



Greenbacks App: Templates for offers

February 2020

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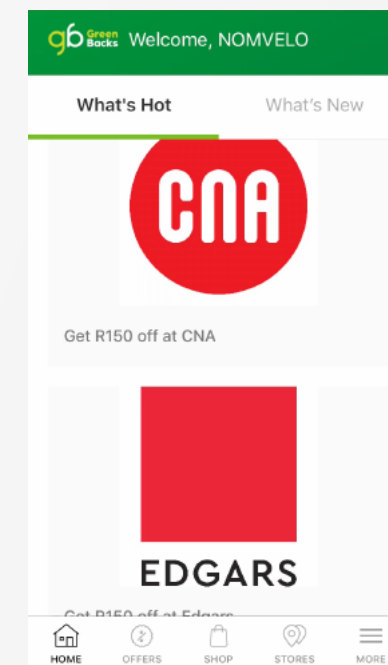
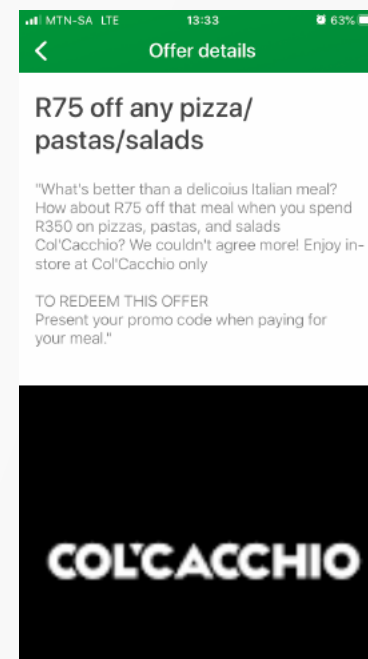
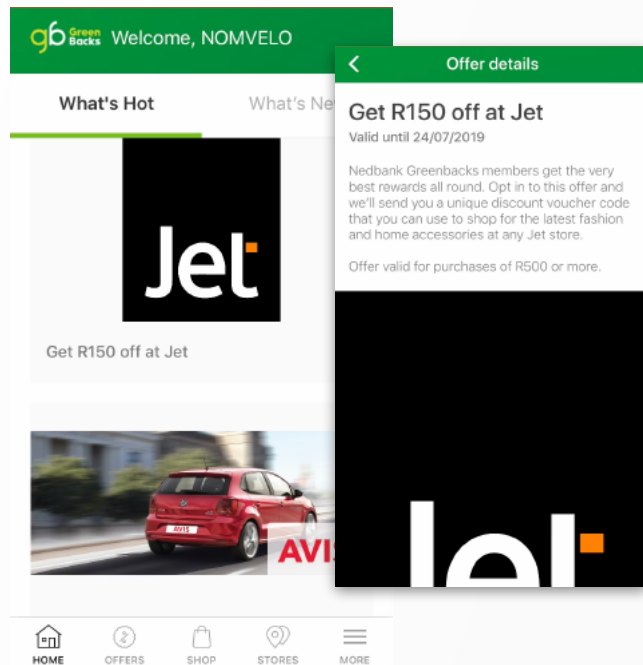
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Why the need for a template?

Expanding on images



Problem 1

Uploading a mixture between square, vertical and horizontal formats means that all images **render different sizes** on the app. Square images also take up almost the **full screen**.

Create specific dimensions for the width and height of the image so that they all render the same on the app. Look at **landscape** format.

Problem 2

Images were **pixelating** because the uploaded images were too small.

The minimum width for images should be **1000px** (provided by Comarch). This is part of the image standardisation mentioned in the first item.

