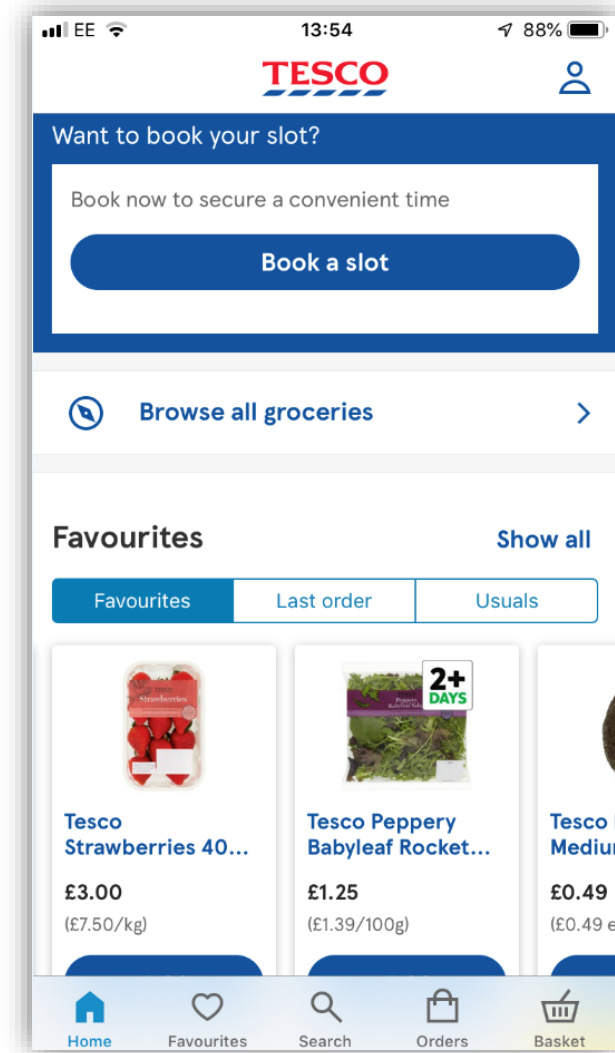
# Product Images

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# 1. Product images

**How:**

All product images on Tesco.com are hosted by Nielsen Brandbank

The Primary image is shown on the Product Listing Page (PLP). When clicking onto a Product Details Page (PDP) you are shown up to two additional images (secondary images)

The same image is shown to shoppers regardless of platform (app, desktop etc) or location (England, Scotland etc)

Shoppers expect the product image online to be the actual item they would see on shelf in-store. It's important to keep your image up to date so it reflects the actual product

**FAQs:**

My product images with Nielsen Brandbank are not displaying correctly on Tesco.com

- Raise with your Nielsen Brandbank Account Manager. They are best placed to investigate, and if necessary raise a technical data feed query with Tesco Technology

I'm not sure if my product images meet the Tesco guidelines

- Contact your Commercial Category Contact with details. For optimised 'hero' image queries please include physical pack shot for comparison

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# Primary Image overview

- The Primary image is visible when scrolling through product lists. All products must have a primary image

- The primary image must be <u>either</u> a physical pack-shot <u>or</u> an optimised 'Mobile Ready Hero image'

- The image must be taken on a solid white background, do not use borders

- Images of multipacks must also display a single unit of the product, where all items within are the same variant (eg Tesco Cheese & Onion 6pk Crisps). This is not necessary when a multi-pack has multiple variants (eg Tesco Meaty Variety 6pk crisps)

- If the item is not a multipack, the image must not show both an in & out pack shot of the product (eg toothpaste, skincare cream etc)

- Images should not contain promotional mechanics or temporary flashes eg 'New', 'Meal Deal' or '2 for £3' stickers. This also applies to icons, awards and watermarks with promotional or marketing messages

