
PAK'nSAVE

SUPPLIER BRANDING & MARKETING GUIDELINES

NORTH ISLAND

A guide on how we can support your brand in our stores and across social media.
Includes logo and brand asset use, and links to Precision Media.

PAK'nSAVE

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ABOUT PAK'nSAVE

At PAK'nSAVE our policy is to provide New Zealand's lowest food prices, so we never stop looking for ways we can keep costs down in order to pass those savings on to our customers.

To comply with this policy, we work hard with our suppliers to negotiate and deliver the best price in market. Everything PAK'nSAVE does is designed to save customers money and as a result you will not see large and expensive advertising campaigns or promotions attached to the brand, as this compromises our ability to consistently deliver the lowest price.

To reinforce this, we have a clean store strategy that restricts what supplier branding or promotions can be displayed in PAK'nSAVE. Price must always remain the hero.

These guidelines demonstrate how we need supplier in-store activations to show up in PAK'nSAVE stores; that are outside of our precision media offer.

PRECISION MEDIA

Foodstuffs Precision Media

Precision media now covers most of our in-store media. This includes instore digital screens, flanners, shelf pop outs, freezer decals, liquor neck tags and more.

- For Precision Media's full offering, please download the toolkit [HERE](#).
- For a copy of the Foodstuffs Precision Media Rate card or to enquire about your next campaign contact the Foodstuffs Precision Media team on contact@precisionmedia.co.nz

Using Precision media allows suppliers to use their own branding on pre-approved assets.

IN STORE DISPLAYS

In line with our category review process, all displays for centralised categories will be managed through the support centre and any non-centralised categories can still negotiate displays with the store.

All supplier marketing materials must to be signed off by the PAK'nSAVE Marketing Team via email to Ben.Waru@foodstuffs.co.nz, or via your category manager.

For any in-store display that is not covered by Precision Media, it must comply with the following guidelines and approval processes

HOW CAN IN-STORE ACTIVATION SHOW UP IN STORE?

- Supplier promotions printed on pack.
- Supplier logos on shipper units/shelf ready packaging, i.e., cardboard units ready to display.
- Supplier display units (or FSDU's) that meet PAK'nSAVE brand standards and are approved by Foodstuffs Marketing.

FSDU (FREE STANDING DISPLAY UNITS) GUIDELINES

FSDU's designs must sit within the PAK'nSAVE brand codes, and consist of the following:

- PAK'nSAVE yellow with black line illustration only (no Stickman)
- PAK'nSAVE font
- PAK'nSAVE logo (optional)

Or can simply be stacked cartons on a pallet. We are 'No Frills' after all!

WHAT DO WE NEED TO AVOID WITH IN-STORE ACTIVATIONS?

- No giveaway promotions that require stores to hold and distribute product after a redeeming purchase
- No use of supplier branding on in-store display units
- No use of Stickman anywhere!
- No alcohol displays
- No alcohol neck tags (unless approved through Precision Media)

APPROVED EXAMPLES:



NOT APPROVED EXAMPLE:

Any uncompliant or unapproved display material displayed in store will be removed until sign-off has been given.



STICKMAN USE

HANDS OFF!



We know Stickman is an icon (between you and me he knows it too and his head gets a bit big at times – lucky its still easy to draw). However, we are very protective of him and do not allow him to be used on any supplier collateral. Please get your fix of Stickman at [@instickman](#) instead.

SOCIAL MEDIA

We do not run supplier giveaways through our national Facebook page. However, we do have the following options for social:

PRECISION SOCIAL

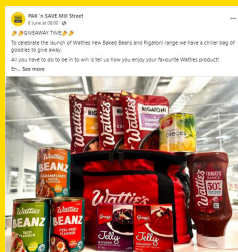
Precision Media also offers Precision social – an offering that uses the power of Foodstuffs' first party data to find and engage key audiences across Facebook and Instagram. Please contact Precision Media for more information.