Problem 3

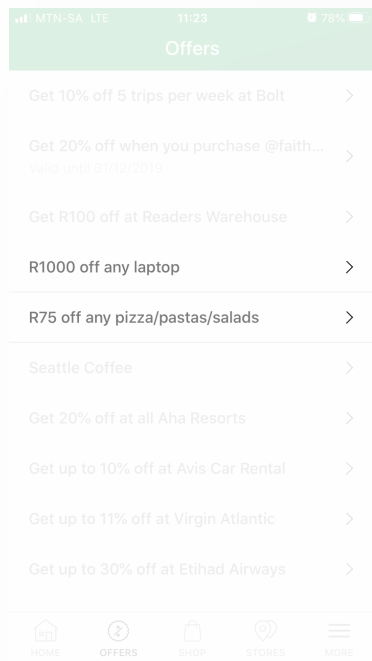
The images were only of the partner logos and could be more **enticing** to the offer itself.

Incorporate richer **lifestyle** images to make the offers more appealing. Brand **logos** alone do not achieve this. Lifestyle images alone are also not optimal as it creates a reliance on the heading to know who the offer is from.

A combination is most appealing.

Why the need for a template?

Expanding on the copy

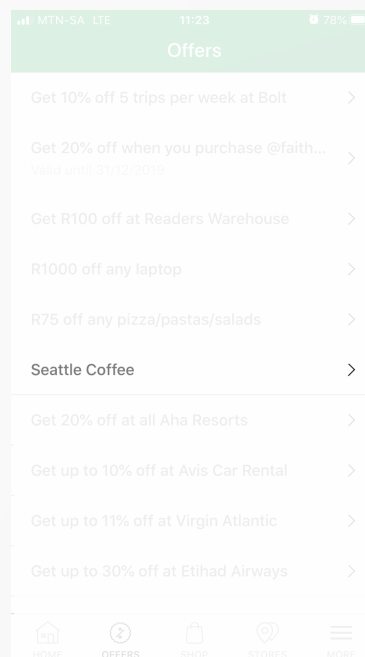


Problem 1

In the example above, the customer cannot see **who** the offer is from. We need to provide more information upfront.

In the offer list we only have the heading to rely on. If an image does not render properly on What's hot, then we also only have the heading.

The heading of the offer must contain the **partner name**.

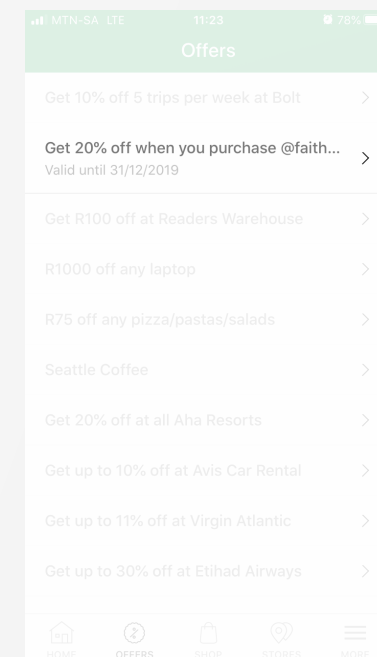


Problem 2

In the example above, the customer cannot see the **discount**. We need to provide more information upfront.

In the offer list we only have the heading to rely on. If an image does not render properly on What's hot, then we also only have the heading.

The heading of the offer must contain the **discount** details (percentage or rand value).



Problem 3


In the offer list, the copy does **cut off** at some stage due to screen size. Look at the Faithful to nature item above.

Whilst adding the partner name and discount, we need to be aware of the character limits in the heading. It also means placing the most important information first.


Why the need for a template?

Before & after for "What's hot"


What's Hot What's New



Get 20% off at all Aha Resorts




Get R150 off at CNA




EDGARS

Get R150 off at Edgars

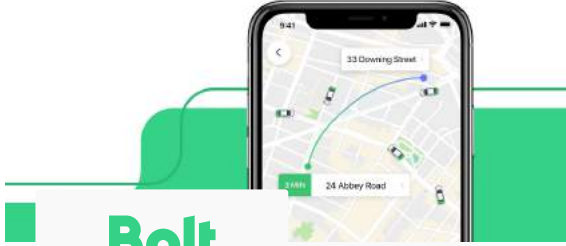
What's Hot What's News



R75 off your Col'Cacchio pizza, past ...



