

AB ALL SPECS

September, 2022

“We Give Our Best to make a difference in People’s Lives”



INDEX

App Banner

- [Material](#)
- [Specs](#)
- [Best Practices](#)
- [Push Notifications](#)
- [Examples](#)

Category Banner

- [Material](#)
- [Types of categories](#)
- [Specs General](#)
 - [Best Practices General](#)
 - [Examples General](#)
- [Specs Price](#)
 - [Best Practices Price](#)
 - [Examples Price](#)

Search Banner

- [Material](#)
- [Types of categories](#)
- [Specs General](#)
 - [Best Practices General](#)
 - [Examples General](#)
- [Specs Price](#)
 - [Best Practices Price](#)
 - [Examples Price](#)

Facebook Banner

- [Types of banners](#)
- [Material FB Contest](#)
- [Material FB General](#)
- [Material FB Price](#)
- [Specs FB Contest](#)
 - [Best Practices Contest](#)
 - [Examples Contest](#)
- [Specs FB General](#)
 - [Best Practices General](#)
 - [Examples General](#)
- [Specs FB Price](#)
 - [Best Practices Price](#)
 - [Examples Price](#)

Hero Carousel Banner

- [Material](#)
- [Specs](#)
- [Best Practices](#)
- [Examples](#)

Direct Mail

- [Material](#)
- [Specs](#)
- [Best Practices](#)
- [Examples](#)

Newsletter Banner

- [Material](#)
- [Types of newsletter](#)
- [Specs Corporate](#)
 - [Best Practices Corporate](#)
 - [Examples Corporate](#)
- [Specs E-shop](#)
 - [Best Practices E-shop](#)
 - [Examples E-shop](#)

Landing Page

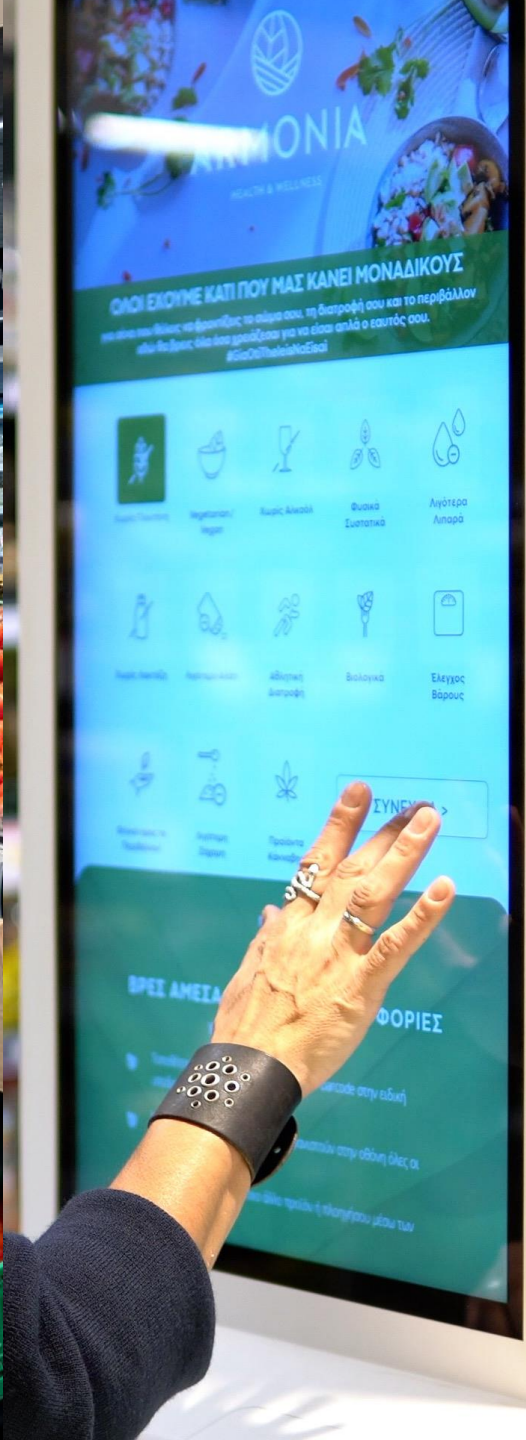
- [Material](#)
- [Specs](#)
- [Examples](#)

Coupons & Games

- [Material Coupons](#)
 - [Examples Coupons](#)
- [Material Games](#)
 - [Examples Games](#)

Promo Leaflet

- [Material Fasa](#)
 - [Specs Fasa](#)
 - [Best Practices Fasa](#)
 - [Examples Fasa](#)
- [Material Half Page Vertical](#)
 - [Specs Half Page Vertical](#)
 - [Best Practices Half Page Vertical](#)
 - [Examples Half Page Vertical](#)
- [Material Half Page Horizontal](#)
 - [Specs Half Page Horizontal](#)
 - [Best Practices Half Page Horizontal](#)
 - [Examples Half Page Horizontal](#)
- [Material Half Page](#)
 - [Specs Half Page](#)
 - [Best Practices Half Page](#)
 - [Examples Half Page](#)
- [Material Salon](#)
 - [Specs Salon](#)
 - [Best Practices Salon](#)
 - [Examples Salon](#)
- [Material Salon Full](#)
 - [Specs Salon Full](#)
 - [Best Practices Salon Full](#)
 - [Examples Salon Full](#)
- [General Best Practices](#)



APP BANNER

September, 2022

“We Give Our Best to make a difference in People’s Lives”



AGENDA OVERVIEW



Material Requirements



App Banner

Specs



App Banner

App Banner Best Practices

Push Notification text Best Practices



App Banner

Example

Material Requirements

3 Images with no CTA button with the below dimensions:

- 1376x430
- 680x340
- 576x432

List with SKUs:

- A list with a minimum of 3 SKUs to be included in the app.

Push Notification text (optional):

- A text to pop up as a push notification declaring your product information/sales. (up to 60 characters)



AGENDA OVERVIEW



**Material
Requirements**



App Banner

Specs



App Banner

App Banner Best Practices

Push Notification text Best Practices



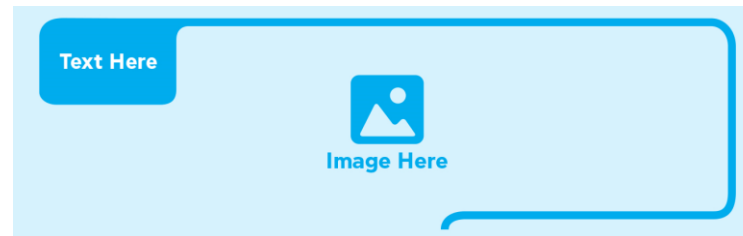
App Banner

Example

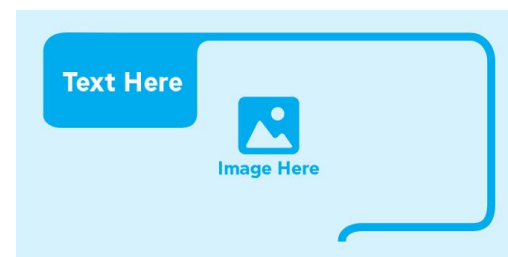
APP BANNER - Specs

Device	Mobile
Image Dimensions	1376x430 680x340 576x432
File Type	JPG or PNG
Color Code	Blue: #00AEEF
Max File Size	8MB
Text Font	CF Asty Std
No CTA Button	-

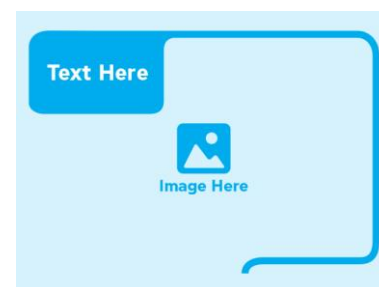
Mobile Sample Images:



1376x430



680x340



576x432

AGENDA OVERVIEW



Material Requirements



App Banner

Specs



App Banner

App Banner Best Practices

Push Notification text Best Practices



App Banner

Example

APP BANNER – Best Practices

General
Material

We use the **blue** Bubble for the General Material communications.

Answer

- The text inside the Bubble should be up to 7 words.
- Ideally should end with a question in the first plural.
- The answer should be beside the Bubble, and not overcomes the height of the Bubble. Also should be in the second singular.
- CTA Button **must** not be included.
- In case you want to use sale percentage for a specific product while using the blue bubble it is recommended to use mini red bubble icon targeting your product.
- In case you want to use AB points for your product you must always use AB card plus icon.



PUSH NOTIFICATION – Best Practices

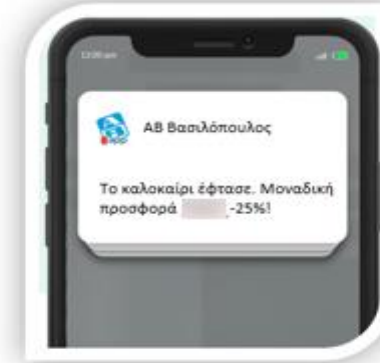
Text Recommendations

Suggested Push Message Text:
“Το καλοκαίρι έφτασε. Μοναδική
προσφορά “Product Name” -XX%!”

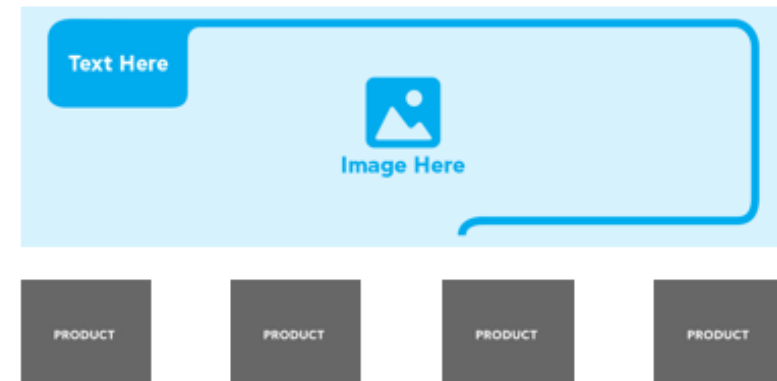
Placement Recommendations

Product codes will be displayed
as a carousel under the banner

Push Message Example



Placement Example



AGENDA OVERVIEW



Material Requirements



App Banner

Specs



App Banner

App Banner Best Practices

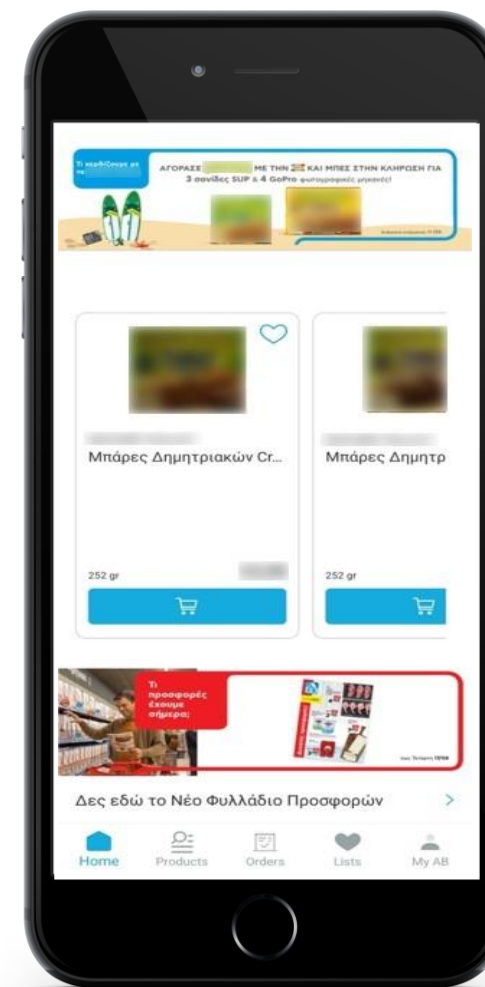
Push Notification text Best Practices

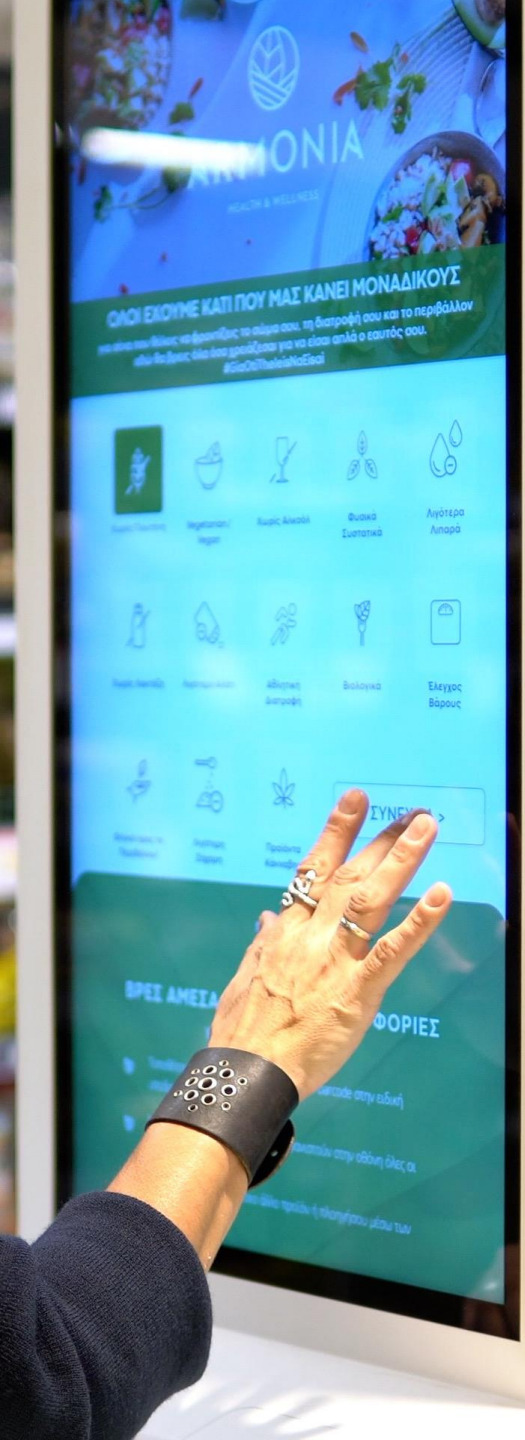


App Banner

Example

APP BANNER - Example





13
**BANNER
CATEGORY**

September, 2022

“We Give Our Best to
make a difference in
People’s Lives”



AGENDA OVERVIEW



**Material
Requirements**



**Types of
Banner
Categories**



**General Banner
Category**

Specs
Best Practices
Examples



**Promotion
Banner Category**

Specs
Best Practices
Examples

Material Requirements

2 Images with the below dimensions:

- 1376x236 (Desktop)
- 752x270 (Mobile)

Landing page:

- A list with minimum 2 SKUs to be included to the landing page or general material (images , text, etc) to create a rich content page

AGENDA OVERVIEW



Material Requirements



Types of Banner Categories



General Banner Category

Specs
Best Practices
Examples



Promotion Banner Category

Specs
Best Practices
Examples

Types of Banner Categories

There are 2 types of Banner Categories:

General Material

General Material type is being used to provide general information regarding a product through question you provide inside the blue bubble.

Promotion / Price Material

Promotion / Price Material type is being used to provide sale discount regarding a product in a form of sale percentage.

AGENDA OVERVIEW



Material Requirements



Types of Banner Categories



General Banner Category

[Specs](#)
[Best Practices](#)
[Examples](#)



Promotion Banner Category

[Specs](#)
[Best Practices](#)
[Examples](#)

BANNER CATEGORY General Material - Specs

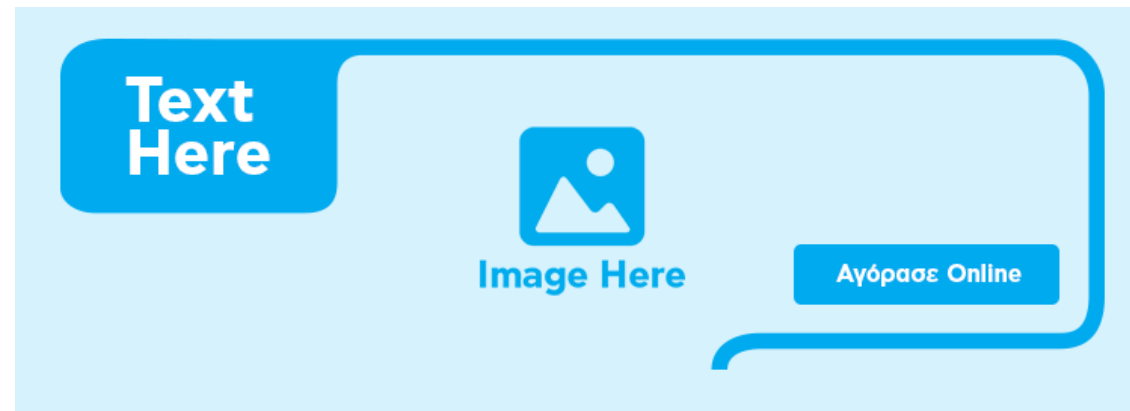
Device	Desktop
Image Dimensions	1376x236
File Type	JPG or PNG
Color Code	Blue: #00AEEF
Max File Size	8MB
CTA Button Text*	Αγόρασε Online
CTA Button Position	In the middle
Text Font	CF Asty Std

Desktop Sample Image:



Device	Mobile
Image Dimensions	752x270
File Type	JPG or PNG
Color Code	Blue: #00AEEF
Max File Size	8MB
CTA Button Text*	Αγόρασε Online
CTA Button Position	Down & right
Text Font	CF Asty Std

Mobile Sample Image:



BANNER CATEGORY General Material – Best Practices

General
Material

We use the **blue** Bubble for the General Material communications.