- Promotional Packaging:
  - Extra Free or other added value <u>cannot</u> be used
  - Seasonal or shopper competition <u>can</u> be used, provided it is live in-store for a minimum of one promotional period
    - This must be agreed with your Commercial Category Contact. The supplier must manage the image transition with their Nielsen Brandbank Account Manager, both at the beginning <u>and</u> end of the cycle
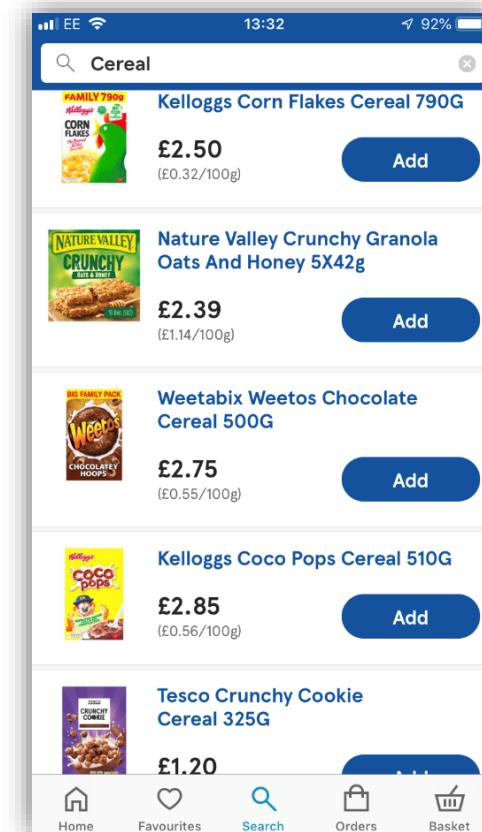
# Optimised 'Mobile Ready Hero' images

- The aim of an Optimised Hero image is to create a simpler, cleaner image to help shoppers quickly recognise a product from a 10mm image on mobile, without having to click through onto the Product Details Page (PDP)

- Shoppers expect the product image online to be the actual item they would see on shelf in-store, or will receive in their online delivery. At a glance from the Product Listing Page (PLP), the shopper should not be able to notice any discernible difference between the actual product and the optimised Hero image

- We've participated in the GS1 industry working group to help define optimised 'Mobile Ready Hero' imagery guidelines, along with suppliers, other retailers and solution providers. Our guidelines reflect our current system capabilities and are a shortened version of the full document which can be found online www.gs1.org/standards/Mobile-Ready-Hero-Image/1-0

**Approval process:**

- The decision as to whether an optimised Hero image meets our guidelines is at the discretion of the Tesco Commercial Product team. When submitting an image for approval to your Commercial Category Contact, please also submit a pack shot of the actual product for comparison

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# Optimised 'Mobile Ready Hero images' – do's

- The key elements a shopper should be able to establish from an optimised Hero image are the 4 W's:
    - **Brand** (**W**ho) eg. Fred & Flo
    - **Type** (**W**hat is it) eg. Nappies
    - **Variant** (**W**hich variety/flavour) eg. Ultradry
    - **Size** (ho**W** much) eg. Size 4, 48pk

- These elements can be enhanced, but must be in the same style as the physical pack (eg same font, colour etc)

- Other information not essential for product recognition, can be removed to create a 'cleaner' image

- Every effort must be made to include size within the outline of the pack
    - If this is not possible, size can be displayed in the bottom right corner of the image, in a black box using white 'Open Sans' font. The only exception is in laundry where the universal standard washing basket number of washes logo should be used to demonstrate size

- To make best use of space;
    - Angle or rotation should be kept to a minimum. A small 3D effect can be used, but only so it resembles how the physical product looks on shelf
    - For tall, thin products where one side is at least twice as long as the other (eg stock cubes);
        - A medium zoom can be used, to a maximum of 150%
        - If zoom is not used, the shorter side can be extended to a maximum of 150%