10% off at Wine of the Month

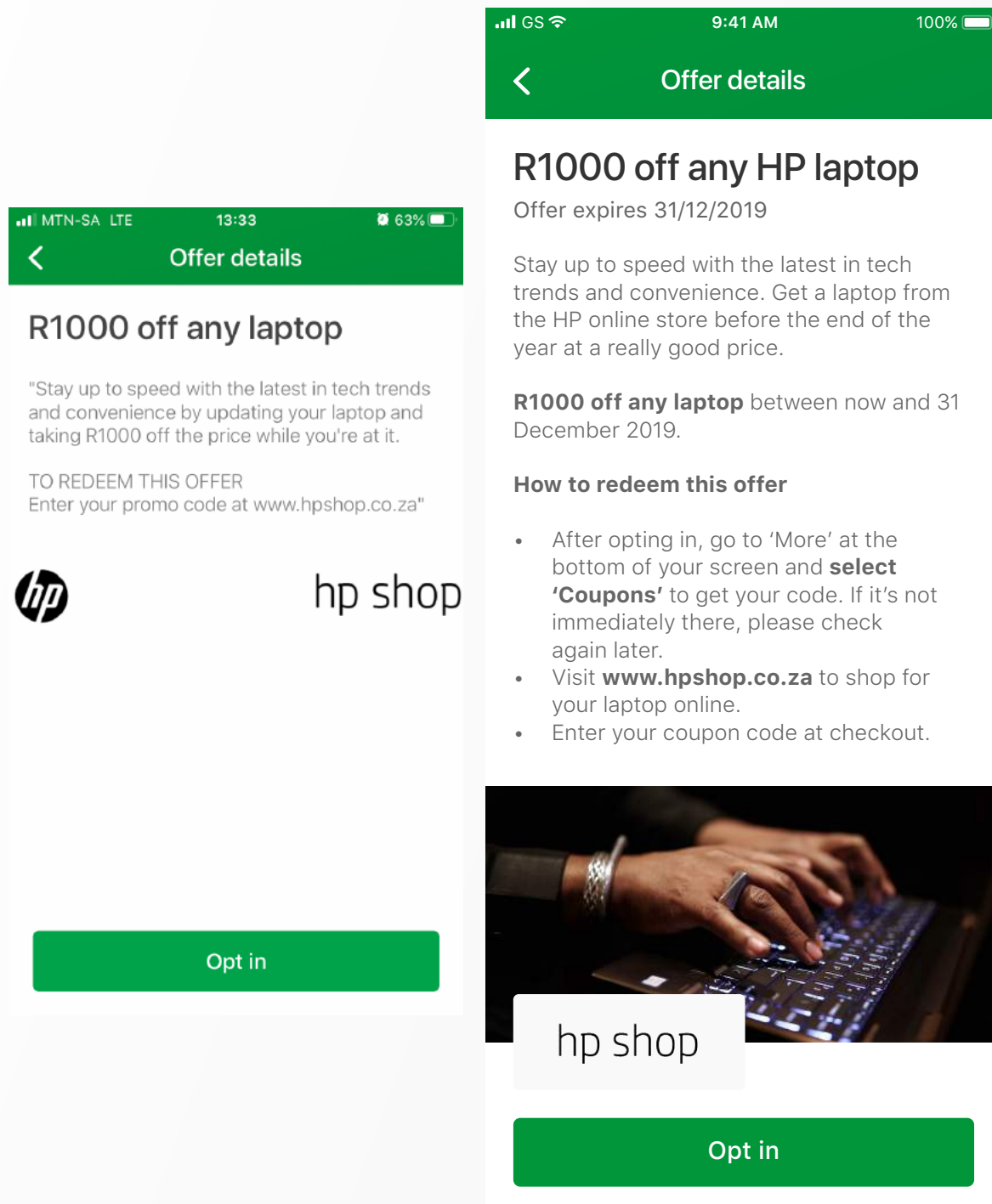


Bolt

10% off on up to 5 trips with Bolt

Why the need for a template?

Before & after for "Offer details"



MTN-SA LTE 13:33 63%

< Offer details

R1000 off any laptop

Offer expires 31/12/2019

Stay up to speed with the latest in tech trends and convenience. Get a laptop from the HP online store before the end of the year at a really good price.