Question
7 words max

Answer

- The text inside the Bubble should be up to 7 words.
- Ideally should end with a question in the first plural.
- The answer should be beside the Bubble, and not overcomes the height of the Bubble. Also should be in the second singular.
- In case you want to use sale percentage for a specific product while using the blue bubble it is recommended to use mini red bubble icon targeting your product. (check next slide's example)
- CTA button must not be used when banner take place inside an article as common image.
- In case you want to use AB points for your product you must always use AB card plus icon. (check next slide's example)



BANNER CATEGORY General Material - Example

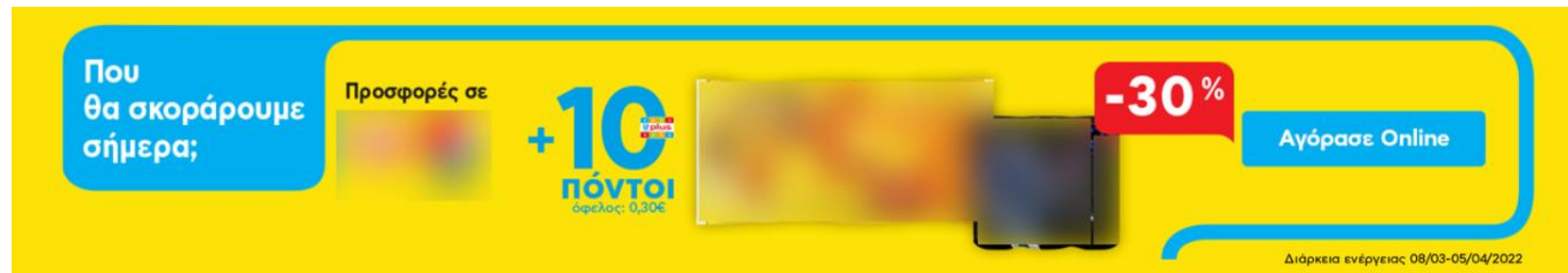


Μαλλιά υπό έλεγχο;

Φυσικά!
για 48ωρο έλεγχο
φριζαρίσματος
ΒΙΟλογικά συστατικά!

1+1
Δώρο
Έως
-40%

Αγόρασε online



Που θα σκοράρουμε σήμερα;

Προσφορές σε

+10 ΠΟΝΤΟΙ
όφελος: 0,30€

-30%

Αγόρασε Online

Διάρκεια ενέργειας 08/03-05/04/2022

AGENDA OVERVIEW



Material Requirements



Types of Banner Categories



General Banner Category

Specs
Best Practices
Examples



Promotion Banner Category

Specs
Best Practices
Examples

BANNER CATEGORY Price Material - Specs

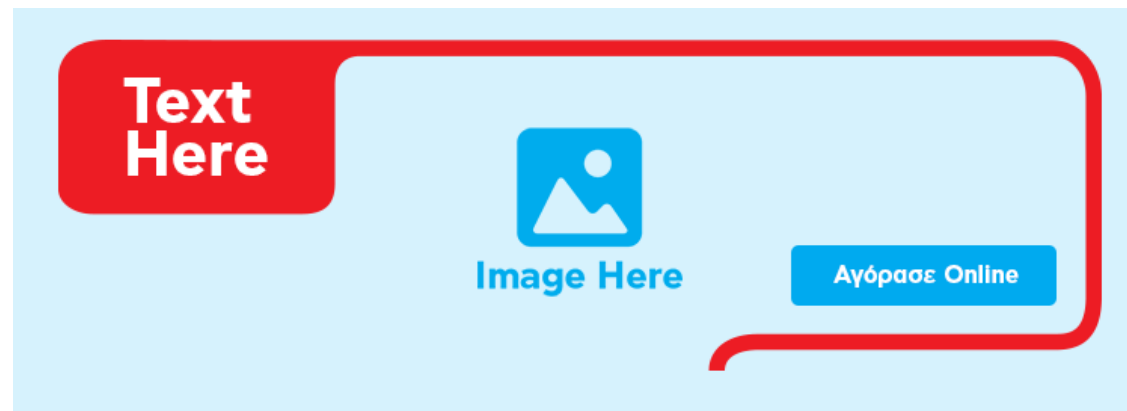
Device	Desktop
Image Dimensions	1376x236
File Type	JPG or PNG
Color Code***	Red: #ED1C24
Max File Size	8MB
CTA Button Text	Αγόρασε Online
CTA Button Position	In the middle
Text Font	CF Asty Std

Desktop Sample Image:



Device	Mobile
Image Dimensions	752x270
File Type	JPG or PNG
Color Code***	Red: #ED1C24
Max File Size	8MB
CTA Button Text	Αγόρασε Online
CTA Button Position	Down & right
Text Font	CF Asty Std

Mobile Sample Image:



***CTA button background color can be red as well

BANNER CATEGORY Price Material – Best Practices

Promotion /
Price Material

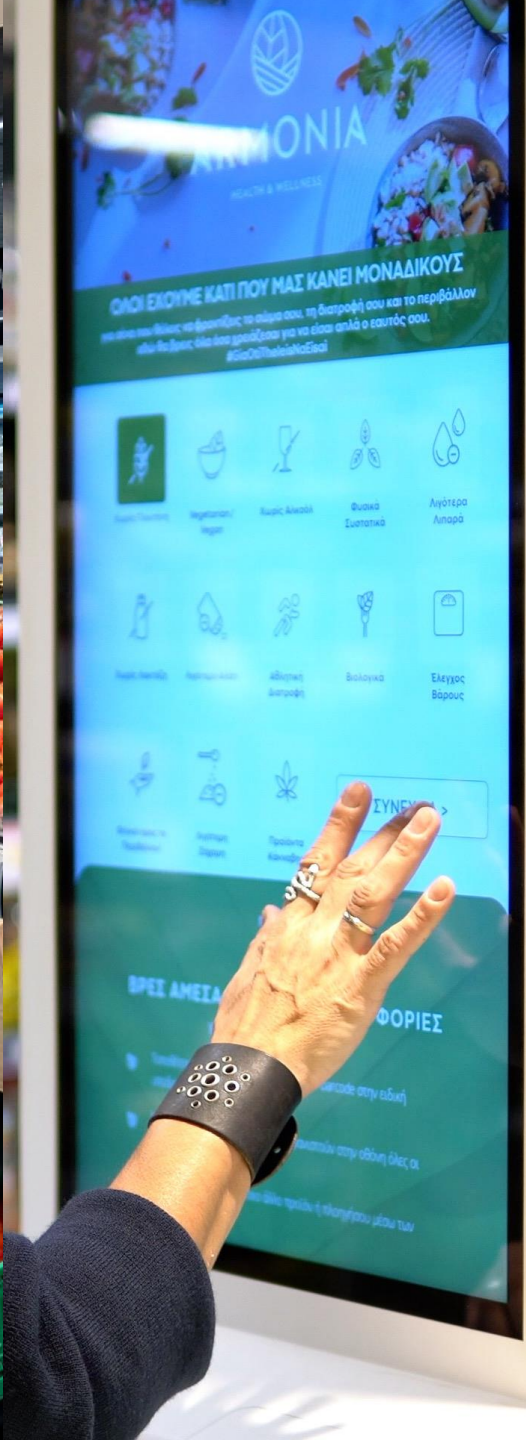
We use the **red** Bubble for the Promotion / Price Material

XX%

- The text inside the Bubble should be the sale percentage.
- End date of the offer should be mentioned below the «s» shape line at the bottom right.
- Sale number and % symbol should have the same size
- Recommended font size for sale percentage:
 - Desktop: 65px
 - Mobile: 50px

BANNER CATEGORY Price Material - Example





26
**SEARCH
BANNER**

September, 2022

“We Give Our Best to
make a difference in
People’s Lives”



AGENDA OVERVIEW



**Material
Requirements**



**Types of
Search Banner
Categories**



**General Search
Banner Category**

Specs
Best Practices
Examples



**Price Search
Banner Category**

Specs
Best Practices
Examples

Material Requirements

2 Images with the below dimensions:

- 1376x236 (Desktop)
- 752x270 (Mobile)

List with SKUs:

- A list with minimum 2 SKUs to be included to the landing page

Related Keywords:

- A list of keywords (up to 10 keywords) that describe your product. Whenever a user search for the keyword within AB webpage your banners will be displayed.

AGENDA OVERVIEW



Material Requirements



Types of Search Banner Categories



General Search Banner Category

Specs
Best Practices
Examples



Price Search Banner Category

Specs
Best Practices
Examples

Types of Search Banner Categories

There are 2 types of Search Banner Categories:

General Material

General Material type is being used to provide general information regarding a product through question you provide inside the blue bubble.

Promotion / Price Material

Promotion / Price Material type is being used to provide sale discount regarding a product in a form of sale percentage.

AGENDA OVERVIEW



**Material
Requirements**



**Types of
Search Banner
Categories**



**General Search
Banner Category**

[Specs](#)
[Best Practices](#)
[Examples](#)



**Price Search
Banner Category**

[Specs](#)
[Best Practices](#)
[Examples](#)

SEARCH BANNER General Material - Specs

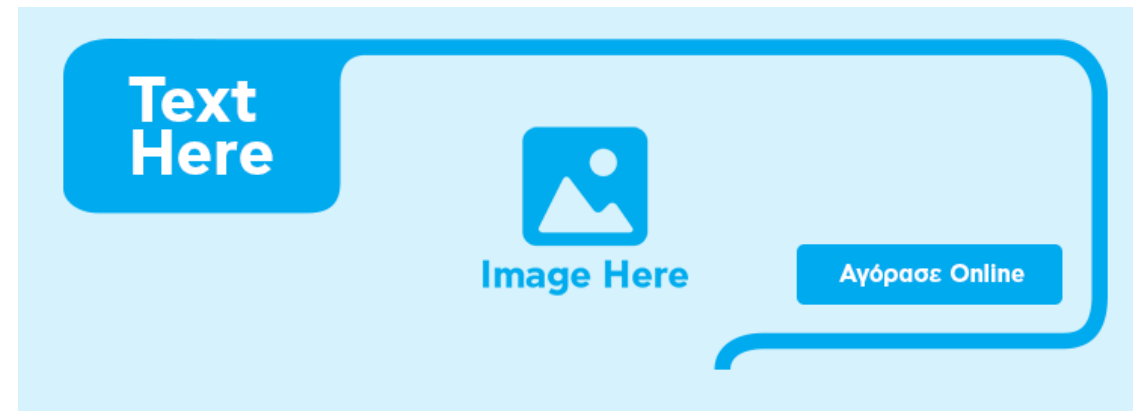
Device	Desktop
Image Dimensions	1376x236
File Type	JPG or PNG
Color Code	Blue: #00AEEF
Max File Size	8MB
CTA Button Text*	Αγόρασε Online
CTA Button Position	In the middle
Text Font	CF Asty Std

Desktop Sample Image:



Device	Mobile
Image Dimensions	752x270
File Type	JPG or PNG
Color Code	Blue: #00AEEF
Max File Size	8MB
CTA Button Text*	Αγόρασε Online
CTA Button Position	Down & right
Text Font	CF Asty Std

Mobile Sample Image:



SEARCH BANNER General Material – Best Practices

General
Material

We use the **blue** Bubble for the General Material communications.

Question
7 words max

Answer

- The text inside the Bubble should be up to 7 words.
- Ideally should end with a question in the first plural.
- The answer should be beside the Bubble, and not overcomes the height of the Bubble. Also should be in the second singular.
- In case you want to use sale percentage for a specific product while using the blue bubble it is recommended to use mini red bubble icon targeting your product. (check next slide's example)
- CTA button must not be used when banner take place inside an article as common image.
- In case you want to use AB points for your product you must always use AB card plus icon. (check next slide's example)



SEARCH BANNER General Material - Example

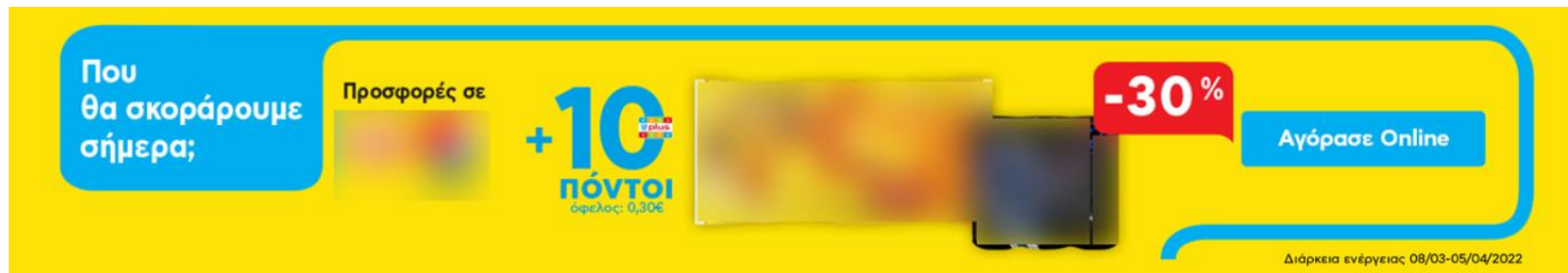


Μαλλιά υπό έλεγχο;

Φυσικά!
για 48ωρο έλεγχο
φριζαρίσματος
ΒΙΟλογικά συστατικά!

1+1
Δώρο
Έως
-40%

Αγόρασε online



Που θα σκοράρουμε σήμερα;

Προσφορές σε

+10 Πόντοι
όφελος: 0,30€

-30%

Αγόρασε Online

Διάρκεια ενέργειας 08/03-05/04/2022

SEARCH BANNER General Material - After Search Example

Παράδοση αυθημερόν
 Παραλαβή από κατάστημα
 Έως 12.000 προϊόντα
 Αποκλειστικές online προσφορές

Για όλα όσα νοιάζεσαι

Eshop Προσφορές Φυλλάδια Healthy Corner Μόνο στα AB Συνταγές #allazoumesinithies
 AB Plus Καταστήματα GR

> AB Eshop > Προϊόντα
 Επίλεξε χρονικό διάστημα για παράδοση ή παραλαβή

Προϊόντα

221 αποτελέσματα για Ταξινόμηση κατά:

Ταξινόμηση κατά:

Προσφορές (93)


ΚΑΤΗΓΟΡΙΑ





- Είδη προσωπικής περιποίησης (181)
- Όλα για το μωρό (30)
- Για κατοικίδια (9)
- Νέα Προϊόντα (6)
- Καθαριστικά - Χαρτικά & είδη σπιτιού (1)

ΤΙΜΗ

- Από 0€ έως 5€ (125)

Μαλλιά δυνατά; φυσικά! αναδόμηση για 3 φορές λιγότερο σπάσιμο της τρίχας



<input type="button" value="≡+"/>  Σαμπουάν Keratin Αδύναμα Μαλλιά 750ml	<input type="button" value="≡+"/>  Σαμπουάν Βαθύς Καθαρισμός 400ml	<input type="button" value="≡+"/>  Σαμπουάν Τέλειες Μπούκλες 360ml	<input type="button" value="≡+"/>  Σαμπουάν Περιποίησης Χρώματος 400ml
---	--	--	--

AGENDA OVERVIEW



Material Requirements



Types of Search Banner Categories



General Search Banner Category

Specs
Best Practices
Examples



Price Search Banner Category

Specs
Best Practices
Examples

SEARCH BANNER Price Material - Specs

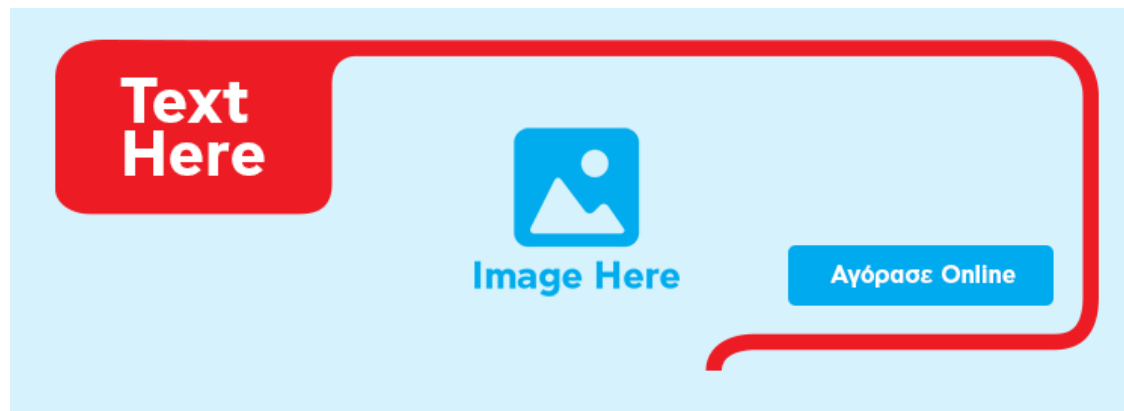
Device	Desktop
Image Dimensions	1376x236
File Type	JPG or PNG
Color Code***	Red: #ED1C24
Max File Size	8MB
CTA Button Text	Αγόρασε Online
CTA Button Position	In the middle
Text Font	CF Asty Std

Desktop Sample Image:



Device	Mobile
Image Dimensions	752x270
File Type	JPG or PNG
Color Code***	Red: #ED1C24
Max File Size	8MB
CTA Button Text	Αγόρασε Online
CTA Button Position	Down & right
Text Font	CF Asty Std

Mobile Sample Image:



***CTA button background color can be *red* as well

SEARCH BANNER Price Material – Best Practices

Promotion /
Price Material

We use the **red** Bubble for the Promotion / Price Material

XX%

- The text inside the Bubble should be the sale percentage.
- End date of the offer should be mentioned below the «s» shape line at the bottom right.
- Sale number and % symbol should have the same size
- Recommended font size for sale percentage:
 - Desktop: 65px
 - Mobile: 50px

SEARCH BANNER Price Material – Example



SEARCH BANNER Price Material – After Search Example

Παράδοση αυθημερόν
 Παραλαβή από κατάστημα
 Έως 12.000 προϊόντα
 Αποκλειστικές online προσφορές

Για όλα όσα νοιάζεσαι
 Αναζήτηση...
 Τα προϊόντα μου
 Λίστες
 Σύνδεση ή εγγραφή
 0

Eshop
 Προσφορές
 Φυλλάδια
 Healthy Corner
 Μόνο στα AB
 Συνταγές
 #allazoumesinithies
 AB Plus
 Καταστήματα
 GR

Μεγάλη Online προσφορά: Κέρδισε 200 πόντους με τον κωδικό WIN200 με αγορές άνω των 100€ έως 28/9! Ξεκίνα [εδώ!](#)