- The cap or lid can be removed if it helps shoppers identify variant. It must still be present in the image and the product must be represented accurately (eg not over-flowing or falsely representing the quantity). The product must only be shown once

The image must reflect the actual product a shopper can see on-shelf or receive in their online delivery. The style used should be consistent across the product family

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# Optimised 'Mobile Ready Hero images' – don'ts

**The image <u>cannot</u>**

- Have any text, images or graphics exceeding the outline of the pack

- Use the space surrounding the image to add text, vertical stripes or lozenges (other than size covered on previous page)

- Add any messaging not already present on the physical pack

- Move any elements around from the front of pack shot eg. if the pack size is on the bottom right on the physical pack, it should stay in the same position on the optimised hero image

- Be taken at anything other than a slight angle

- Include drop shadows, reflections, borders, glowing lines or glaring effects

- Be an out of pack shot, unless it is a single variant multipack and a single unit is being shown

- The product cannot be overflowing, spilling out the packaging or give a misleading impression of quantity

- Have ripped, torn or missing elements of the packaging

The image must reflect the actual product a shopper can see on-shelf or receive in their online delivery. The style used should be consistent across the product family
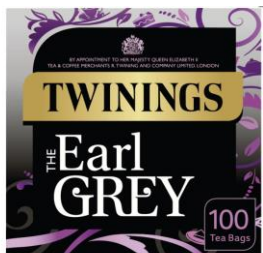
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# Optimised 'Mobile Ready Hero image' examples

At a glance a shopper should not notice a discernible difference

Size in bottom right corner (where not possible in pack outline)

Small 3D effect to reflect the physical product

Tall or thin products can extend the shorter side by up to 150%

Actual pack    Optimised image



Actual pack    Optimised image



Size in bottom right corner (laundry only)

Single variant multi-pack only includes individual unit

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# Secondary Images

- Tesco.com has the ability to show two additional 'secondary' images, in addition to the primary image (three images in total). The Secondary images are shown when clicking through to the Product Details Page (PDP)

- These images should be used to provide additional information to shoppers, helping them to make an informed purchase decision about the specific product they have clicked on

- These images should not include shopper competitions, promotions, or temporary information that could become out of date, unless you have agreed temporary Promotional Packaging with your Commercial Category Contact (see slide 5)

Examples of secondary images include:

- Lifestyle

- Out of pack

- Cooked or prepared

- Product label so it can be clearly read

- Size point of reference

- Industry accreditation

- Product at different angles

- Actual pack shot where primary image is optimised

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# 2

# Product Title

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# 2. Product Title

**How:**

Online product title and in-store SEL are generated from the same data field in our NBS system. If there's an issue online it will also be an issue on SELs in-store

We do not use Nielsen Brandbank title

Entering titles correctly first time into *myProduct: Induct* is critical as improvements cannot be made retrospectively

**FAQs:**

How do I ensure my new product has the correct title?

*   Download and follow the *Submitting Product Names into my Product: Induct* guide from tescosuppliertrainingessentials.com

My product title is wrong, how do I change it?

*   Changes can only be made if a title is incorrect and/or illegal (eg spelling mistake, incorrect size). Contact your Commercial Category Contact who will work with Data Ops to update the base product description in NBS.

## Submitting new product names into myProduct: Induct

For suppliers of Fresh Food and Packaged Products

July 2017

Supplier Training
July 2017 v1                    1                    **TESCO**

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# Product title structure

- Following this structure will give your products the best chance of appearing in relevant shopper search terms

- Pay particular attention to Type (no. 4) as it's most commonly missed from product titles, despite usually being the most common shopper search term