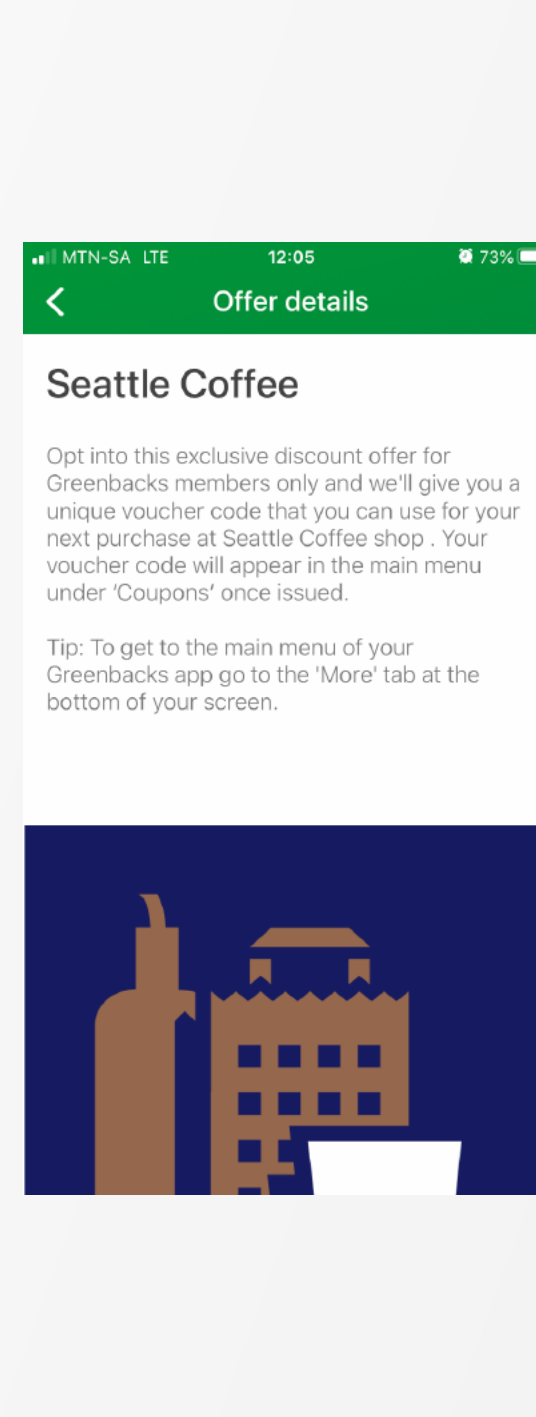
R1000 off any laptop between now and 31 December 2019.

How to redeem this offer

- After opting in, go to 'More' at the bottom of your screen and **select 'Coupons'** to get your code. If it's not immediately there, please check again later.
- Visit www.hpshop.co.za to shop for your laptop online.
- Enter your coupon code at checkout.