[AB Eshop](#) > Προϊόντα
 Επίλεξε χρονικό διάστημα για παράδοση ή παραλαβή

Προϊόντα

308 αποτελέσματα για καφες
 Ταξινόμηση κατά: Σχετικές προσφορές

Ταξινόμηση κατά:

- Προσφορές (100)
- Προϊόντα Ιδιωτικής Ετικέτας (34)
- Βιολογικά (8)

ΚΑΤΗΓΟΡΙΑ





- Πρωινό - snacking & ροφήματα (304)
- Νέα Προϊόντα (5)
- Καθαριστικά - Χαρτικά & είδη σπιτιού (2)
- Γαλακτοκομικά, Φυτικά Ροφήματα & Είδη Ψυγείου (1)
- Κρασιά, ποτά,μπύρες,αναψυκτικά, νερά (1)

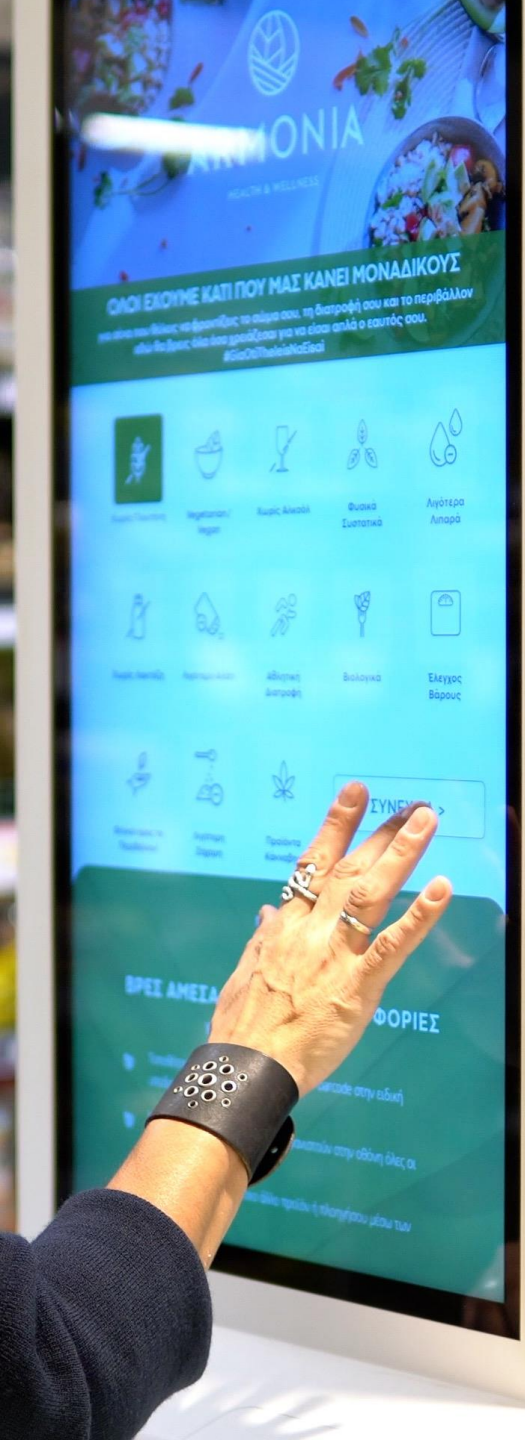
[Περισσότερα](#)

-40%

Ανακαλύψτε τη διαφορά!

[Αγόρασε Online](#)

 <p>Στιγμαίος Καφές 200gr</p> <p>200 γρ 38,85 €/ κιλ</p>	 <p>Καφές Ελληνικός Παραδοσιακός 194g</p> <p>194 γρ</p>	 <p>Καφές Ελληνικός Παραδοσιακός 340g</p> <p>340 γρ</p>	 <p>Καφές Φίλτρου Εκλεκτός 500g</p> <p>500 γρ</p>
--	--	--	--



41
**FACEBOOK
BANNER**

September, 2022

“We Give Our Best to
make a difference in
People’s Lives”



AGENDA OVERVIEW



Types of Facebook Banner



Material Requirements

[Facebook Contest](#)
[Facebook General Post](#)
[Facebook Price Post](#)



Facebook Contest Post

[Specs](#)
[Best Practices](#)
[Examples](#)



Facebook General Post

[Specs](#)
[Best Practices](#)
[Examples](#)



Facebook Price Post

[Specs](#)
[Best Practices](#)
[Examples](#)

Types of Facebook Banner

There are 2 types of Facebook Banners:

Facebook Contest Post

General
Material

General Material type is being used to provide general information regarding a contest of a product through question you provide inside the blue bubble.

Facebook Post

General
Material

General Material type is being used to provide general information regarding a product through question you provide inside the blue bubble.

Promotion /
Price Material

Promotion / Price Material type is being used to provide sale discount regarding a product in a form of sale percentage.

AGENDA OVERVIEW



Types of Facebook Banner



Material Requirements

[Facebook Contest](#)
[Facebook General Post](#)
[Facebook Price Post](#)



Facebook Contest Post

[Specs](#)
[Best Practices](#)
[Examples](#)



Facebook General Post

[Specs](#)
[Best Practices](#)
[Examples](#)



Facebook Price Post

[Specs](#)
[Best Practices](#)
[Examples](#)

Material Requirements – Facebook Contest

1 Image with the below dimensions:

- 1080x1080

Primary Text:

- A text (125 characters max) which is essentially the description for your Facebook ad. It will appear alongside your photo on the Newsfeed and gives potential customers information about your product or service and highlights current offers or unique features to help you gain sales

Headline (optional):

- A text (40 characters max) to grab visitors' attention and make them want to click your ad to learn more.

Terms of the contest:

- A filled doc containing all the terms for the upcoming contest.

CTA Text (optional):

- A call-to-action ad promotes your Page's call-to-action button. The button encourages people to take an action that is important to your business, such as booking appointments or shopping on your website. (10 characters max) – e.g.: Μάθε περισσότερα

Landing page (optional):

- A list with minimum 2 SKUs to be included to the landing page or general material(images , text etc) to build it.

AB logo icon:

- The AB logo icon must always be placed within the “s” shape.

Contact email:

- An email where the winners of the contest should contact to receive their gifts.



Material Requirements – Facebook General Post

1 Image with the below dimensions:

- 1080x1080

Primary Text:

- A text (125 characters max) which is essentially the description for your Facebook ad. It will appear alongside your photo on the Newsfeed and gives potential customers information about your product or service and highlights current offers or unique features to help you gain sales

Headline (optional):

- A text (40 characters max) to grab visitors' attention and make them want to click your ad to learn more.

CTA Text (optional):

- A call-to-action ad promotes your Page's call-to-action button. The button encourages people to take an action that is important to your business, such as booking appointments or shopping on your website. (10 characters max) – e.g.: Μάθε περισσότερα

Landing page (optional):

- A list with minimum 2 SKUs to be included to the landing page or general material(images , text etc) to build it.

AB logo icon:

- An AB logo icon must always be placed within the “s” shape.

Material Requirements – Facebook Price Post

1 Image with the below dimensions:

- 1080x1080

Primary Text:

- A text (125 characters max) which is essentially the description for your Facebook ad. It will appear alongside your photo on the Newsfeed and gives potential customers information about your product or service and highlights current offers or unique features to help you gain sales

Headline:

- A text (40 characters max) to grab visitors' attention and make them want to click your ad to learn more.

CTA Text:

- A call-to-action ad promotes your Page's call-to-action button. The button encourages people to take an action that is important to your business, such as booking appointments or shopping on your website. (10 characters max) – e.g.: Αγόρασε τώρα

Landing page:

- A list with minimum 2 SKUs to be included to the landing page or general material(images , text etc) to build it.

AB logo icon:

- An AB logo icon must always be placed within the “s” shape.

AGENDA OVERVIEW



Types of Facebook Banner



Material Requirements

[Facebook Contest](#)
[Facebook General Post](#)
[Facebook Price Post](#)



Facebook Contest Post

[Specs](#)
[Best Practices](#)
[Examples](#)



Facebook General Post

[Specs](#)
[Best Practices](#)
[Examples](#)



Facebook Price Post

[Specs](#)
[Best Practices](#)
[Examples](#)

Facebook Contest - Specs

Specs

Device	Desktop, Mobile
Image Ratio	1:1
Image Dimensions	1080x1080
File Type	JPG or PNG
Bubble Color Code	Blue: #00AEEF
Max File Size	10MB
Primary Text	125 characters max
Headline	40 characters max
Text Font	CF Asty Std

Sample Image

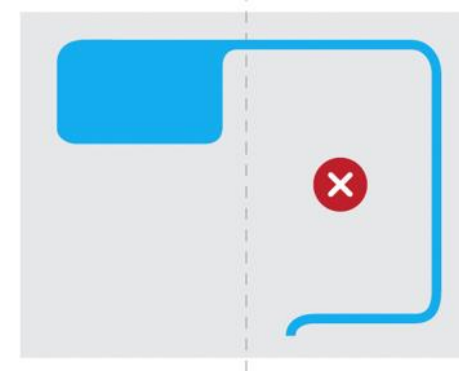
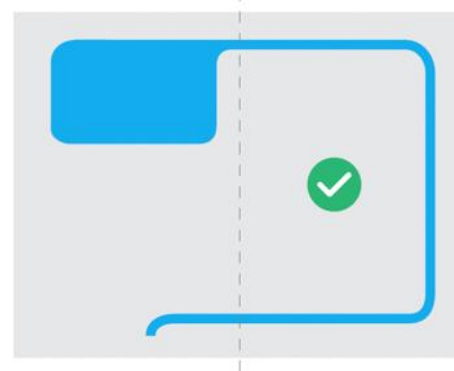
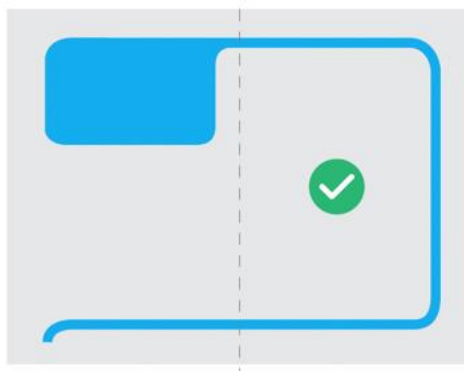


Facebook Contest – Best Practices

- The “s” shape must NOT be thicker or thinner than it should be.

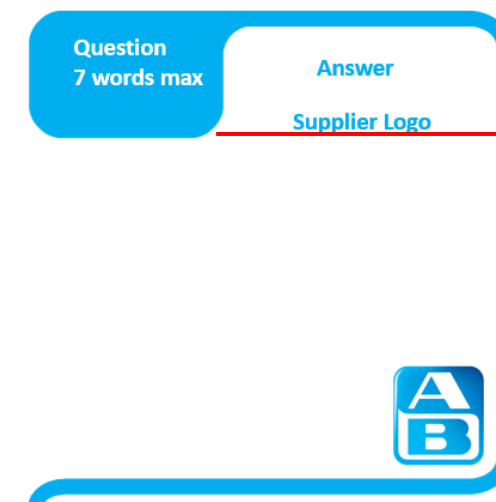
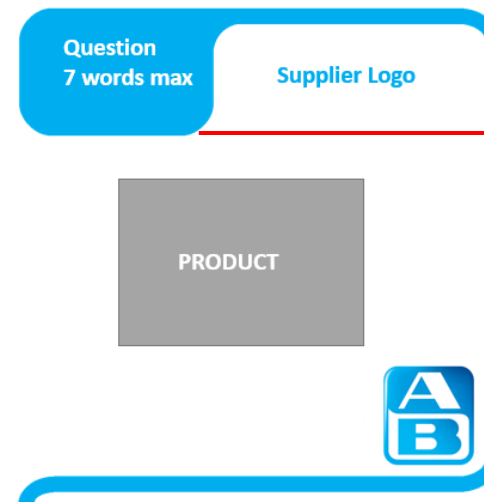
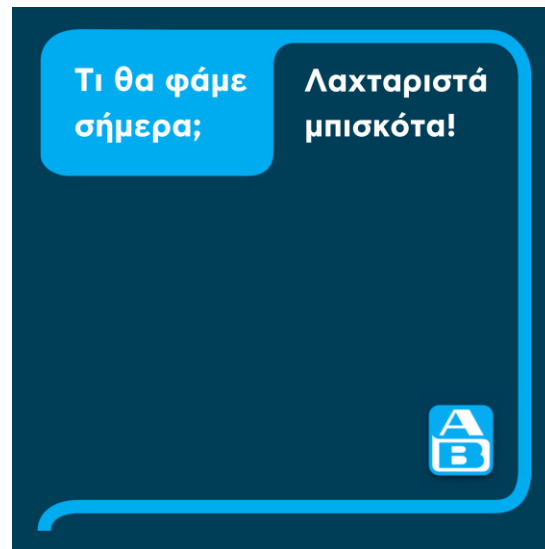


- The line of the “s” shape should end at least half way through the width of the artboard.



Facebook Contest – Best Practices

- In all Facebook contest posts, we use the **blue** bubble.
- Have to be clear that the post is about a contest. Use the word “**ΔΙΑΓΩΝΙΣΜΟΣ**” to your answer.
- The text in the bubble must always be a **question** in the **first plural**.(7 words max)
- The answer can be in the **second singular** or as in the 1st example here and not overcomes the height of the Bubble.
- **AB Logo** must always be placed within the “s” shape.
- The reward/gift of the contest should be placed on post. Also has to be written.
- In case you want to use sale percentage for a specific product while using the blue bubble it is recommended to use mini red bubble icon targeting your product.
- In case you want to use AB points for your product you must always use AB card plus icon.



Facebook Contest - Examples



AB Βασιλόπουλος
Sponsored · 🌐

Ποιος μας κάνει τα πιο ερις δώρα; 🤔 Φυσικά το [redacted] 🤔

Γράψε μας με comment τον πιο ερις προορισμό που θα ήθελες να επισκεφθείς φέτος το Καλοκαίρι και μπες στη κλήρωση για να γίνεις ένας από τους 2 τυχερούς 🍀 που θα κερδίσουν από 1 VR HEADSET! #GiaOlaOsaNoiazesai #abvassilopoulos

Όροι διαγωνισμού 📄 <https://bit.ly/3cKnN6g>

Ποιος μας κάνει τα πιο ερις δώρα; **ΔΙΑΓΩΝΙΣΜΟΣ**

ΔΩΡΟ 2 VR HEADSETS

1.1K 1.3K Comments 156 Shares

Like Comment Share

AGENDA OVERVIEW



Types of Facebook Banner



Material Requirements

[Facebook Contest](#)
[Facebook General Post](#)
[Facebook Price Post](#)



Facebook Contest Post

[Specs](#)
[Best Practices](#)
[Examples](#)



Facebook General Post

[Specs](#)
[Best Practices](#)
[Examples](#)



Facebook Price Post

[Specs](#)
[Best Practices](#)
[Examples](#)

Facebook General Post - Specs

Specs

Device	Desktop, Mobile
Image Ratio	1:1
Image Dimensions	1080x1080
File Type	JPG or PNG
Bubble Color Code	Blue: #00AEEF
Max File Size	10MB
Primary Text	125 characters max
Headline	40 characters max
Text Font	CF Asty Std

Sample Image

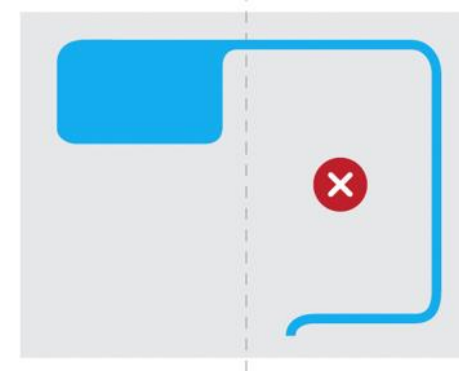
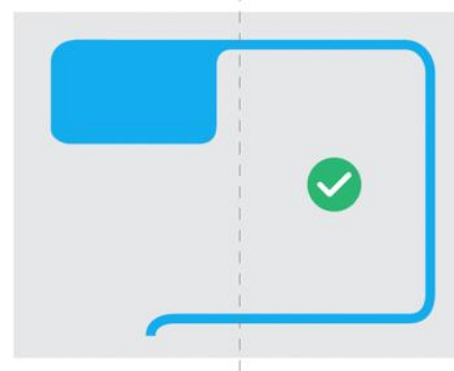
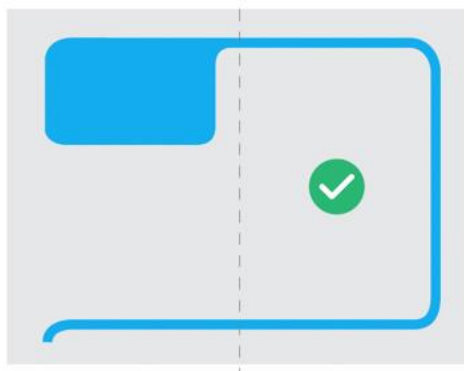


Facebook General Post – Best Practices

- The “s” shape must NOT be thicker or thinner than it should be.