LOCAL STORE PAGES (NORTH ISLAND ONLY)

Many North Island PAK'nSAVE stores have their own local Facebook and Instagram pages. Any presence on these pages can be negotiated with the store directly and must be one of the following ONLY:

- Store approved give aways.
- New NPD announcement and availability in store.
- Promoting your ON PACK gift | purchase or prize draw. Please note, it must have zero operational impact to store teams.
- Regional Foodstuffs Marketing Teams must be aware of offers being promoted that are not store specific, i.e., on pack GWP or Prize draws advertised elsewhere
- Targeted ads using photos of displays in store to drive sales increases.

EXAMPLES:



BRAND LOGO USE

You are welcome to use the PAK'nSAVE logo on external comms when promoting your products availability. This includes TV, EDMs, Websites and Digital advertising. The preferred logo is our horizontal orientation, however if there is limited horizontal space then the stacked logo can be used.



Use and placement of the logo must be approved by the Regional Foodstuffs Marketing Teams and your product must already have at least 80% distribution within the region(s) advertised at the time of publication.

The PAK'nSAVE logo must not be altered, adapted or changed in any way when used. It must retain the correct colour, design and font regardless of surrounding creative.

CORRECT EXAMPLE OF LOGO USE:



INCORRECT EXAMPLE OF LOGO USE:



BRAND GUIDELINES

PAK'nSAVE brand guidelines can be provided on request.



CLEAR SPACE



MINIMUM SIZE



HOW NOT TO USE THE LOGO



COLOURS

PAK'NSAVE YELLOW	BLACK	WHITE	PAK'NSAVE RED
SPOT: PMS 116C CMYK: C0 M11 Y100 K0 RGB: R255 G214 B0 WEB: #FFD600	SPOT: BLACK CMYK: C0 M0 Y0 K100 RGB: R0 G0 B0 WEB: #000000	SPOT: WHITE CMYK: C0 M0 Y0 K0 RGB: R255 G255 B255 WEB: #FFFFFF	SPOT: PMS 1795C CMYK: C0 M94 Y100 K0 RGB: R238 G53 B36 WEB: #EE3524

FONT FAMILY

AKZIDENZ GROTESK

Bold Condensed

For aisle signage and POS details

Extra Bold Condensed

Our key headline font is the most widely used within our brand

Extra Bold

Used as Stickman's text font and for subcategory logos

Regular/Bold

For all body copy and small headings within body copy

LINE WEIGHTS & DRAWING

Follow these simple rules to ensure your line illustration meets the PAK'nSAVE brand standards.

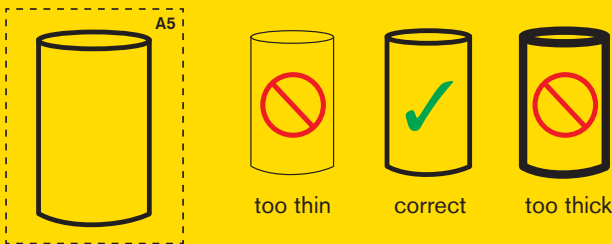
KEEP IT SIMPLE

Anything drawn using PAK'nSAVE line illustration should be drawn at its most simple and recognisable form, keeping detail to a minimum.



LINE WEIGHT

On an A5 page (half of A4) the illustration line width should be 9pt.



ROUNDED EDGES

Everything should have rounded ends. E.g. in the stroke setting of InDesign or Illustrator always set your line cap setting to 'rounded'.



2D VS 3D

'Stick' world is predominantly 2D. However, if the object is not recognisable in 2D, a very mild 3D effect can be applied. This should be used sparingly.



KEY CONTACTS

FOODSTUFFS NORTH ISLAND:

Ben Waru – PAK'nSAVE Shopper Marketing Manager
ben.waru@foodstuffs.co.nz

NATIONAL MARKETING:

Saskia Stone – PAK'nSAVE Marketing Coordinator
saskia.stone@foodstuffs.co.nz

PRECISION MEDIA:

contact@precisionmedia.co.nz

THANK YOU!