hp shop

Opt in




MTN-SA LTE 12:05 73%

< Offer details

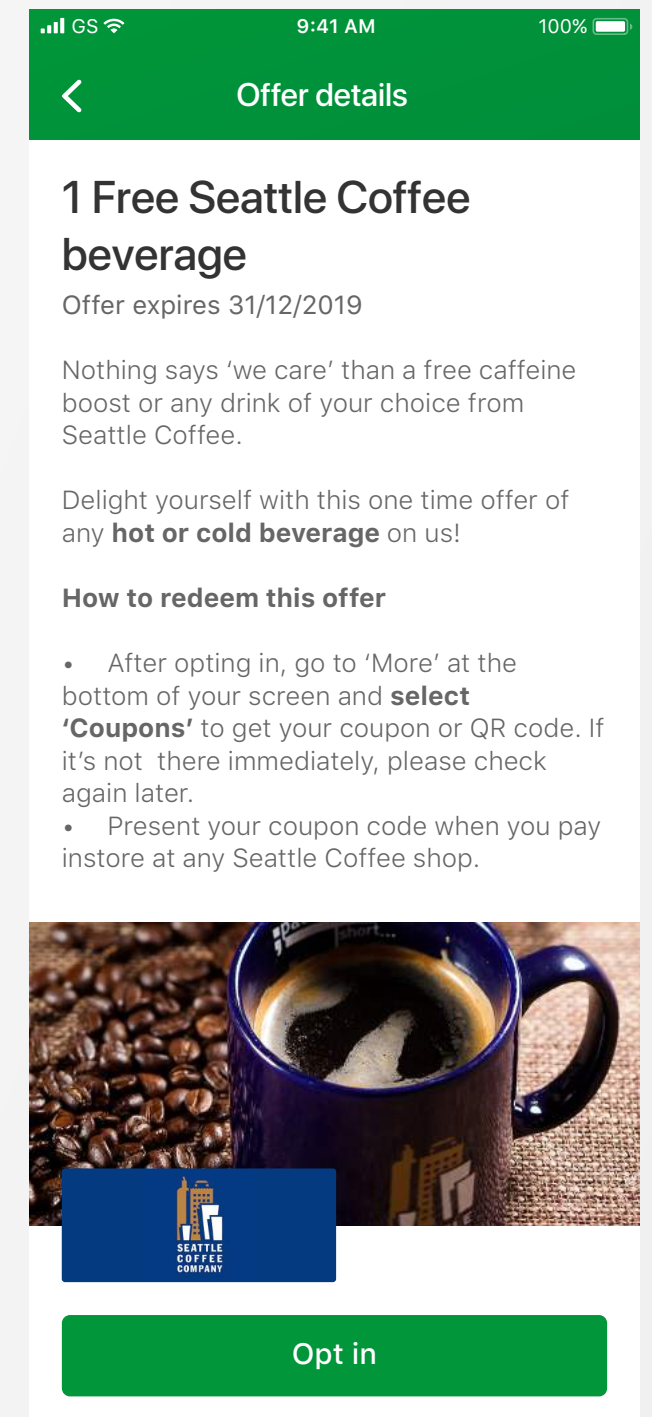
Seattle Coffee

Opt into this exclusive discount offer for Greenbacks members only and we'll give you a unique voucher code that you can use for your next purchase at Seattle Coffee shop. Your voucher code will appear in the main menu under 'Coupons' once issued.

Tip: To get to the main menu of your Greenbacks app go to the 'More' tab at the bottom of your screen.



Opt in



GS 9:41 AM 100%

< Offer details

1 Free Seattle Coffee beverage


Offer expires 31/12/2019

Nothing says 'we care' than a free caffeine boost or any drink of your choice from Seattle Coffee.

Delight yourself with this one time offer of any **hot or cold beverage** on us!

How to redeem this offer

- After opting in, go to 'More' at the bottom of your screen and **select 'Coupons'** to get your coupon or QR code. If it's not there immediately, please check again later.
- Present your coupon code when you pay instore at any Seattle Coffee shop.