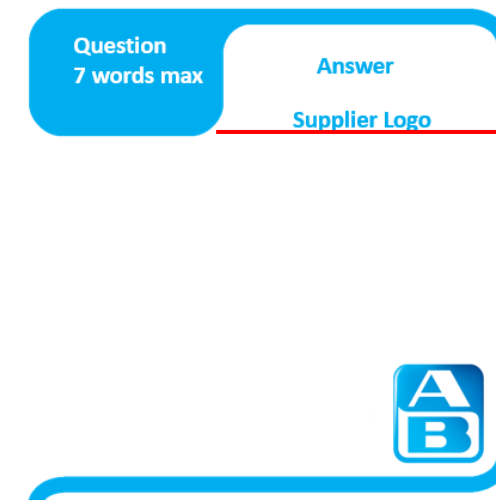
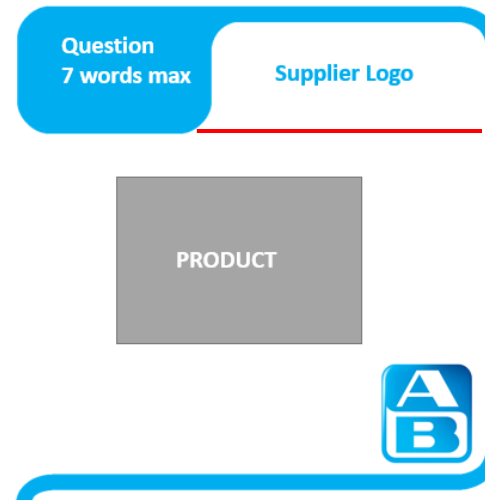
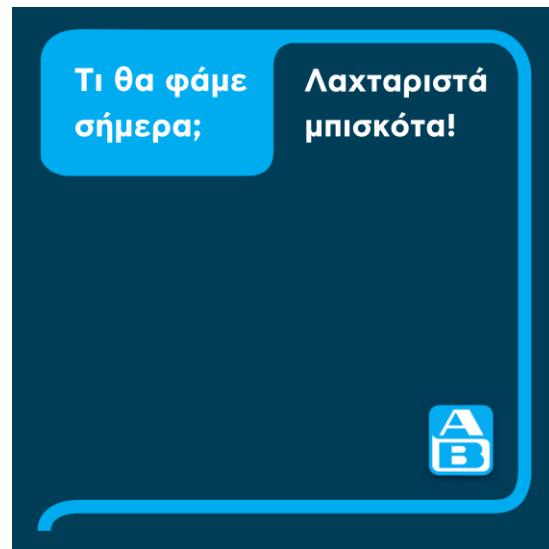


- The line of the “s” shape should end at least half way through the width of the artboard.



Facebook General Post – Best Practices

- In all General Material Facebook posts, we use the **blue** bubble.
- The text in the bubble must always be a **question** in the **first plural**.(7 words max)
- The answer can be in the **second singular** or as in the 1st example here and not overcomes the height of the Bubble.
- **AB Logo** must always be placed within the “s” shape.
- In case you want to use sale percentage for a specific product while using the blue bubble it is recommended to use mini red bubble icon targeting your product.
- In case you want to use AB points for your product you must always use AB card plus icon.



Facebook General Post - Examples

Ψάχνεις για το απόλυτο καλοκαιρινό cocktail;

Είναι το φυσικά!

-2€

BORN TO MIX.

www.apolafste.ypefthina.eneap.gr

Απολύστε υπεύθυνα

Πάμε παραλία;

Χρήσιμες συμβουλές για ένα ασφαλές καλοκαίρι!

BOYTIA
ΣΤΗΝ ΑΣΦΑΛΕΙΑ
ΜΕ

AB

AB Βασιλόπουλος
Sponsored ·

Τι μπορείς να προσφέρεις στα παιδιά; Η [redacted] σε συνεργασία με τα καταστήματα AB στηρίζει οικογένειες που το έχουν ανάγκη, προσφέροντας επώνυμα προϊόντα [redacted] στο φιλανθρωπικό σύλλογο [redacted]

Επιπλέον αγοράζοντας προϊόντα [redacted] και [redacted] συνολικής αξίας 5€ θα δίνονται επιπλέον 15 πόντοι μέσω της AB Plus, ενώ με προϊόντα αξίας 10€ θα δίνονται 50 πόντοι. #GiaOlaOsaNoiazesai #abvassilopoulos

Τι μπορείς να προσφέρεις στα παιδιά;

Μια αγκαλιά **ΓΕΜΑΤΗ ΔΥΝΑΜΗ!** **-40%**

ab.gr
Μια αγκαλιά γεμάτη δύναμη! [Shop now](#)

Paqsor Lala and 122... 1 Comment

Like Comment Share

AGENDA OVERVIEW



Types of Facebook Banner



Material Requirements

[Facebook Contest](#)
[Facebook General Post](#)
[Facebook Price Post](#)



Facebook Contest Post

[Specs](#)
[Best Practices](#)
[Examples](#)



Facebook General Post

[Specs](#)
[Best Practices](#)
[Examples](#)



Facebook Price Post

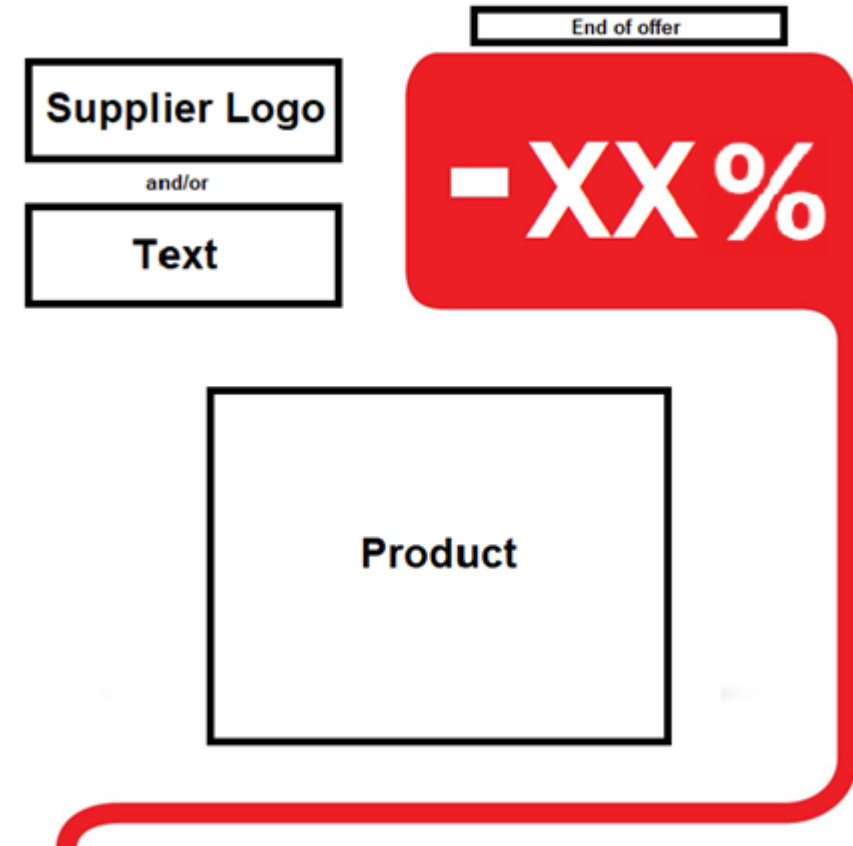
[Specs](#)
[Best Practices](#)
[Examples](#)

Facebook Price Post - Specs

Specs

Device	Desktop, Mobile
Image Ratio	1:1
Image Dimensions	1080x1080
File Type	JPG or PNG
Bubble Color Code	Red: #ED1C24
Max File Size	10MB
Primary Text	125 characters max
Headline	40 characters max
Text Font	CF Asty Std
CTA text	Shop Now!

Sample Image



Facebook Price Post - Best Practices

- We use the **red** Bubble for the Promotion / Price Material communications.
- The text inside the Bubble should be the sale percentage.
- In the case of materials that use the “s” shape to depict a price or promotion, the line begins from the bottom right corner of the bubble.
- End date of the offer must always be written at top right corner.
- Sale number and % symbol should have the same size
- Recommended font size for sale percentage: 130-140px

Facebook Price Post - Example

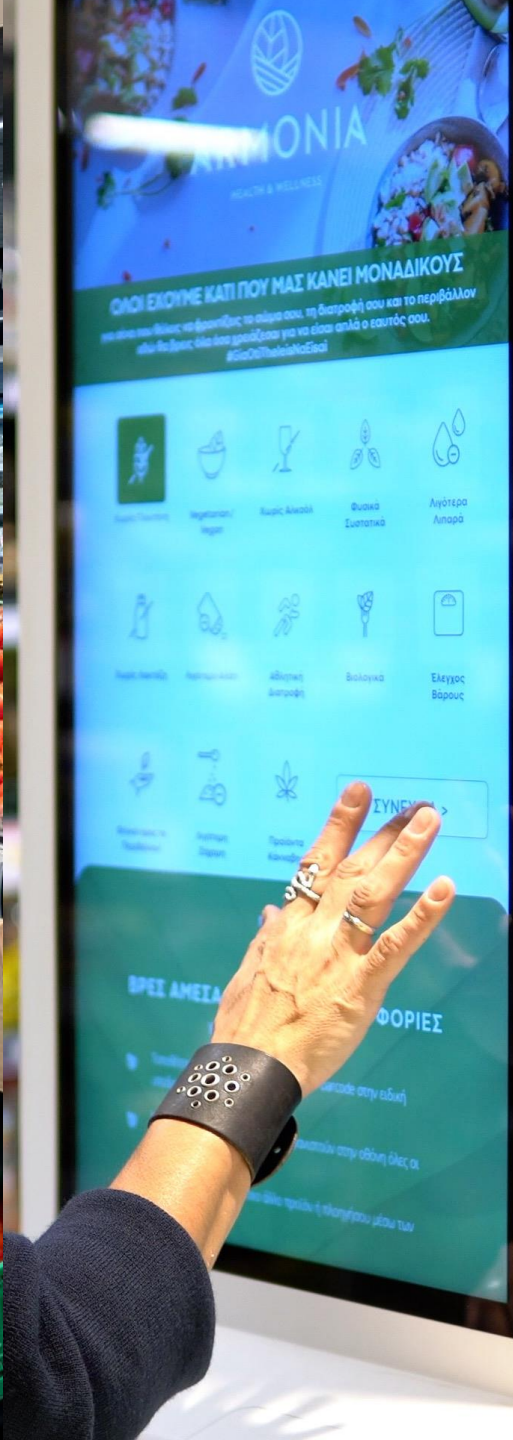


AB Βασιλόπουλος
Sponsored · 🌐

Εσύ τι θα ανακαλύψεις σήμερα; Οι [redacted] δημιουργούν τη ΝΕΑ σειρά [redacted], με γεύση καραμέλα, βανίλια ή σοκολάτα για μια απολαυστική εμπειρία [redacted]. Ανακάλυψε ένα αριστούργημα στη γεύση στα καταστήματα AB. #GiaOlaOsaNoiazesai #abvassilopoulos



HERO CAROUSEL BANNER



September, 2022

“We Give Our Best to make a difference in People’s Lives”



AGENDA OVERVIEW



Material Requirements



Hero Carousel Banner

Specs



Hero Carousel Banner

Best Practices



Hero Carousel Banner

Example

Material Requirements

2 Images with the below dimensions:

- 1440x480 (Desktop)
- 592x370 (Mobile)

Landing page:

- A list with minimum 2 SKUs to be included to the landing page or general material (images , text etc) for landing page to be built.

Copy Text*:

- A text (60 characters max) to grab visitors' attention and make them want to click your CTA button.

CTA Button Text:

- A text for the call-to-action button (or CTA button) which will drive the users to learn more or shop something from the website. Preferred CTA button text: “Μάθε περισσότερα”

* You don't put the copy text or the CTA button on the image , both are placed from AB developer team.



AGENDA OVERVIEW



**Material
Requirements**



**Hero Carousel
Banner**

Specs



**Hero Carousel
Banner**

Best Practices



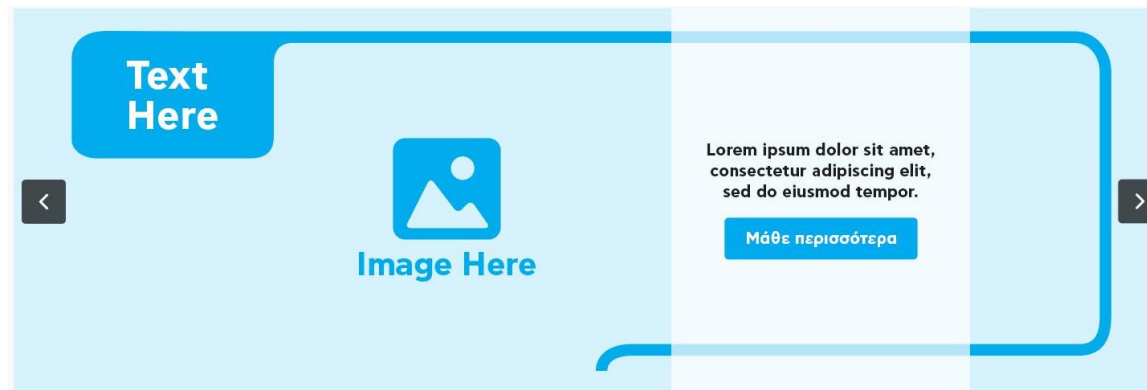
**Hero Carousel
Banner**

Example

HERO CAROUSEL BANNER - Specs

Device	Desktop
Image Dimensions	1440x480
File Type	JPG or PNG
Color Code	Blue: #00AEEF
Max File Size	8MB
Text Font	CF Asty Std

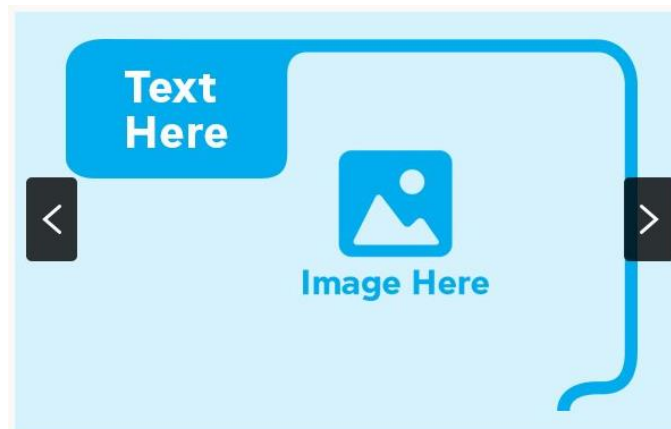
Desktop Sample Image:



 white part of the image along
 with Copy Text , CTA button
 and arrows are placed from
 AB developer team

Mobile Sample Image:

Device	Mobile
Image Dimensions	592x370
File Type	JPG or PNG
Color Code	Blue: #00AEEF
Max File Size	8MB
Text Font	CF Asty Std



AGENDA OVERVIEW



Material Requirements



Hero Carousel Banner

Specs



Hero Carousel Banner

Best Practices

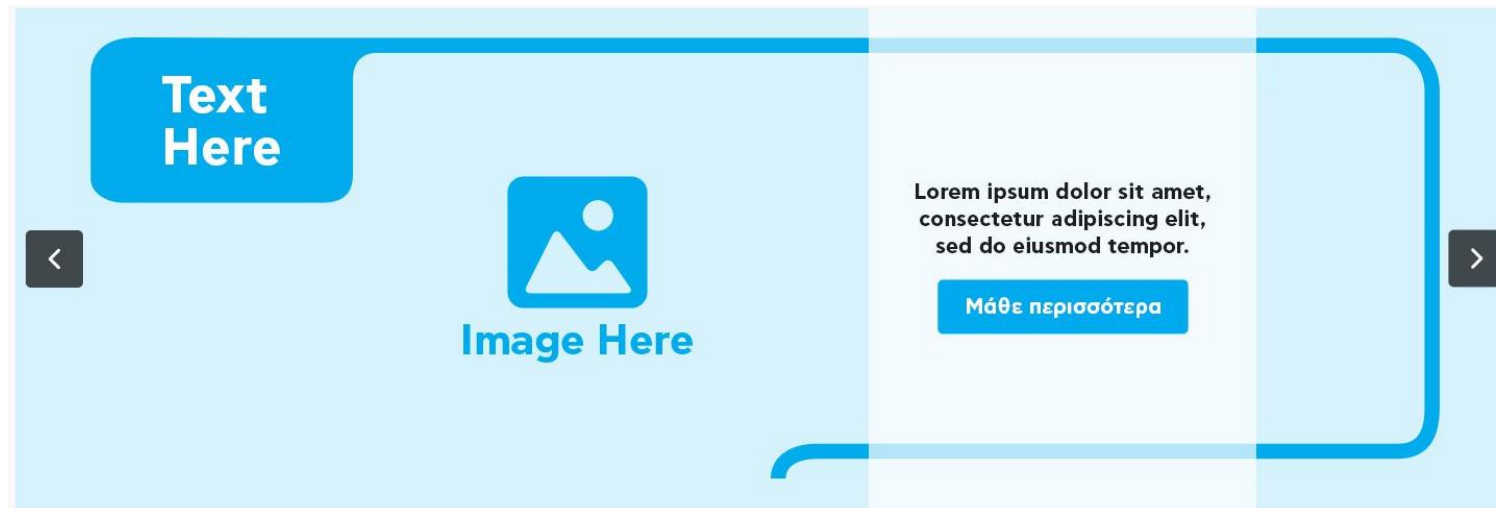


Hero Carousel Banner

Example

HERO CAROUSEL BANNER – Best Practices

- We use the **blue** Bubble for the General Material communications.
- The text inside the Bubble should be up to 7 words. Ideally should end with a question in the first plural.
- On the right side of the image you **must** leave a space for the copy and the CTA button.
- In case you want to use sale percentage for a specific product while using the blue bubble it is recommended to use mini red bubble icon targeting your product.
- In case you want to use AB points for your product you must always use AB card plus icon.



- You **don't** put text on the image, AB developer's team handles this section.
- You **don't** put the arrows on the image, AB developer's team handles this section.