- Brand (1), Type (4) and Size (5) should always be present. Sub-brand (2) and Variant (3) may not be relevant for every product

| Structure | 1 Brand Common search term | 2 Sub-Brand Common search term | 3 Variant Aids navigation | 4 Type Most common search term | 5 Size Aids navigation |
|---|---|---|---|---|---|
| Examples | Tesco | | | Bananas | min 5 pack |
| | Tesco | | Emperor | Oranges | 4 pack |
| | Tesco | | Unsmoked | Back Bacon | 6 rashers, 300 g |
| | Tesco | Finest | British Corn Fed | Chicken Fillets | 2 pack |
| | Tesco | | British Semi Skimmed | Milk | 4 pints, 2.27 Litre |
| | Tesco | Finest | Madagascan Vanilla | Ice Cream | 500 ml |
| | Tesco | Finest | Chicken Madeira with Rice | Ready Meal | 450 g |
| | Tesco | | Milk Chocolate | Cookies | 5 pack |
| | Quaker | Oat So Simple | Honey and Vanilla | Porridge | 6 x 18 g |
| | Smirnoff | Red Label | | Vodka | 70 cl |
| | Wairau Cove | | Sauvignon Blanc | White Wine | 75 cl |
| | Pantene | Pro-V | Smooth and Sleek | Conditioner | 250 ml |
| | Persil | | Non Bio | Washing Liquid | 40 washes, 1.4 L |
| | Tropicana | Original | Orange | Juice with Bits | 950 ml |
| | Pepsi | Max | | Cola Cans | 8 x 330 ml |
| | Evian | | Natural Mineral | Water | 500 ml |

# 3

# Product Brand

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# 3. Product Brand

**How:**

Product Brand appears online as a filter option for shoppers in Search and Taxonomy, and can help improve Search ranking

Brand is created as part of the new product induction process. Entering Brand correctly first time into *myProduct: Induct* is critical as improvements cannot be made retrospectively

Brand data is stored in our NBS system, managed by Data Ops

**FAQs:**

How do I ensure my new product has the correct brand?

- Enter brand correctly into *myProduct: Induct*. If your brand is not present contact your Commercial Category Contact to raise with Data Ops

My product brand is wrong, how do I change it?

- Unfortunately changes cannot currently be made retrospectively

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# 4

# Product Description

# including Dietary & Lifestyle information

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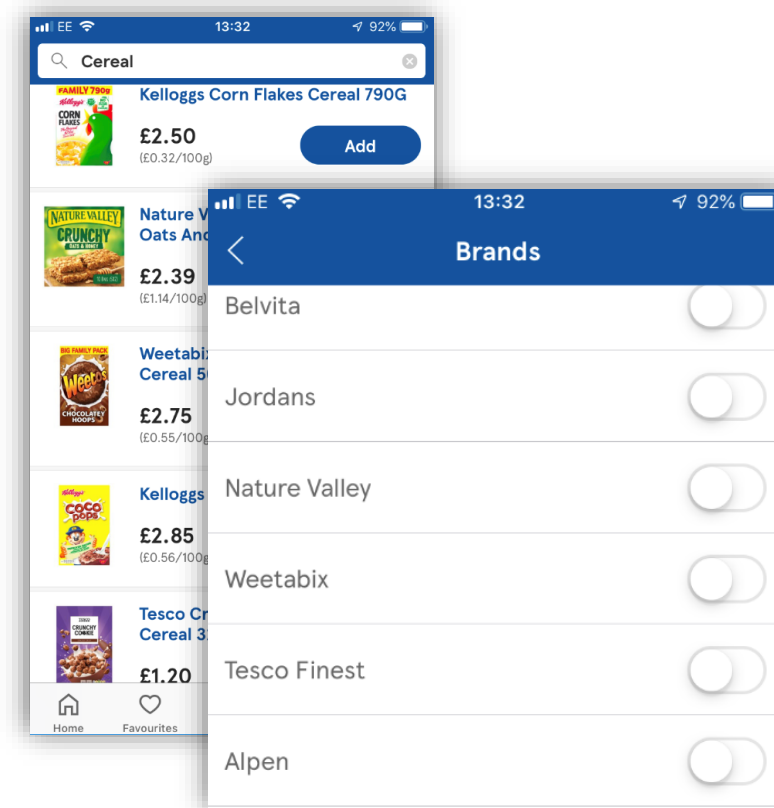
# 4. Product Description