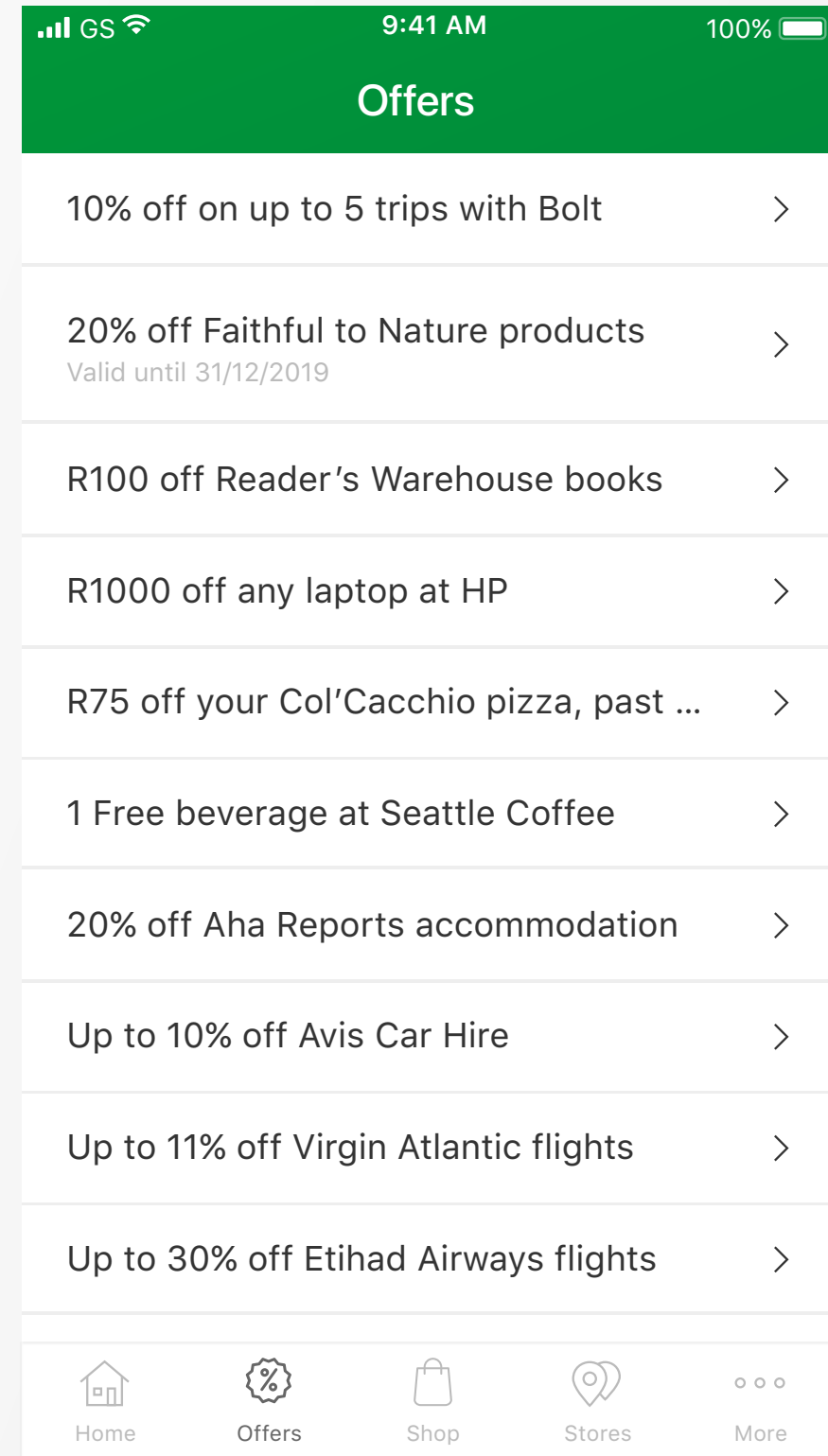
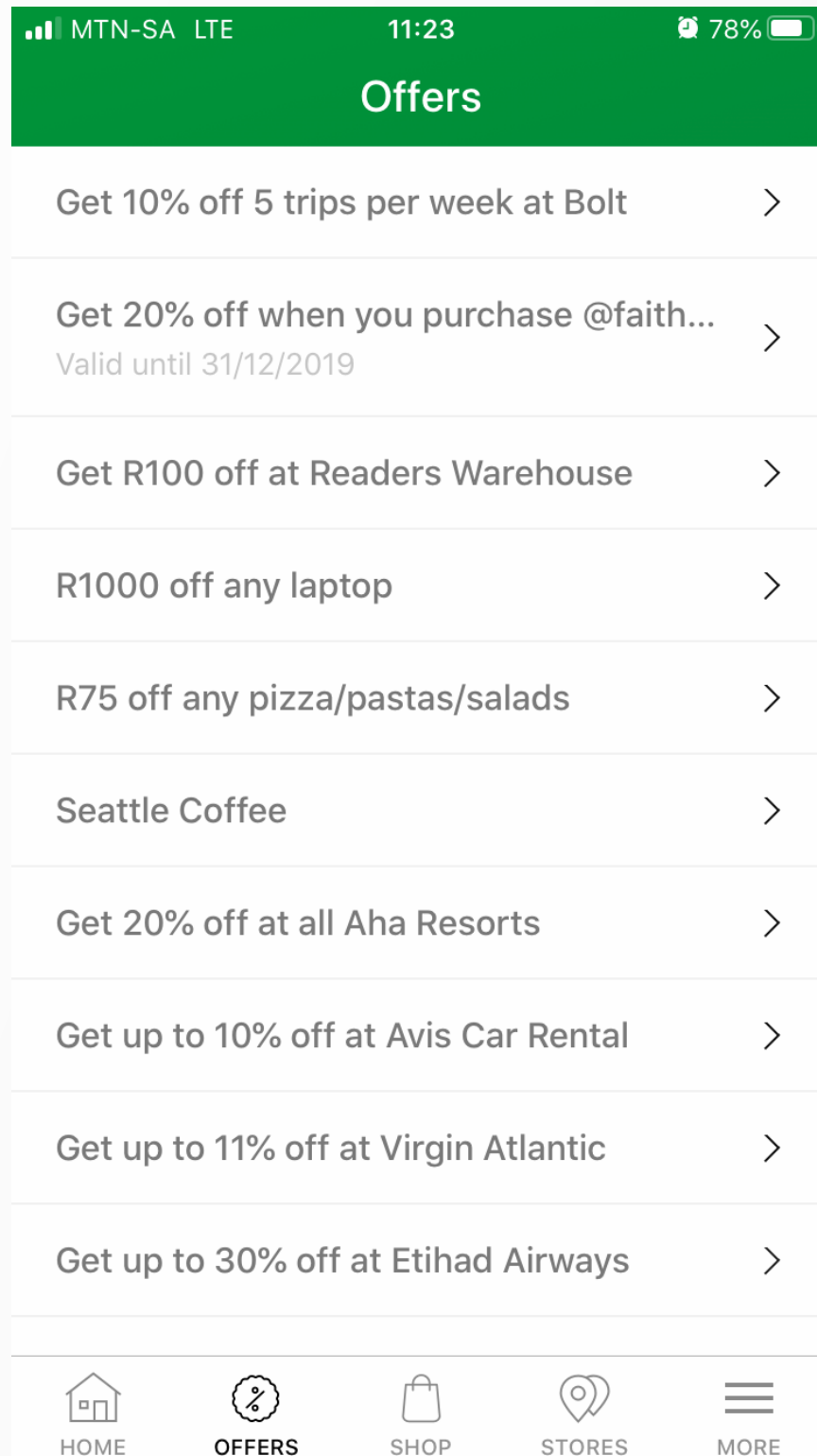