AGENDA OVERVIEW



Material Requirements



Hero Carousel Banner

Specs



Hero Carousel Banner

Best Practices




Hero Carousel Banner

Example

HERO CAROUSEL BANNER - Example

✓ Παράδοση αυθημερόν ✓ Παραλαβή από κατάστημα ✓ Έως 12.000 προϊόντα ✓ Αποκλειστικές online προσφορές

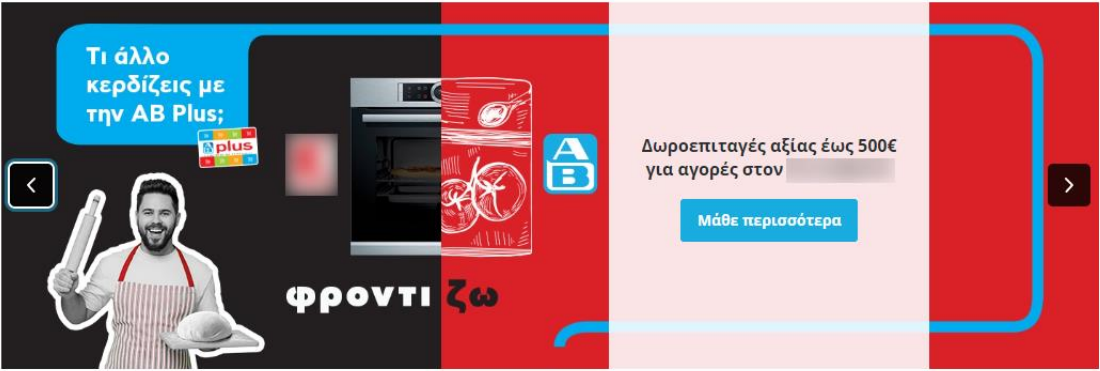
 Για όλα όσα νοιάζεσαι Αναζήτηση... Τα προϊόντα μου Λίστες Σύνδεση ή εγγραφή 0

Eshop Προσφορές Φυλλάδια Healthy Corner Μόνο στα AB Συνταγές #allzoumesinithies AB Plus Καταστήματα GR

Επίλεξε χρονικό διάστημα για παράδοση ή παραλαβή

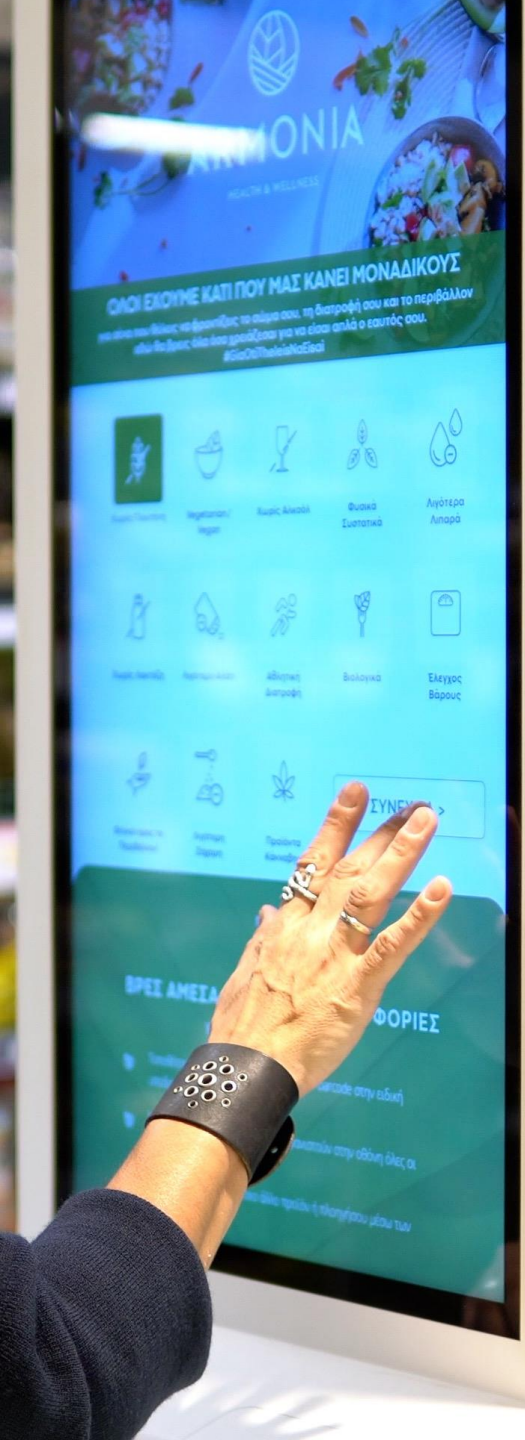
Περιήγηση

- Νέα Προϊόντα >
- Vegan Προϊόντα >
- Όλα για το σπίτι >
- AB Food Stories >
- Οπωροπωλείο >
- Γαλακτοκομικά, Φυτικά Ροφήματα & Είδη Ψυγείου >
- Φρέσκο Κρέας & Ψάρια >
- Τυριά, Φυτικά Αναπληρώματα & Αλλαντικά >
- Πρωινό - snacking & ροφήματα >
- Βασικά τυποποιημένα τρόφιμα >
- Κατεψυγμένα τρόφιμα >
- Άρτος Ζαχαροπλαστέιο >



The banner is a horizontal carousel with a red and black background. On the left, a man in a striped apron holds a rolling pin. Text reads: "Τι άλλο κερδίζεις με την AB Plus;". In the center, there's an image of a kitchen oven and a can of AB Plus. Below the oven, it says "ΦΡΟΝΤΙ ΖΩ". On the right, a white box contains the text "Δωροεπιταγές αξίας έως 500€ για αγορές στον" and a blue button "Μάθε περισσότερα". Navigation arrows and a dot indicator are visible at the bottom of the carousel.

Top Hits



NEWSLETTER BANNER

September, 2022

“We Give Our Best to make a difference in People’s Lives”



AGENDA OVERVIEW



Material Requirements



Types of Newsletter Banner



Corporate Newsletter Banner

Specs
Best Practices
Examples



E-shop Newsletter Banner

Specs
Best Practices
Examples

Material Requirements

1 Image with the below dimensions:

- 580x450

Landing page:

- Corporate newsletter: General material (images , text, etc) to create a rich content page or the page can lead to AB Promo Leaflet [page](#).
- or
- E-shop newsletter: A list with minimum 2 SKUs to be included to the landing page at AB e-shop [page](#)

AGENDA OVERVIEW



Material Requirements



Types of Newsletter Banner



Corporate Newsletter Banner

Specs
Best Practices
Examples



E-shop Newsletter Banner

Specs
Best Practices
Examples

Types of Newsletter Banner

There are 2 types of Newsletter Banners:

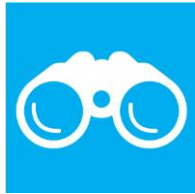
Corporate

Corporate Newsletter banner can use a question to promote a product or a sales promotion leading to a rich content page or to AB Promo Leaflet page. It always uses as CTA button text the phrase: “**Μάθε περισσότερα**”.

E-Shop

E-Shop Newsletter banner can use a question to promote a product or a sales promotion (recommended) leading to an AB E-Shop page. It always uses as CTA button text the phrase: “**Αγόρασε online**”.

AGENDA OVERVIEW



**Material
Requirements**



**Types of
Newsletter
Banner**



**Corporate
Newsletter Banner**

Specs
Best Practices
Examples



**E-shop Newsletter
Banner**

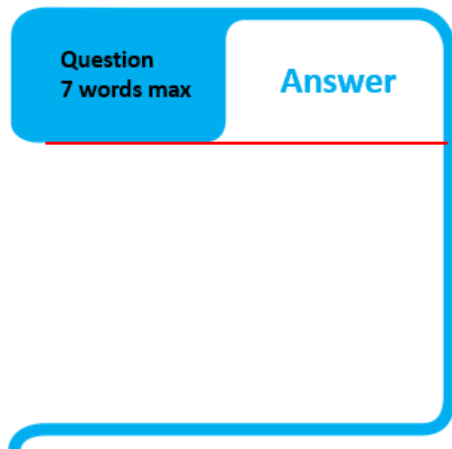
Specs
Best Practices
Examples

Corporate Newsletter Banner - Specs

Device	Desktop, Mobile
Image Dimensions	580x450
File Type	JPG or PNG
Color Code	Question → Blue: #00AEEF Promotion → Red: #ED1C24
Max File Size	8MB
CTA Button Text*	Μάθε περισσότερα
CTA Button Color	Blue: #00AEEF or Red: #ED1C24
Text Font	CF Asty Std

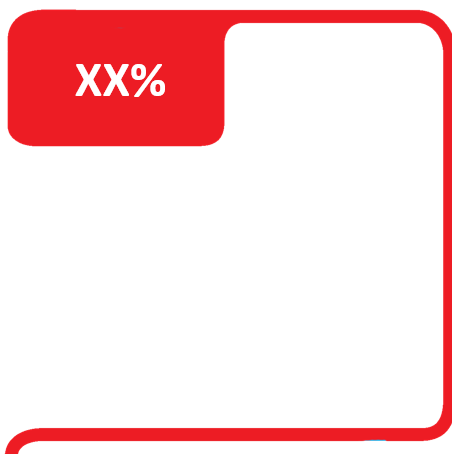


Corporate Newsletter Banner – Best Practices



We use the **blue** Bubble if using any type of question.

- The text inside the Bubble should be up to 7 words.
- Ideally should end with a question in the first plural.
- The answer should be beside the Bubble, and not overcomes the height of the Bubble. Also should be in the second singular.
- For Corporate Newsletter Banner it is recommended to use blue Bubble with question.
- In case you want to use sale percentage for a specific product while using the blue bubble it is recommended to use mini red bubble icon targeting your product. (check next slide's example)



We use the **red** Bubble if using any promotion/sales.

- The text inside the Bubble should be the sale percentage.
- Sale number and % symbol should have the same size
- Recommended font size for sale percentage: 50-55px

CTA BUTTON: Μάθε περισσότερα

Landing Page: Rich content page
or AB Promo Leaflet page

*In case you want to use AB points for your product you must always use AB card plus icon.
(check next slide's example)



Corporate Newsletter Banner – Example

Τι θα κερδίσουμε σήμερα;

ΜΕΓΑΛΟΣ ΔΙΑΓΩΝΙΣΜΟΣ

ΑΠΟΛΑΥΣΕ ΤΑ ΑΓΑΠΗΜΕΝΑ ΣΟΥ ΠΡΟΪΟΝΤΑ
ΜΕ ΤΗΝ **plus**
ΚΑΙ ΜΠΕΣ ΣΤΗΝ ΚΛΗΡΩΣΗ ΓΙΑ

SEPTMBER **RESTART** ... ΜΕ ΔΙΑΣΚΕΔΑΣΗ ΓΙΑ ΟΛΗ ΤΗΝ ΠΑΡΕΑ!

-20%

3 ΠΑΙΧΝΙΔΟΜΗΧΑΝΕΣ

Μάθε περισσότερα

Διάρκεια ενέργειας 08/09-14/09

The banner features a light purple background with a blue border. On the left, there's a blue rounded rectangle with the text 'Τι θα κερδίσουμε σήμερα;'. Below it, the word 'RESTART' is prominently displayed in a stylized font, with 'SEPTMBER' above and '... ΜΕ ΔΙΑΣΚΕΔΑΣΗ ΓΙΑ ΟΛΗ ΤΗΝ ΠΑΡΕΑ!' below. To the right of 'RESTART' is a red box with '-20%'. Below this, there are images of various electronic products, including a smartphone and a tablet. In the center-right, there's a white PlayStation 4 console with a DualShock 4 controller. Below the console is a red box with the number '3' and the text 'ΠΑΙΧΝΙΔΟΜΗΧΑΝΕΣ'. At the top right, the text 'ΜΕΓΑΛΟΣ ΔΙΑΓΩΝΙΣΜΟΣ' is written in white on a red brushstroke background. Below that, the text 'ΑΠΟΛΑΥΣΕ ΤΑ ΑΓΑΠΗΜΕΝΑ ΣΟΥ ΠΡΟΪΟΝΤΑ ΜΕ ΤΗΝ plus ΚΑΙ ΜΠΕΣ ΣΤΗΝ ΚΛΗΡΩΣΗ ΓΙΑ' is displayed. At the bottom center, there's a blue button with the text 'Μάθε περισσότερα'. At the very bottom, the text 'Διάρκεια ενέργειας 08/09-14/09' is written in a small font.

AGENDA OVERVIEW



**Material
Requirements**



**Types of
Newsletter
Banner**



**Corporate
Newsletter Banner**

Specs
Best Practices
Examples

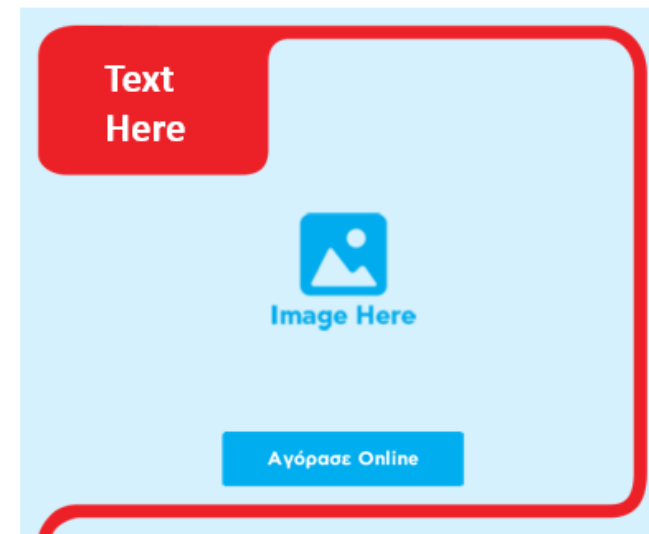
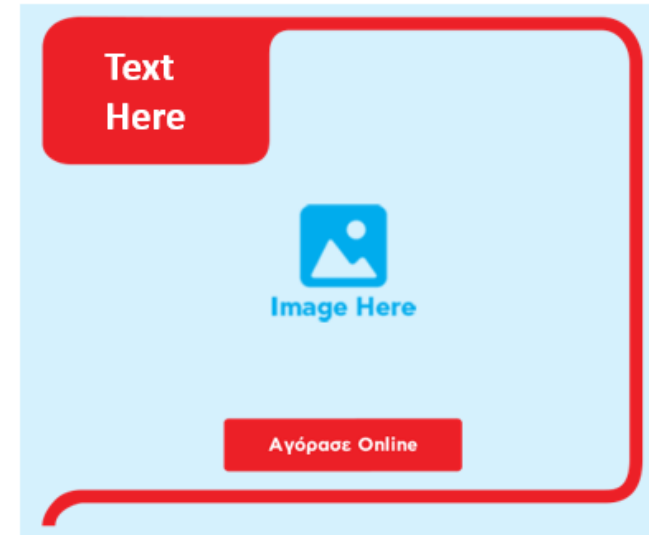


**E-shop Newsletter
Banner**

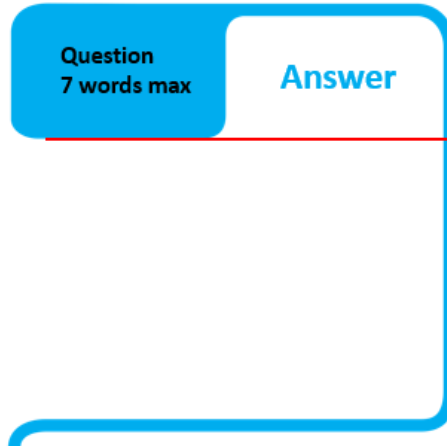
Specs
Best Practices
Examples

E-shop Newsletter Banner - Specs

Device	Desktop, Mobile
Image Dimensions	580x450
File Type	JPG or PNG
Color Code	Question → Blue: #00AEEF Promotion → Red: #ED1C24
Max File Size	8MB
CTA Button Text*	Αγόρασε Online
CTA Button Color	Blue: #00AEEF or Red: #ED1C24
Text Font	CF Asty Std

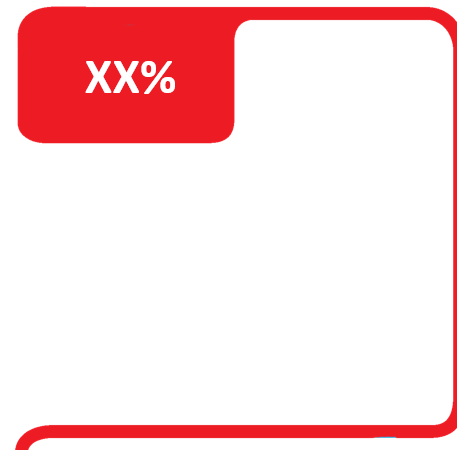


E-shop Newsletter Banner – Best Practices



We use the **blue** Bubble if using any type of question.

- The text inside the Bubble should be up to 7 words.
- Ideally should end with a question in the first plural.
- The answer should be beside the Bubble, and not overcomes the height of the Bubble. Also should be in the second singular.
- In case you want to use sale percentage for a specific product while using the blue bubble it is recommended to use mini red bubble targeting your product. (check next slide's example)



We use the **red** Bubble if using any promotion/sales.

- The text inside the Bubble should be the sale percentage.
- For E-shop Newsletter Banner it is recommended to use red Bubble with sale percentage.
- Sale number and % symbol should have the same size
- Recommended font size for sale percentage: 50-55px

CTA BUTTON: Αγόρασε Online

Landing Page: AB E-shop page

*In case you want to use AB points for your product you must always use AB card plus icon. (check next slide's example)



E-shop Newsletter Banner – Example

-40%

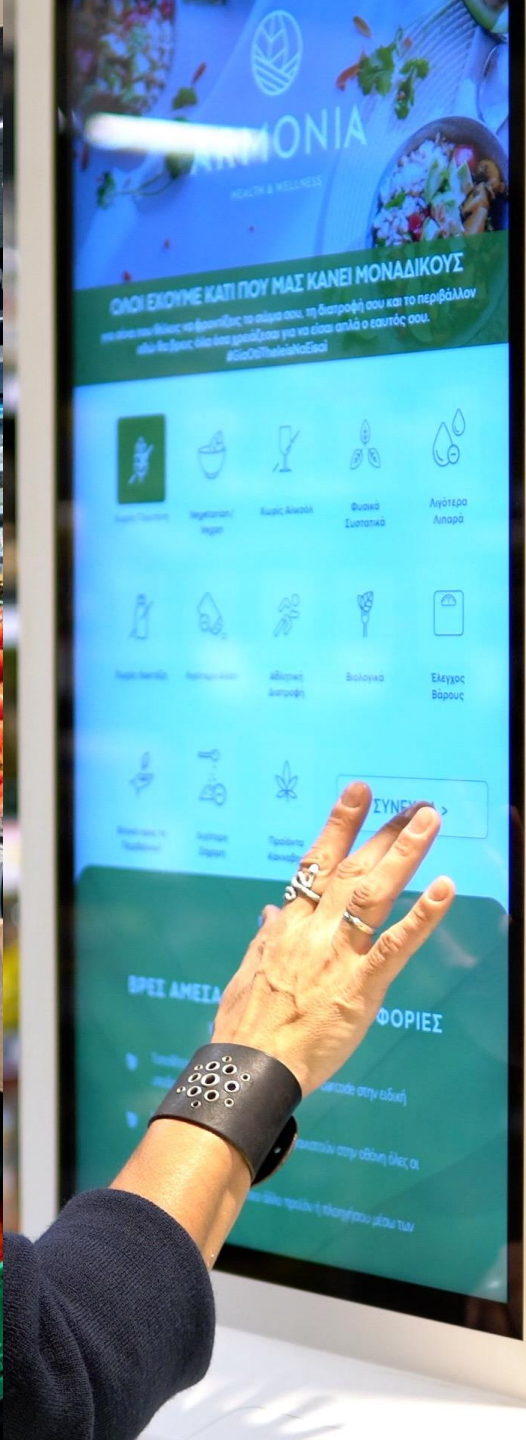
**ΜΗΔΕΝ
ΖΑΧΑΡΗ
100%
ΑΠΟΛΑΥΣΗ**

+10 ΠΟΝΤΟΙ
από 0,20€

Ισχύει για όλες
τις συσκευασίες
1,5L & 500ml
από 28/7 έως 3/8

Αγόρασε Online

ZERO SUGAR



LANDING PAGE

September, 2022

“We Give Our Best to make a difference in People’s Lives”



AGENDA OVERVIEW



**Material
Requirements**



Landing Page

Specs



Landing Page

Example

Material Requirements

5 Images with no CTA button with the below dimensions:

- 1440x480 (Desktop) / 592x370 (Mobile)
- 1376x430 (Desktop) / 576x432 (Mobile)
- 1376x236 (Desktop) / 752x237 (Mobile)
- 680x340 (Desktop) / 680x340 (Mobile)
- 576x432 (Desktop) / 572x288 (Mobile)

List with SKUs:

- A list with a minimum of 2 SKUs to be included in.

