

# PRODUCT IMAGERY GUIDELINES

## CONTENTS

|                                             |   |
|---------------------------------------------|---|
| Product Imagery Guidelines.....             | 1 |
| Contents .....                              | 1 |
| Overview .....                              | 2 |
| Benefits.....                               | 2 |
| Technical Requirements .....                | 2 |
| Pack Shot and Case Image Requirements ..... | 2 |
| Lifestyle Image Requirements.....           | 2 |
| File Naming Convention: .....               | 3 |
| Label Images.....                           | 3 |
| Pack Shot Images.....                       | 4 |
| Accepted.....                               | 4 |
| Rejected .....                              | 5 |
| Lifestyle Images.....                       | 7 |



## OVERVIEW

To ensure our customers have the best experience possible when utilising our websites, we have introduced a clear set of guidelines for the supply of imagery from our suppliers. These guidelines detail how we need to receive supplier images, so they can be included on the websites.

Please note – for a product to be listed within the Creed Foodservice range, the guidelines below must be adhered to. If images cannot be supplied within the guidelines set out below, £100 admin + cost of product (per product) will be charged to the supplier. This covers the cost of our team photographing and editing the images on your behalf.

## BENEFITS

- Unlike a traditional brick & mortar store, you do not have a sales rep on hand to explain the product benefits and convert a browser to a purchaser.
- A good selection of quality product images helps to do this in the quickest and most visual way possible, as it provides the consumer with a range of information to help them make the purchasing decision.
- Multiple images help to give the buyer as much information as possible about the product, helping to showcase the suitability for their needs. The more images you have, the more likely a customer is to convert.
- Lifestyle images are also important as they help to bring a product to life and enable the end consumer to picture how they would use the product in their own kitchen.

## TECHNICAL REQUIREMENTS

Product images submitted to Creed Foodservice must meet the following technical specifications:

### PACK SHOT AND CASE IMAGE REQUIREMENTS

- Image pixel dimensions – larger than 1200 x 1200px, the larger the image size the better to allow for image cropping.
- Pack shot and case images must be in full colour on a white background.
- Images must be of high quality with professional lighting with no pixilation.

### LIFESTYLE IMAGE REQUIREMENTS

- Image pixel dimensions – larger than 1200x1200px.
- Lifestyle images must be cropped square or suitable to be cropped square.
- Images must be high quality with professional lighting and with no pixilation.

## FILE NAMING CONVENTION:

Please name and save files in the following format, all products must have a pack-shot image and a supplementary (case / lifestyle) image (examples provided below)

(PRODUCT CODE\*) - PACK

(PRODUCT CODE\*) - CASE

(PRODUCT CODE\*) - LIFE

\*Product code refers to your supplier product code.

## LABEL IMAGES

These images will not be used on the website however they will be used internally by Technical for data integrity checks, please ensure all text is legible.

Images must include the following:

- Ingredients list
- Pack size/weight
- Address
- Outer and inner barcodes

Image Examples (by image type):

## PACK SHOT IMAGES

### ACCEPTED

- These images meet our requirements.
- An image larger than 1200x1200px on a white background, taking up as much of the space within the frame as possible.

(Ambient product image examples)



(Chilled product image examples)



(Frozen product image examples)



## REJECTED

These images will be rejected upon receipt and you will be required to send an alternative image. We will not set up a product until we have received all appropriate images.

- Image is smaller than 1200x1200px
- Image is distorted / blurry
- Only a lifestyle image has been provided
- Image is not of a professional quality
- Image does not accurately reflect the product
- Image has been hastily taken on a desk

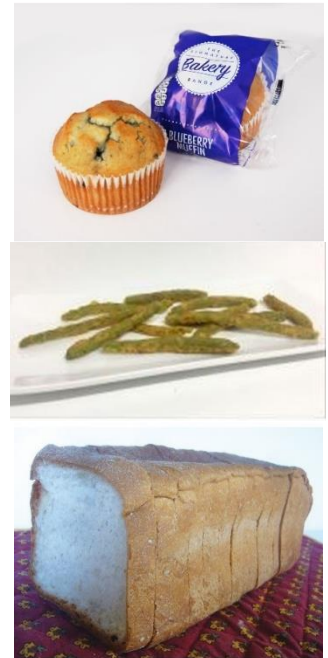
(Ambient product image examples)



(Chilled product image examples)



(Frozen product image examples)



## Case image examples

# CASE IMAGES

All case images provided will be rejected if they do not meet the minimum requirements (see technical requirements above for reference).

Case images are images of the product in its outer packaging. We request that you either send in a case image or a lifestyle image in addition to a pack shot image.

### (Ambient case image examples)



### (Chilled case image examples)



### (Frozen case image examples)



Lifestyle image examples

# LIFESTYLE IMAGES

All lifestyle images provided will be rejected if they do not meet the minimum requirements for lifestyle images (see technical requirements above for reference).

Lifestyle images are images of the product in use, this may also be known as a 'serving suggestion'. We request that you either send in a case image or a lifestyle image in addition to a pack shot image.

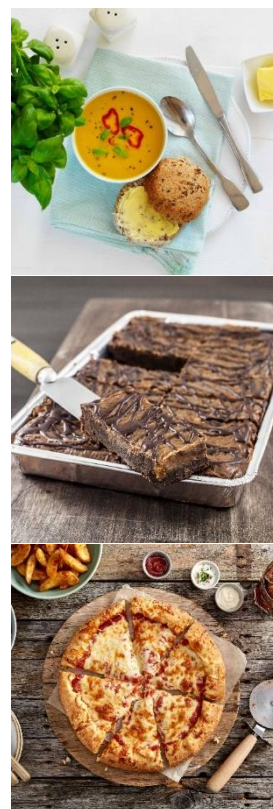
(Ambient lifestyle image examples)



(Chilled lifestyle image examples)



(Frozen lifestyle image examples)



Used internally at Creed for data integrity checks.

**Mars**

11 = 51g

kJ  
cal

1892 kJ /  
448 kcal

**Nutrition Information**

|                    | / 100g            | / 51g (9%)                   |
|--------------------|-------------------|------------------------------|
| Energy             | 1892kJ<br>448kcal | 960kJ (11%)<br>228kcal (11%) |
| Fat                | 17g               | 8.5g (12%)                   |
| of which saturates | 8.1g              | 4.1g (21%)                   |
| Carbohydrate       | 69g               | 35g (13%)                    |
| of which sugars    | 60g               | 31g (34%)                    |
| Protein            | 4.3g              | 2.2g (4%)                    |
| Salt               | 0.42g             | 0.21g (4%)                   |

Portions per pack: 1 Portion size: 51g

\*Reference intake of an average adult (8 400 kJ/5 000 kcal)

Milk chocolate with soft nougat (52%) and caramel centre (27%). Ingredients: sugar, glucose syrup, skimmed milk powder, cocoa butter, cocoa paste, sunflower oil, milk fat, whey and protein from whey (from milk), whey powder (from milk), palm fat, reduced cocoa mass, natural vanilla, peanuts. Milk chocolate contains milk solids 14%, protein 4%.

Milk chocolate contains vegetable fats in addition to cocoa butter.

Suitable for Vegetarians

Get in touch: ☎ 0800 952 0077 • [www.mars.co.uk/contact](http://www.mars.co.uk/contact),  
✉ Freepost Mars Wingley Collection, Wingley UK Ltd, 10 Mars Lane, Brix  
3856, Dublin 4 ☎ 1890 812 315

Best before:

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