SEATTLE COFFEE COMPANY

Opt in

Why the need for a template?

Before & after for "Offer list"



Layouts

What does the offer layout look like on "What's hot", "Offer details" and the "Offer list".

Layouts

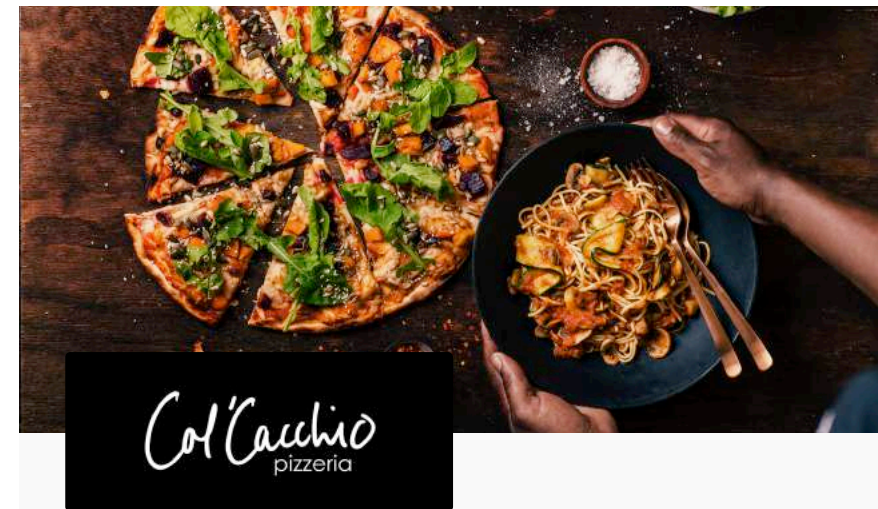
Structuring "What's hot"