Text:

- A text to describe the purpose of the Landing Page.

Video:

- A link to a video that will be related to the Brand and the purpose of the Landing Page.

AGENDA OVERVIEW



**Material
Requirements**



Landing Page

Specs



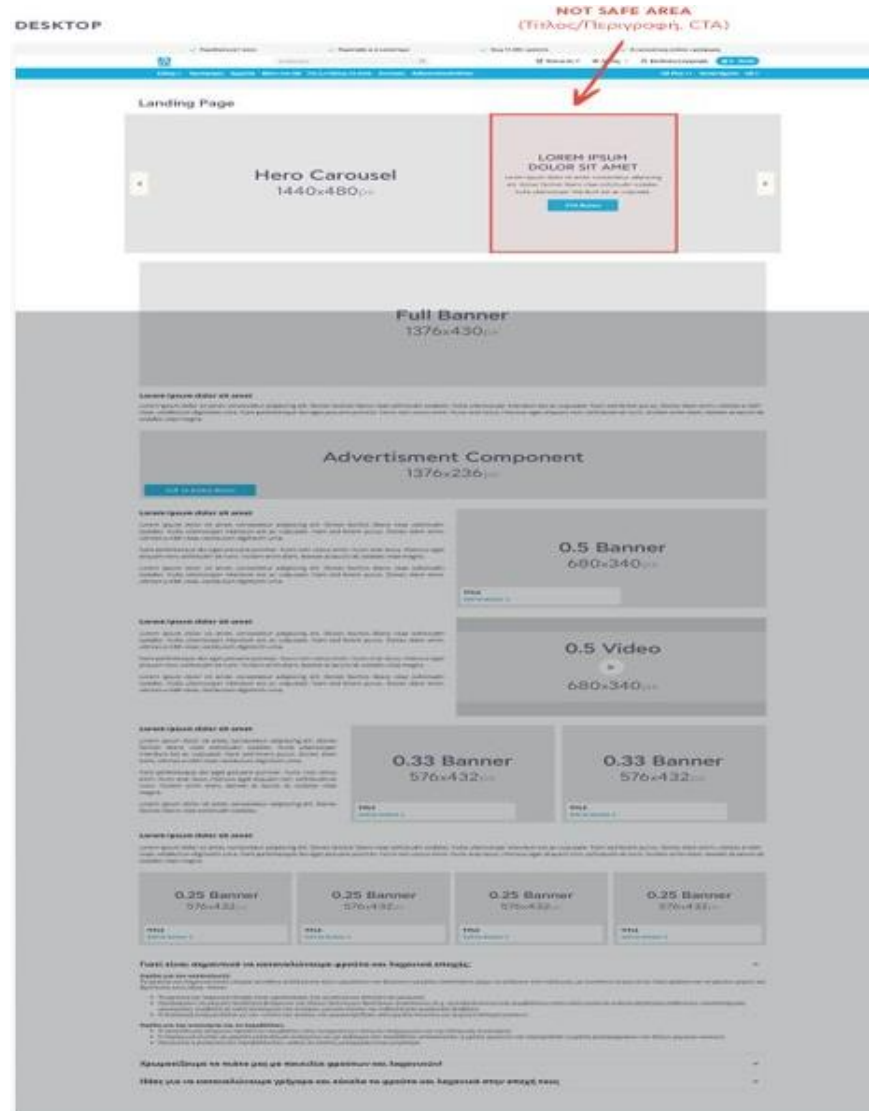
Landing Page

Example

LANDING PAGE - Specs

Device	Desktop
Image Dimensions	1440x480 1376x430 1376x236 680x340 576x432
File Type	JPG or PNG
Max File Size	8MB
CTA Button	-
Text Font	CF Asty Std
Video Dimensions	608x340

Device	Mobile
Image Dimensions	592x370 576x432 752x237 680x340 572x288
File Type	JPG or PNG
Max File Size	8MB
CTA Button	-
Text Font	CF Asty Std
Video Dimensions	608x340



AGENDA OVERVIEW



**Material
Requirements**



Landing Page

Specs



Landing Page

Example

LANDING PAGE- Example

Απόλαυστε Τυρί Κρέμα



Το Απολαύστε Τυρί Κρέμα, παράγει αποκλειστικά από νόστιμα φυσικά αλλαντικά χωρίς κατόπιν να ελεγχθούν ναδεις απόλαυστε από υψηλή κρέμα και απόλαυστε γάλακτος, διαθέτει κρεμμυδάκι και καλαμπόκι από την ουσία φρέσκιας, Αργεμιστοκίτης και απόλαυστε σε φρούτα, στα αγαπημένα σας υλικά, είναι επίσης απόλαυστε και στην Ομορφολογία για να φτιάξετε το νόστιμο σνακ σας. Μην έλτε να το αναμεικνάτε το απόλαυστε θα είναι νόστιμο όπως και απόλαυστε.

Αγοράστε τώρα το απόλαυστε με έκπτωση 20% και φτιάξτε τις πιο νόστιμες συνταγές!

Συνταγές



Αγοράστε τα προϊόντα

7 προϊόντα Ταξινόμηση κατά: Σχετικές προσφορές

<p>Απολαύστε Τυρί Κρέμα 140 gr 13,79 € κ.ά. €2,85</p>	<p>Απολαύστε Τυρί Κρέμα 140 gr 13,79 € κ.ά. €2,50</p>	<p>Απολαύστε Τυρί Κρέμα 240 gr 13,79 € κ.ά. €4,30</p>	<p>Απολαύστε Τυρί Κρέμα 240 gr 13,79 € κ.ά. €3,96</p>
<p>Απολαύστε Τυρί Κρέμα 140 gr 13,79 € κ.ά. €5,47</p>	<p>Απολαύστε Τυρί Κρέμα 140 gr 13,79 € κ.ά. €2,41</p>	<p>Απολαύστε Τυρί Κρέμα 140 gr 13,79 € κ.ά. €2,45</p>	

ΠΑΓΚΟΣΜΙΑ ΗΜΕΡΑ ΖΩΩΝ



Η προσφορά 2+1 Δώρο ισχύει για όλες τις λιχουδιές Pedigree®, Whiskas®, CatFaction® και Cesar® (εξαιρούνται οι Pedigree® πολυαισθησιακές).

1 ΑΓΟΡΑ=1 ΔΩΡΟ

Με κάθε αγορά ενός προϊόντος δωρίζουμε ένα γεύμα σε Φυλοζωικά Σωματίδια.



Για περισσότερες πληροφορίες και για να λάβετε μέρος στο διαγωνισμό μπίστε στο www.catanddog.gr

38 προϊόντα Ταξινόμηση κατά: Σχετικές προσφορές

<p>Απολαύστε Τυρί Κρέμα 140 gr 13,79 € κ.ά. €1,93</p>	<p>Απολαύστε Τυρί Κρέμα 140 gr 14,85 € κ.ά. €1,93</p>	<p>Απολαύστε Τυρί Κρέμα 36 gr 29,17 € κ.ά. €1,05</p>	<p>Απολαύστε Τυρί Κρέμα 140 gr 6,26 € κ.ά. €3,28</p>
<p>Απολαύστε Τυρί Κρέμα 140 gr 16,33 € κ.ά. €2,94</p>	<p>Απολαύστε Τυρί Κρέμα 110 gr 21,55 € κ.ά. €2,37</p>	<p>Απολαύστε Τυρί Κρέμα 270 gr 12,96 € κ.ά. €3,50</p>	<p>PEDIGREE Snack Σκυλών DentaStix Daily Oral Care Small 4 ... 440 gr 18,18 € κ.ά. €8,00</p>

ΕΙΣΡΕ



Η έκπτωση -40% ισχύει για όλους τους καλμούς και L'OR Καφέδες Καφέ Espresso και L'OR Καφέ Espresso σε Κόνιακ
*Νόστιμος Καφέδες με μετρητά Κρέμας Original
**Γνωστό σερβιτόρος τρίτης, που δε συνδέεται με τη Jacobs Douwe Egbert

Ανακάλυψε τη ΝΕΑ σειρά L'OR FUSION

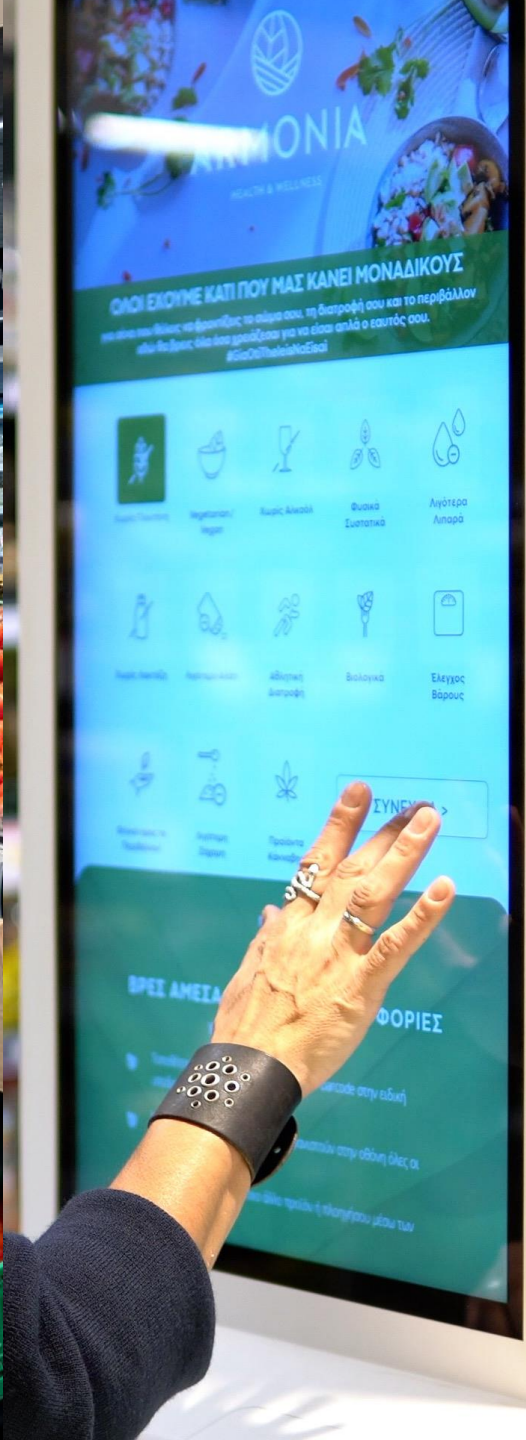
Απολαυστικός freddo με γεύση καραμέλα, βανίλια ή σοκολάτα. L'OR. Ένα αριστούργημα στη γεύση



...
...
...

21 προϊόντα Ταξινόμηση κατά: Σχετικές προσφορές

<p>Απολαύστε Τυρί Κρέμα 140 gr 13,79 € κ.ά. €4,20 €3,03</p>	<p>Απολαύστε Τυρί Κρέμα 140 gr 13,79 € κ.ά. €4,20 €3,03</p>	<p>Απολαύστε Τυρί Κρέμα 140 gr 13,79 € κ.ά. €4,20 €3,03</p>	<p>Απολαύστε Τυρί Κρέμα 140 gr 13,79 € κ.ά. €4,20 €3,03</p>
<p>Απολαύστε Τυρί Κρέμα 140 gr 13,79 € κ.ά. €4,40 €1,75</p>	<p>Απολαύστε Τυρί Κρέμα 140 gr 13,79 € κ.ά. €4,40 €1,75</p>	<p>Απολαύστε Τυρί Κρέμα 140 gr 13,79 € κ.ά. €4,40 €3,35</p>	<p>Απολαύστε Τυρί Κρέμα 140 gr 13,79 € κ.ά. €4,40 €3,35</p>



PROMO LEAFLET

September, 2022

“We Give Our Best to
make a difference in
People’s Lives”



AGENDA OVERVIEW



**Material
Requirements**



Promo Leaflet

Specs



Promo Leaflet

Promo Leaflet
Best Practices



Promo Leaflet

Example

FASA - Material Requirements

2 Product Images Max:

- 35-40mm size max

Text:

- A text to describe the product or the sale with a white background.

AGENDA OVERVIEW



**Material
Requirements**



Promo Leaflet

Specs



Promo Leaflet

Promo Leaflet
Best Practices

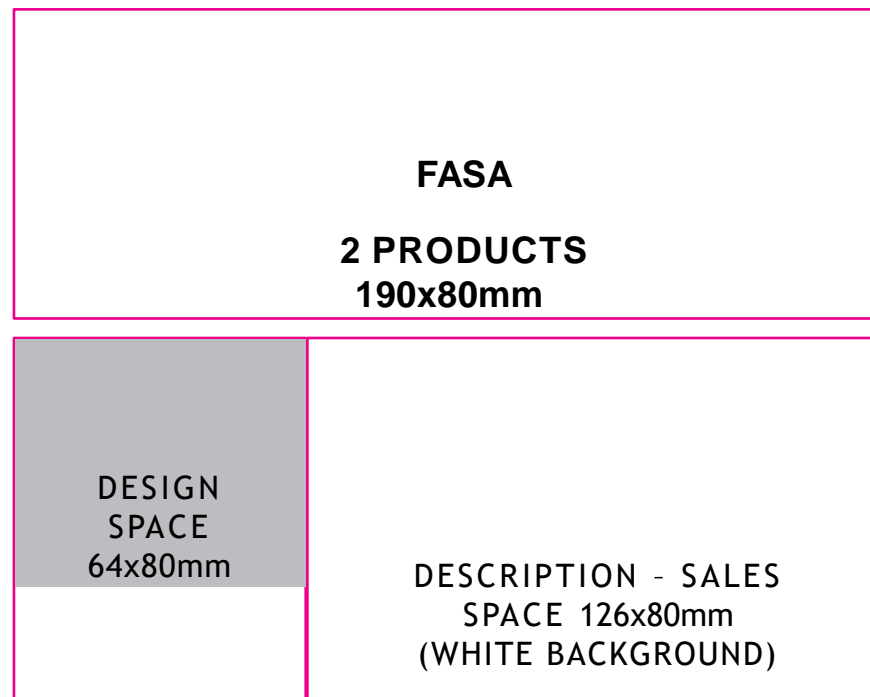


Promo Leaflet

Example

FASA - Specs

Fasa Dimensions	190x80mm
Design Dimensions	64x80mm
Descriptions Sales Space	126x80mm
Text Font	CF Asty Std
Max Description's size	10pt
Value's Size	22pt Regular 17pt Bold 55pt Bold 7pt Regular 7pt Bold



VALUE'S FONT SIZE

22pt Regular → ~~00,00€~~ **-00%** ← 17pt & Bold

55pt Bold → **00,00€** ← 7pt Bold
τιμή συσκ. 00,00€ 00,00€/kg ← 7pt Regular

AGENDA OVERVIEW



**Material
Requirements**



Promo Leaflet

Specs



Promo Leaflet

Promo Leaflet
Best Practices



Promo Leaflet

Example

FASA – Best Practices

- The designing part will cover 1/3 of the dimension and always has to be on the left part. Some elements can be bigger and cover a bigger part.
- The products' set-up is on your fluency but it has to be in 2 lines.
- If the percentage of the sale is one for every product you can mention it only once in the top right corner.

AGENDA OVERVIEW



**Material
Requirements**



Promo Leaflet

Specs



Promo Leaflet

Promo Leaflet Best Practices



Promo Leaflet

Example

FASA – Example

-20%

Snack Festival

Product	Original Price	Discounted Price	Unit Price
Top Left	3,79€	3,03€	12,63€ / 14,10€/kg
Top Right	2,33€	1,86€	19,91€ / 15,93€/kg
Bottom Left	4,56€	3,65€	11,69€ / 9,35€/kg
Bottom Right	1,69€	1,35€	12,98€ / 14,38€/kg

Οι τιμές αφορούν τα εικονιζόμενα προϊόντα.

AGENDA OVERVIEW



Material Requirements



Promo Leaflet

Specs



Promo Leaflet

Promo Leaflet
Best Practices



Promo Leaflet

Example

HALF PAGE VERTICAL - Material Requirements

4 Product Images Max:

- 35-40mm size max

Text:

- A text to describe the product or the sale with a white background.