**How:**

Product Descriptions appear on the Product Details Page (PDP), once a shopper has clicked on a product

They give shoppers additional information about that product, and determine the dietary and lifestyle filter information displayed online (eg Vegan, Gluten Free etc)

For branded products this data come from Nielsen Brandbank (NB)

For Tesco own label products this information comes from the TQC Technical System

It is important this data is kept up to date. Any changes should be actioned online at the same time as packaging changes start to appear in-store

**FAQs:**

My product description with NB is not displaying correctly on Tesco.com

- Raise with your Nielsen Brandbank Account Manager. They are best placed to investigate, and if necessary raise a technical data feed query with Tesco Technology

My branded product is having a packaging refresh

- Contact your Nielsen Brandbank Account Manager to discuss how to manage this online
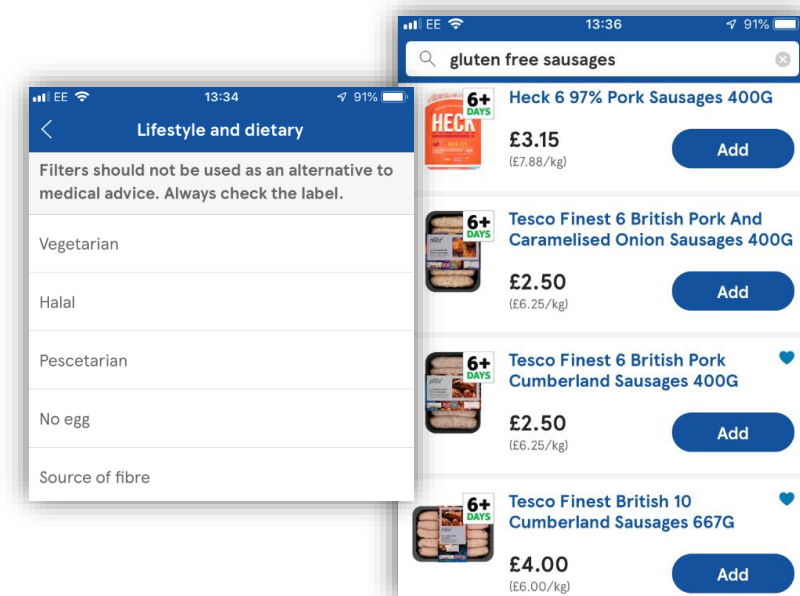
# Product Description Guidelines

**Do's**

- Descriptions should be between 50-250 words

- Use suitable spacing and avoid long paragraphs to make text easier to read

- Use customer friendly terms and common category keywords

- Provide additional information to shoppers to help inform their purchase decision

- Include dietary and lifestyle information (eg Kosher, Vegan, Gluten Free etc.) This data is used to populate Dietary & Lifestyle search results and filters

**Don'ts**

- Include promotional text, competitions or any other information that may become out of date, unless you have agreed temporary Promotional Packaging with your Commercial Category Contact (see slide 5)

- Repeat identical or similar text in different data fields. This may result in shoppers being shown the information twice

- Use exclamation marks or words in full capital letters

- Include links to other websites

# Contacts

Your Commercial Product team are your point of contact for multi-channel category management

Your Nielsen Brandbank Account Manager is your point of contact for image and product description queries

If you are not a Nielsen Brandbank customer please contact sales@brandbank.com

For further information please contact:

- Fresh Foods, Online Commercial Development – Lisa Smith lisa.smith@tesco.com
- Packaged Products, Online Commercial Development – Dan Lewis daniel.x.lewis@tesco.com
- GS1 Mobile Ready Hero Images guidelines project - Paul Reid paul.reid@gs1uk.org