AGENDA OVERVIEW



**Material
Requirements**



Promo Leaflet

Specs



Promo Leaflet

Promo Leaflet
Best Practices

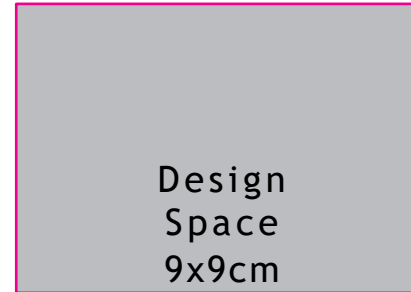
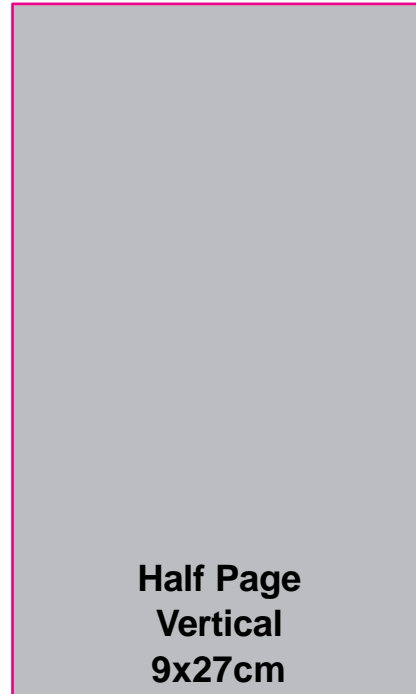


Promo Leaflet

Example

HALF PAGE VERTICAL - Specs

Half Page Dimensions	90x270mm
Design Dimensions	90x90mm
Descriptions Sales Space	90x180mm
Text Font	CF Asty Std
Max Description's size	10pt
Value's Size	22pt Regular 17pt Bold 55pt Bold 7pt Regular 7pt Bold



VALUE'S FONT SIZE

22pt Regular → ~~00,00€~~ **-00%** ← 17pt & Bold
 55pt Bold → **00,00€** τιμή συσκ. 00,00€ 00,00€/kg ← 7pt Bold
 ← 7pt Regular

AGENDA OVERVIEW



Material Requirements



Promo Leaflet

Specs



Promo Leaflet

Promo Leaflet
Best Practices



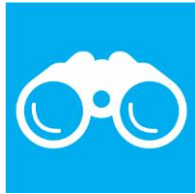
Promo Leaflet

Example

HALF PAGE VERTICAL – Best Practices

- The designing part will cover 1/3 of the dimension and always has to be on the left part. Some elements can be bigger and cover a bigger part
- The products' set-up is on your fluency but it has to be in 2 lines.
- If the percentage of the sale is one for every product you can mention it only once in the top right corner.

AGENDA OVERVIEW



**Material
Requirements**



Promo Leaflet

Specs



Promo Leaflet

Promo Leaflet Best Practices



Promo Leaflet

Example

HALF PAGE VERTICAL – Example

Τι θα απολαύσουμε σήμερα;

Πεντανόστιμα γλυκά που θα λατρέψεις!

Ισχύει για οποιοδήποτε συνδυασμό από τα παρακάτω.

ΟΙ 2 ΣΥΣΚ. -25%

~~2,30€~~
1,73€
οι 2 συσκ.
1,15€/συσκ.
~~2,69€~~ 5,77€/kg

~~2,30€~~
1,73€
οι 2 συσκ.
1,15€/συσκ.
~~2,99€~~ 6,01€/kg

~~3,58€~~
2,69€
οι 2 συσκ.
1,79€/συσκ.
~~9,99€~~ 7,47€/kg

ΟΙ 2 ΣΥΣΚ. -25% ΙΣΧΥΕΙ ΚΑΙ ΓΙΑ ΤΟΝ ΛΟΥΚΟΥΜΑ 2x85g
Οι τιμές παρουσιάζονται βάσει αγοράς άμεσων συσκευασιών

AGENDA OVERVIEW



Material Requirements



Promo Leaflet

Specs



Promo Leaflet

Promo Leaflet
Best Practices



Promo Leaflet

Example

HALF PAGE HORIZONTAL - Material Requirements

4 Product Images Max:

- 35-40mm size max

Text:

- A text to describe the product or the sale with a white background.

AGENDA OVERVIEW



**Material
Requirements**



Promo Leaflet

Specs



Promo Leaflet

Promo Leaflet
Best Practices

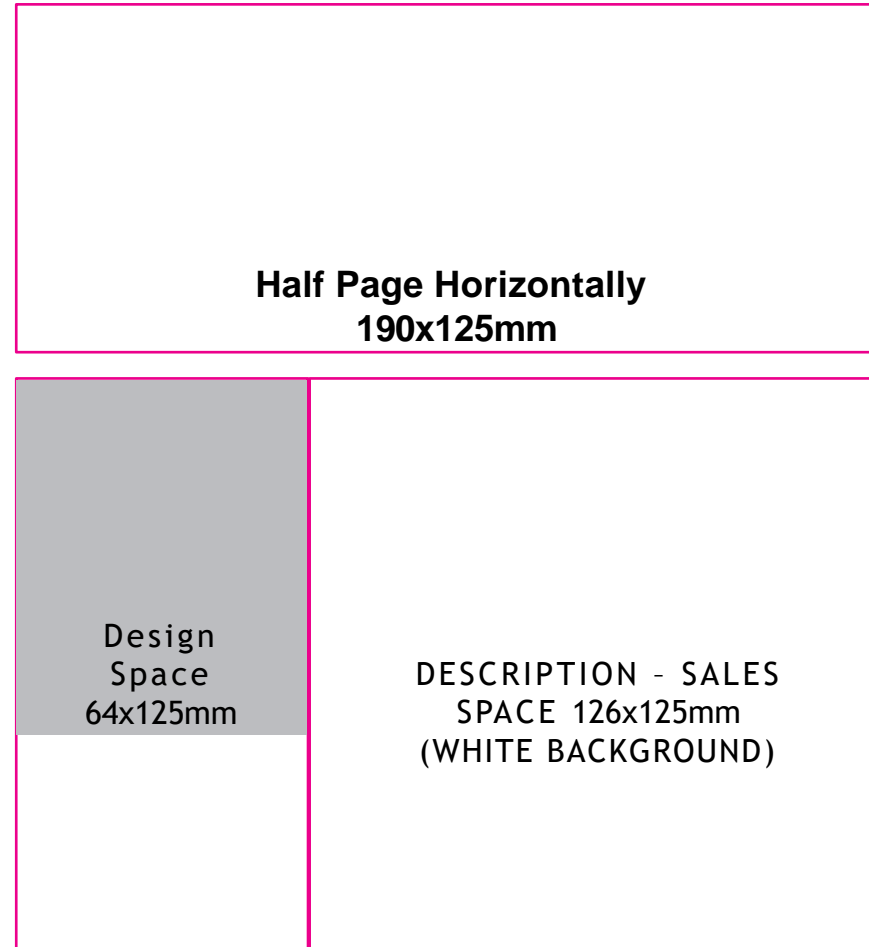


Promo Leaflet

Example

HALF PAGE HORIZONTAL - Specs

Half Page Dimensions	190x125mm
Design Dimensions	64x125mm
Descriptions Sales Space	126x125mm
Text Font	CF Asty Std
Max Description's size	10pt
Value's Size	22pt Regular 17pt Bold 55pt Bold 7pt Regular 7pt Bold



VALUE'S FONT SIZE

22pt Regular → ~~00,00€~~ **-00%** ← 17pt & Bold
 55pt Bold → **00,00€** ← 7pt Bold
τιμή συσκ. 00,00€ 00,00€/kg ← 7pt Regular

AGENDA OVERVIEW



**Material
Requirements**



Promo Leaflet

Specs



Promo Leaflet

Promo Leaflet
Best Practices



Promo Leaflet

Example

HALF PAGE HORIZONTAL – Best Practices

- The designing part will cover 1/3 of the dimension and always has to be on the left part. Some elements can be bigger and cover a bigger part.
- The products' set-up is on your fluency but it has to be in 2 lines.
- If the percentage of the sale is one for every product you can mention it only once in the top right corner.

AGENDA OVERVIEW



**Material
Requirements**



Promo Leaflet

Specs



Promo Leaflet

Promo Leaflet Best Practices



Promo Leaflet

Example

HALF PAGE HORIZONTAL – Example



The image displays two jars of pickled vegetables. The left jar contains pickled cucumbers and has a label with a blue and white sticker that says '+20 ΠΟΝΤΟΥΣ' and '0,60€ ΟΦΕΛΟΣ'. Below the sticker, the price is '3,51€' and the unit price is 'τιμή συσκ. 15,95€/kg'. The right jar contains pickled almonds and has a similar sticker that says '+30 ΠΟΝΤΟΥΣ' and '0,90€ ΟΦΕΛΟΣ'. Below the sticker, the price is '5,65€' and the unit price is 'τιμή συσκ. 22,60€/kg'. Both jars have green labels with images of the product.

Product	Discount	Benefit	Price	Unit Price
Pickled Cucumbers	+20 ΠΟΝΤΟΥΣ	0,60€ ΟΦΕΛΟΣ	3,51€	15,95€/kg
Pickled Almonds	+30 ΠΟΝΤΟΥΣ	0,90€ ΟΦΕΛΟΣ	5,65€	22,60€/kg

AGENDA OVERVIEW



**Material
Requirements**



Promo Leaflet

Specs



Promo Leaflet

Promo Leaflet
Best Practices



Promo Leaflet

Example

HALF PAGE - Material Requirements

4-6 Product Images Max:

- 80mm size max

Text:

- A text to describe the product or the sale with a white background.

AGENDA OVERVIEW



**Material
Requirements**



Promo Leaflet

Specs



Promo Leaflet

Promo Leaflet
Best Practices

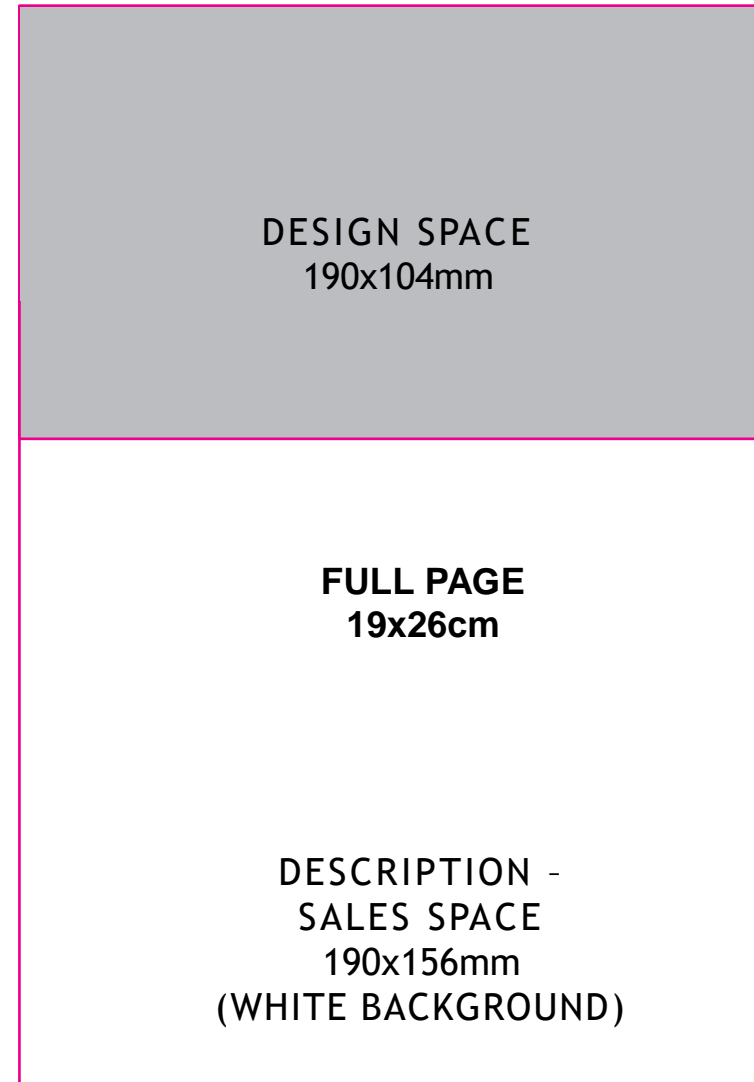


Promo Leaflet

Example

HALF PAGE - Specs

Half Page Dimensions	190x260mm
Design Dimensions	190x104mm
Descriptions Sales Space	190x156mm
Text Font	CF Asty Std
Max Description's size	10pt
Value's Size	22pt Regular 17pt Bold 55pt Bold 7pt Regular 7pt Bold



VALUE'S FONT SIZE

22pt Regular → ~~00,00€~~ **-00%** ← 17pt & Bold

55pt Bold → **00,00€** ← 7pt Bold
τιμή συσκ. 00,00€ /kg ← 7pt Regular

AGENDA OVERVIEW



Material Requirements



Promo Leaflet

Specs



Promo Leaflet

Promo Leaflet
Best Practices



Promo Leaflet

Example

HALF PAGE – Best Practices

- The designing part will cover 1/3 of the dimension and always has to be on the left part. Some elements can be bigger and cover a bigger part.
- The products' set-up is on your fluency but it has to be in 2 lines.
- If the percentage of the sale is one for every product you can mention it only once in the top right corner.

AGENDA OVERVIEW



**Material
Requirements**



Promo Leaflet

Specs



Promo Leaflet

Promo Leaflet Best Practices



Promo Leaflet

Example

HALF PAGE – Example



Πράσινα Σχολεία

Ο σεβασμός στην τροφή είναι σεβασμός στον θάνατο και τη ζωή μας. Για ακόμα μία χρονιά η **Βασιλόπουλος** και η **ΑΒ Βασιλόπουλος** στηρίζουν την ΕΛΛΗΝΙΚΗ ΕΤΑΙΡΕΙΑ Περιβάλλοντος και Πολιτισμού και το πρόγραμμα ενημέρωσης σε μαθητές και εκπαιδευτικούς για τη **μεγάλη αξία της διατροφής στην υγεία, το περιβάλλον μας και την κυκλική οικονομία.**

Ενίσχυσε κι εσύ την πρωτοβουλία μας με τις αγορές σου!



 <p>4,78€ -25% 3,59€ τιμή συσκ. 11,2€ 8,34€/kg</p>	 <p>3,98€ -25% 2,99€ τιμή συσκ. 8,50€ 6,38€/kg</p>
 <p>2,76€ -25% 2,07€ τιμή συσκ. 10,42€ 7,81€/kg</p>	 <p>4,38€ -20% 3,44€ τιμή συσκ. 2,29€/συσκ. 19,04€ 15,27€/kg</p>
 <p>4,98€ -40% 2,99€ τιμή συσκ. 66,40€ 39,87€/lt</p>	 <p>5,08€ τιμή συσκ. 16,93€/lt</p>

30

ΟΙ ΤΙΜΕΣ ΣΧΗΤΙΖΟΝΤΑΙ ΓΙΑ ΤΑ ΕΙΚΟΝΙΖΟΜΕΝΑ ΠΡΟΪΟΝΤΑ. ΑΠΟ ΤΙΣ ΕΝΕΡΓΕΙΕΣ ΕΞΑΙΡΟΥΝΤΑΙ ΟΙ ΔΙΑΜΕΜΕΝΕΣ ΣΥΣΚΕΥΑΣΙΕΣ 1+1 ΔΑΦΝΟ.

AGENDA OVERVIEW



Material Requirements



Promo Leaflet

Specs



Promo Leaflet

Promo Leaflet
Best Practices



Promo Leaflet

Example

Material Requirements

16 Product Images Max:

- 45-50mm size max

Text:

- A text to describe the product or the sale with a white background.

AGENDA OVERVIEW



**Material
Requirements**



Promo Leaflet

Specs



Promo Leaflet

Promo Leaflet
Best Practices

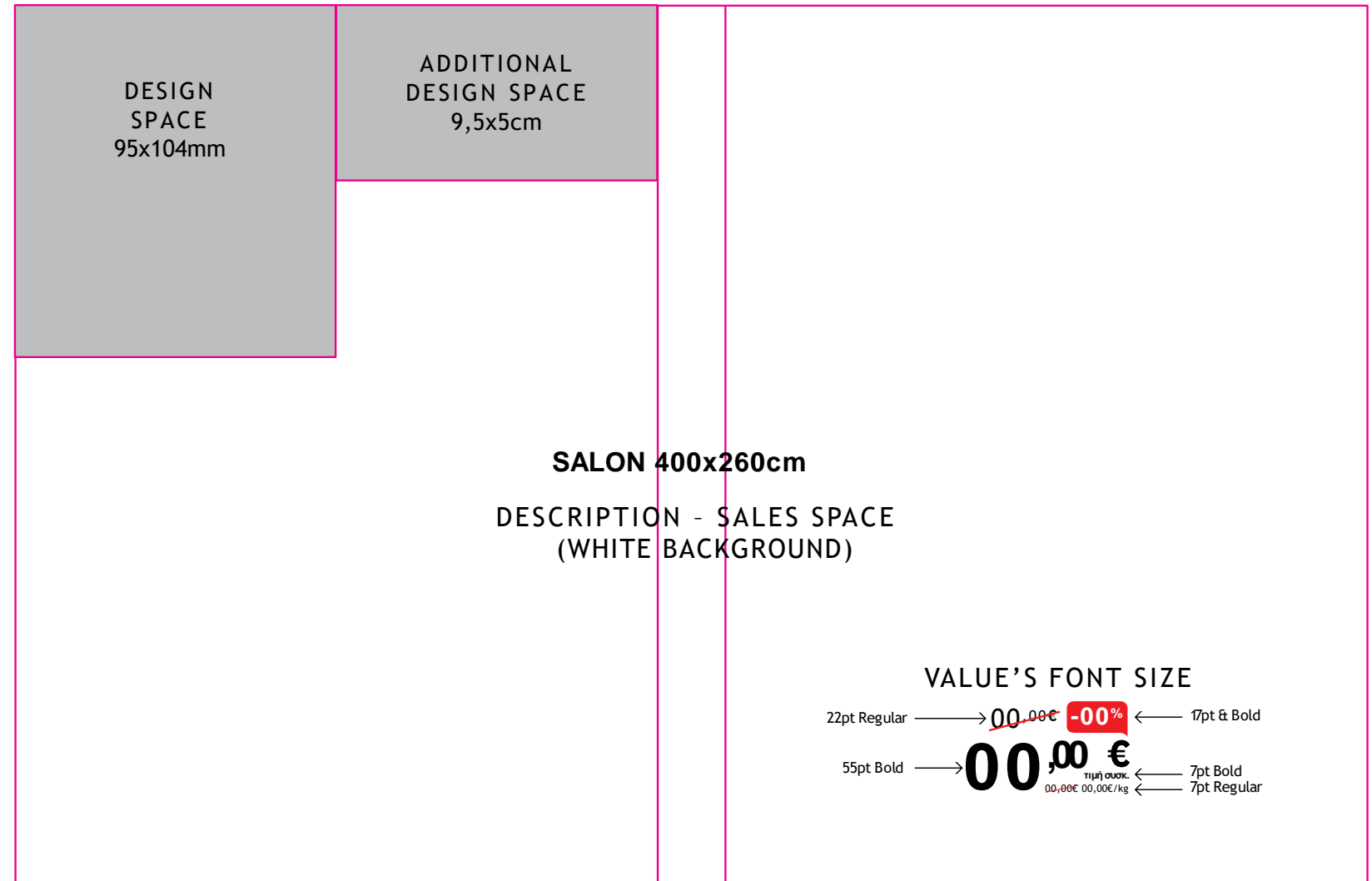


Promo Leaflet

Example

SALON - Specs

Salon Dimensions	400x260mm
Design Dimensions	95x104mm
Additional Design Space	190x156mm
Text Font	CF Asty Std
Max Description's size	10pt
Value's Size	22pt Regular 17pt Bold 55pt Bold 7pt Regular 7pt Bold



AGENDA OVERVIEW



**Material
Requirements**



Promo Leaflet

Specs



Promo Leaflet

Promo Leaflet
Best Practices



Promo Leaflet

Example

SALON – Best Practices

- The products' set-up is on your fluency
- If the percentage of the sale is one for every product you can mention it only once in the top right corner.

AGENDA OVERVIEW



**Material
Requirements**



Promo Leaflet

Specs



Promo Leaflet

Promo Leaflet Best Practices



Promo Leaflet

Example

SALON – Example

COULABE ελαιοκράνημα αλάτι χωρίς residue 80ml

8,48€
4,24€
τιμή συσκ. 106,00€ 53,00€/lt

Με 2 συσκ. +50 πόντους
από 1,50€

COULABE ελαιοκράνημα αλάτι χωρίς αλάτι Active Foam 75ml

6,99€
3,50€
τιμή συσκ. 93,20€ 46,67€/lt

Με 2 συσκ. +20 πόντους
από 0,60€

COULABE υαλο καθαριστικό αλάτι 750ml

4,32€
2,16€
τιμή συσκ. 57,60€ 28,80€/lt

Με 2 συσκ. +10 πόντους
από 0,30€

COULABE ελαιοκράνημα αλάτι χωρίς αλάτι 80ml

4,67€
2,34€
τιμή συσκ.

Με 2 συσκ. +15 πόντους
από 0,45€

COULABE ελαιοκράνημα αλάτι χωρίς αλάτι 80ml

7,01€
3,51€
τιμή συσκ. 14,02€ 7,02€/lt

Με 2 συσκ. +20 πόντους
από 0,60€

ΜΕ ΤΑ 2 ΠΛΑ ΚΕΡΔΙΖΕΙΣ ΠΟΛΛΑ

Από 13/10 έως 19/10 συσκευασιών από σε προσφορά κερδίζεις,

-50% **-50%**

με αγορά ίδιων τα παρακάτω προϊόντα έξτρα πόντους AB Plus!

COULABE ελαιοκράνημα αλάτι χωρίς αλάτι 80ml

4,83€
2,42€
τιμή συσκ. 3,66€ 4,84€/lt

Με 2 συσκ. +15 πόντους
από 0,45€

COULABE ελαιοκράνημα αλάτι χωρίς αλάτι 80ml

5,36€
2,68€
τιμή συσκ. 8,25€ 4,12€/lt

Με 2 συσκ. +15 πόντοι
από 0,45€

COULABE υαλο καθαριστικό αλάτι 750ml

6,78€
3,39€
τιμή συσκ. 0,13€ 0,07€/μεζ.

Με 2 συσκ. +20 πόντους
από 0,60€

COULABE υαλο καθαριστικό αλάτι 750ml

9,46€
4,73€
τιμή συσκ. 0,12€ 0,06€/μεζ.

Με 2 συσκ. +25 πόντους
από 0,75€

COULABE υαλο καθαριστικό αλάτι 750ml

3,40€
1,70€
τιμή συσκ.

Με 2 συσκ. +10 πόντους
από 0,30€

COULABE υαλο καθαριστικό αλάτι 750ml

3,28€
1,64€
τιμή συσκ.

Με 2 συσκ. +10 πόντους
από 0,30€

COULABE υαλο καθαριστικό αλάτι 750ml

3,37€
1,69€
τιμή συσκ.

Με 2 συσκ. +10 πόντους
από 0,30€

COULABE υαλο καθαριστικό αλάτι 750ml

3,39€
1,70€
τιμή συσκ. 6,78€ 3,40€/lt

Με 2 συσκ. +10 πόντους
από 0,30€

COULABE υαλο καθαριστικό αλάτι 750ml

3,17€
1,59€
τιμή συσκ. 6,34€ 3,18€/lt

Με 2 συσκ. +10 πόντους
από 0,30€

22 Ένας κόσμος που σε κερδίζει! Μάθε περισσότερα στο ab.gr/loyalty

33 ΟΙ ΤΙΜΕΣ ΙΣΧΥΟΥΝ ΓΙΑ ΤΑ ΕΚΔΟΧΩΜΕΝΑ ΠΡΟΪΟΝΤΑ. ΑΠΟ ΤΙΣ ΕΠΕΞΕΙΡΕΣ ΕΞΑΡΤΟΥΝΤΑΙ ΟΙ ΠΡΟΔΙΩΤΙΚΕΣ ΞΥΣΚΕΥΑΣΕΙΣ.

AGENDA OVERVIEW



**Material
Requirements**



Promo Leaflet

Specs



Promo Leaflet

Promo Leaflet
Best Practices



Promo Leaflet

Example

Material Requirements

15 Product Images Max:

- 45-50mm size max

Text:

- A text to describe the product or the sale with a white background.

AGENDA OVERVIEW



**Material
Requirements**



Promo Leaflet

Specs



Promo Leaflet

Promo Leaflet
Best Practices



Promo Leaflet

Example

SALON - Specs

Salon Dimensions	400x260mm
Design Dimensions	190x125mm
Additional Design Space	-
Text Font	CF Asty Std
Max Description's size	10pt
Value's Size	22pt Regular 17pt Bold 55pt Bold 7pt Regular 7pt Bold

DESIGN SPACE
190x125mm

SALON 400x260mm
DESCRIPTION - SALES SPACE
(WHITE BACKGROUND)

VALUE'S FONT SIZE

22pt Regular → ~~00,00€~~ **-00%** ← 17pt & Bold

55pt Bold → **00,00€** ← 7pt Bold
00,00€ 00,00€/kg ← 7pt Regular

AGENDA OVERVIEW



Material Requirements



Promo Leaflet

Specs



Promo Leaflet

Promo Leaflet
Best Practices



Promo Leaflet

Example

SALON – Best Practices

- The products' set-up is on your fluency
- If the percentage of the sale is one for every product you can mention it only once in the top right corner.

AGENDA OVERVIEW



**Material
Requirements**



Promo Leaflet

Specs



Promo Leaflet

Promo Leaflet Best Practices



Promo Leaflet

Example

SALON – Example

Ο σεβασμός στην τροφή είναι σεβασμός στον γρνήτη και τη ζωή μας. Για ακόμα μία χρονιά η **Βασιλόπουλος** και η **ΑΒ Βασιλόπουλος** στηρίζουν την **ΕΛΛΗΝΙΚΗ ΕΤΑΙΡΕΙΑ Περιβάλλοντος και Πολιτισμού** και το πρόγραμμα ενημέρωσης σε μαθητές και εκπαιδευτικούς για τη **μεγάλη αξία της διατροφής στην υγεία, το περιβάλλον μας και την κυκλική οικονομία.**

Ενίσχυσε κι εσύ την πρωτοβουλία μας με τις αγορές σου!

Βασιλόπουλος
...για τον καλύτερό σου λόγο!

ΜΑΖΙ ΠΑΡΑΣΕΙ

<p>4,78€ -25% 3,59€ τιμή συσκ. 11,12€ 8,34€/kg Συμμετέχουν όλες οι μαγιονέζες</p>	<p>3,98€ -25% 2,99€ τιμή συσκ. 8,50€ 6,38€/kg</p>
<p>2,76€ -25% 2,07€ τιμή συσκ. 10,42€ 7,81€/kg</p>	<p>ΟΙ 3 ΕΓΓΕ. 4,58€ -20% 3,44€ αί 2 συσκ. 2,29€/συσκ. 30,00€ 12,75€/kg</p>
<p>4,98€ -40% 2,99€ τιμή συσκ. 66,40€ 39,87€/lt</p>	<p>5,08€ τιμή συσκ. 16,93€/lt</p>

30

ΟΙ ΤΙΜΕΣ ΕΧΟΥΝ ΓΙΑ ΤΑ ΕΙΚΟΝΟΖΩΜΕΝΑ ΠΡΟΪΟΝΤΑ, ΑΠΟ ΤΙΣ ΕΝΕΡΓΕΙΕΣ ΕΣΑΙΡΟΠΟΙΝΤΑΙ ΟΙ ΔΕΜΕΝΕΣ ΣΥΝΚΕΝΩΣΕΙΣ 1+1 ΔΩΡΟ.

<p>(1+1 ΔΕΜΕΝΟ ΠΑΚΕΤΟ) 1+1 δεμένο πακέτο 6,29€ τιμή συσκ. 4,19€/lt</p>	<p>(1+1 ΔΕΜΕΝΟ ΠΑΚΕΤΟ) 1+1 δεμένο πακέτο 4,85€ τιμή συσκ. 16,17€/lt</p>	<p>(1+1 ΔΕΜΕΝΟ ΠΑΚΕΤΟ) 1+1 δεμένο πακέτο 6,20€ τιμή συσκ. 8,61€/lt</p>
---	--	---

<p>2,53€ -25% 1,90€ τιμή συσκ. 46,00€ 34,55€/kg</p>	<p>2,79€ -30% 1,95€ τιμή συσκ.</p>	<p>4,03€ -30% 2,82€ τιμή συσκ. 5,37€ 3,76€/lt</p>
--	---	--

<p>2,60€ -25% 1,95€ τιμή συσκ. 5,20€ 3,90€/lt</p>	<p>(1+1 ΔΕΜΕΝΟ ΠΑΚΕΤΟ) 1+1 δεμένο πακέτο 11,19€ τιμή συσκ. 0,19€/μεζ.</p>	<p>(1+1 ΔΕΜΕΝΟ ΠΑΚΕΤΟ) 1+1 δεμένο πακέτο 10,42€ τιμή συσκ. 0,21€/μεζ.</p>
--	--	--

Στην ενέργεια συμμετέχουν: **-30%** υγρά 22μεζ./σκόνη 20 μεζ με **-40%** aerosols 75/200/400ml με **-25%**. Στην ενέργεια δεν συμμετέχουν τα προϊόντα με sticker on pack. Οι τιμές σφραγούν τα εικονιζόμενα

Εξαρτημένες πόντους με 3ευρες & 6ευρες επαγές έκπτωσης ή δωρεάν προϊόντα

31



AGENDA OVERVIEW



**Material
Requirements**



Promo Leaflet

Specs



Promo Leaflet

Promo Leaflet
Best Practices



Promo Leaflet

Example

GENERAL – Best Practices

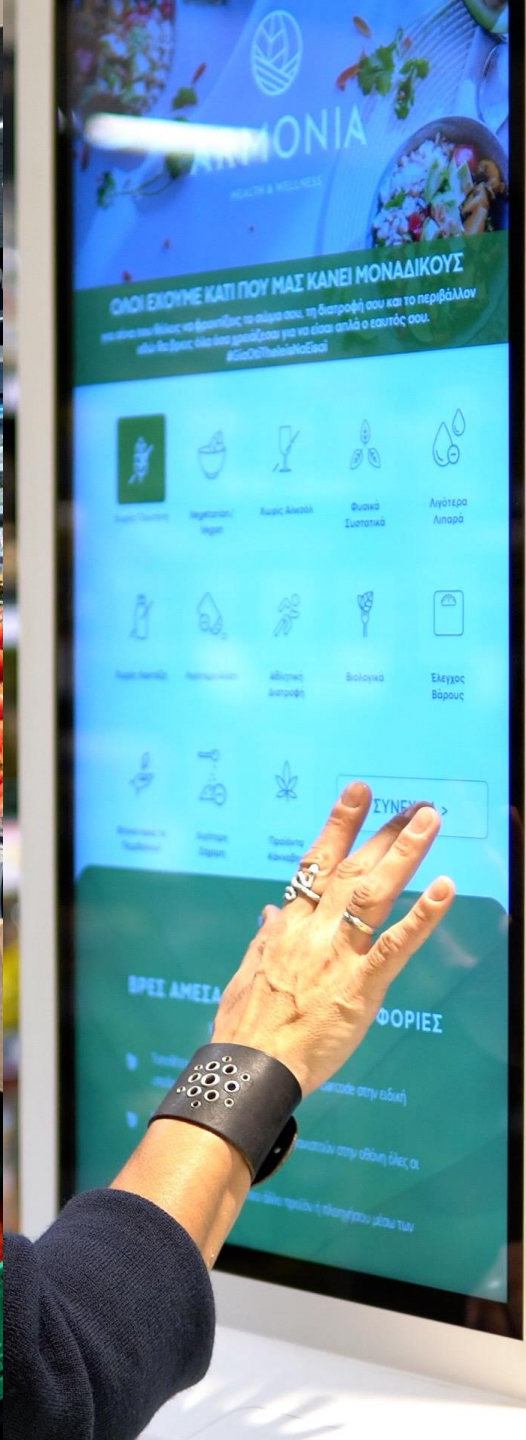
- We should have the complete product descriptions and the weight should be written down as kilo: kg & g and liter: lt & ml.
- When the product has a different weight than 1kg or 1lt we should write down its weight as it is in kg or lt.
- When we have a GIFT that is for sale in our stores we always have to mention its value.
- We must not use the word SALE. If we want to describe the discount we use -25% or 25% less.
- When we have a new product (first appearance and there is no longer than 2 months to our shelves), we write ΠΡΟΣΦΟΡΑ ΓΝΩΡΙΜΙΑΣ
- When we have frozen foods we have to mention it (for example: The products are frozen)
- When there are products with alcohol we must mention ΑΠΟΛΑΥΣΤΕ ΥΠΕΥΘΥΝΑ
- The products must be in every format of our stores Τα προϊόντα των καταχωρήσεων πρέπει να υπάρχουν σε όλα τα formats των καταστημάτων που απευθύνεται το έντυπο (μέχρι medium)
- When a product has a sticker it isn't an offer. If there is no offer we mention only the price of the product and the weight kilo/liter
- When we have mixed offers we have to mention it to our description. For example 3x000g (2+1 τεμ. ΔΩΡΟ) ΔΕΜΕΝΗ ΠΡΟΣΦΟΡΑ
- On the bottom we have to write : Οι τιμές ισχύουν για τα εικονιζόμενα είδη

MORE ACTIONS

- To every of our latest's offers we had the ability to have some more actions GENERAL INFOS
- At the beginning of our extra action we should always have the phrase & ΕΠΙΠΛΕΟΝ
- When the extra offer has shopping with a total value, after the amount there has to be a * (000€*) which will send us to the text bellow
 - * Αφορά αγορές που πραγματοποιούνται σε μία ή περισσότερες (ανάλογα με την περίπτωση) συναλλαγές. Ισχύει για τελική αξία προϊόντων αφαιρούμενων τυχόν εκπτώσεων, προσφορών & επιταγών

To each of our previous offers, we have the ability for extra actions

1. Buying X of the illustrated packages with the use of AB PLUS you are winning X Points (όφελος 0,00€)
2. Buying with a total value 000€ of the illustrated packages with the use of AB PLUS you are winning X points (όφελος 0,00€)
3. In case the gift is 6€ sale check we always with points for example With total shopping 000€ with products X with the use of AB PLUS you are winning 200 points = 6€ sale check



September, 2022

“We Give Our Best to
make a difference in
People’s Lives”



AGENDA OVERVIEW



**Material
Requirements**



Coupons

Example

COUPONS - Material Requirements

Product Images:

- High Quality, Open Document

Text:

- Catch phrase to display on coupon

AGENDA OVERVIEW



**Material
Requirements**

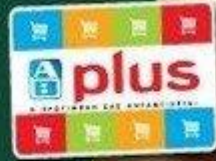


Coupons

Example

COUPONS – Example

Απολαμβάνω το
αγαπημένο μου
ρόφημα **Starbucks**



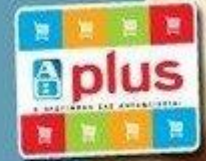
Αγοράζω 1 συσκευασία
Starbucks ρόφημα ψυγείου
και κερδίζω

+10  **ΠΟΝΤΟΙ**
όφελος: 0,30€

Ισχύει μέχρι 5/1/2021



Το πιο νόστιμο και
θρεπτικό πρωινό ή σνακ
έρχεται σε... φακελάκια!
Και θέλει μόνο 2 λεπτά!



Αγοράζω 1 συσκευασία
Gena με γεύση 200g
και κερδίζω

+25  **ΠΟΝΤΟΙ**
όφελος: 0,75€

Ισχύει μέχρι 16/12/2020



AGENDA OVERVIEW



**Material
Requirements**



Games

Example

GAMES - Material Requirements

Product Images:

- High Quality, Open Document

Text:

- Catch phrase to display on coupon

Game Types:

- Falling Items, Match Three, Memory Cards, Moles, Phrase Match, Picker, Quiz, Target Match, Wheel, Word Completion, Drag & Drop, Falling Items, Match Three, Memory Cards

Game Title:

- Up to 30 characters

Game Icon:

- 200x200 no shadow jpg

AGENDA OVERVIEW



**Material
Requirements**



Games

Example

GAMES – Example

Moles



Memory Cards



For more info
@
www2.ab.gr/media

THANK YOU!

+30-210-6608000