Image

Headline

What's Hot

What's News



▶ R75 off your Col'Cacchio meal



10% off at Wine of the Month

Layouts

Structuring "Offer details"

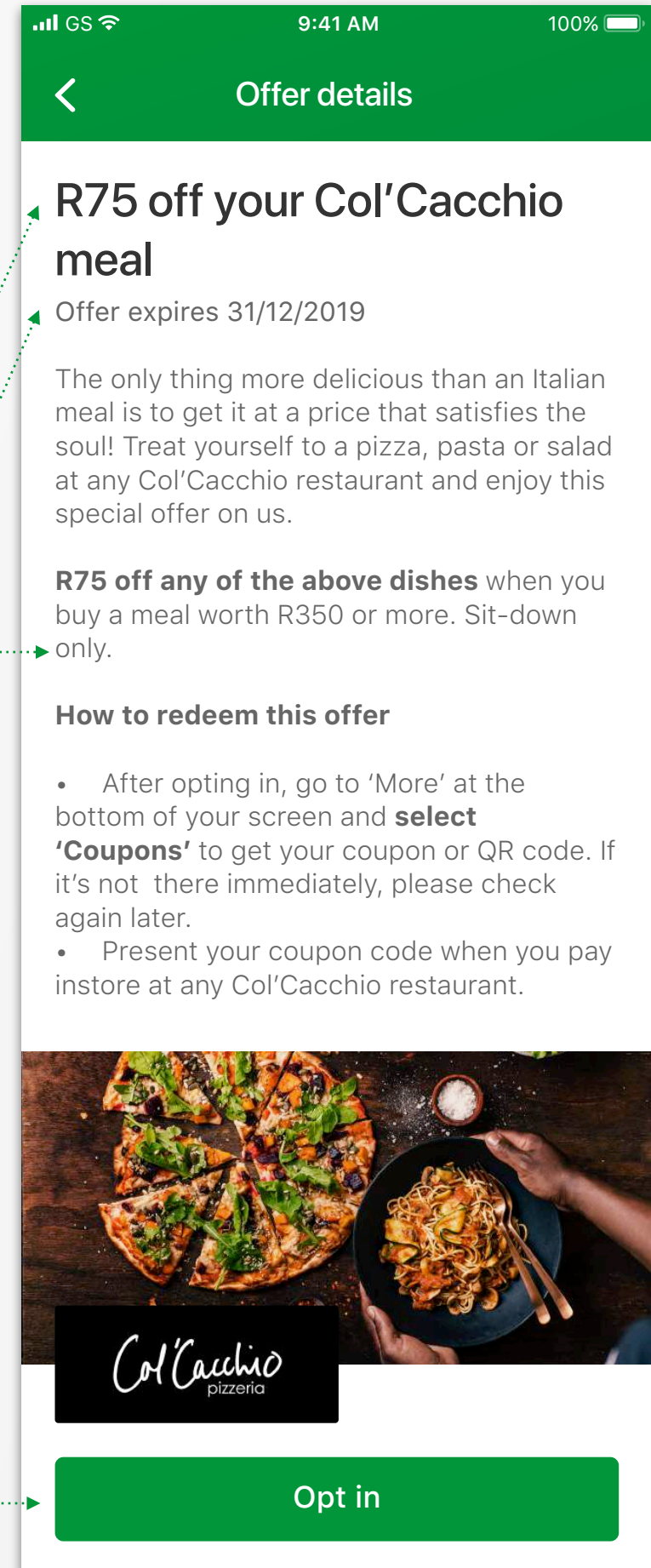
Heading

Valid date

Paragraph

Image

Button

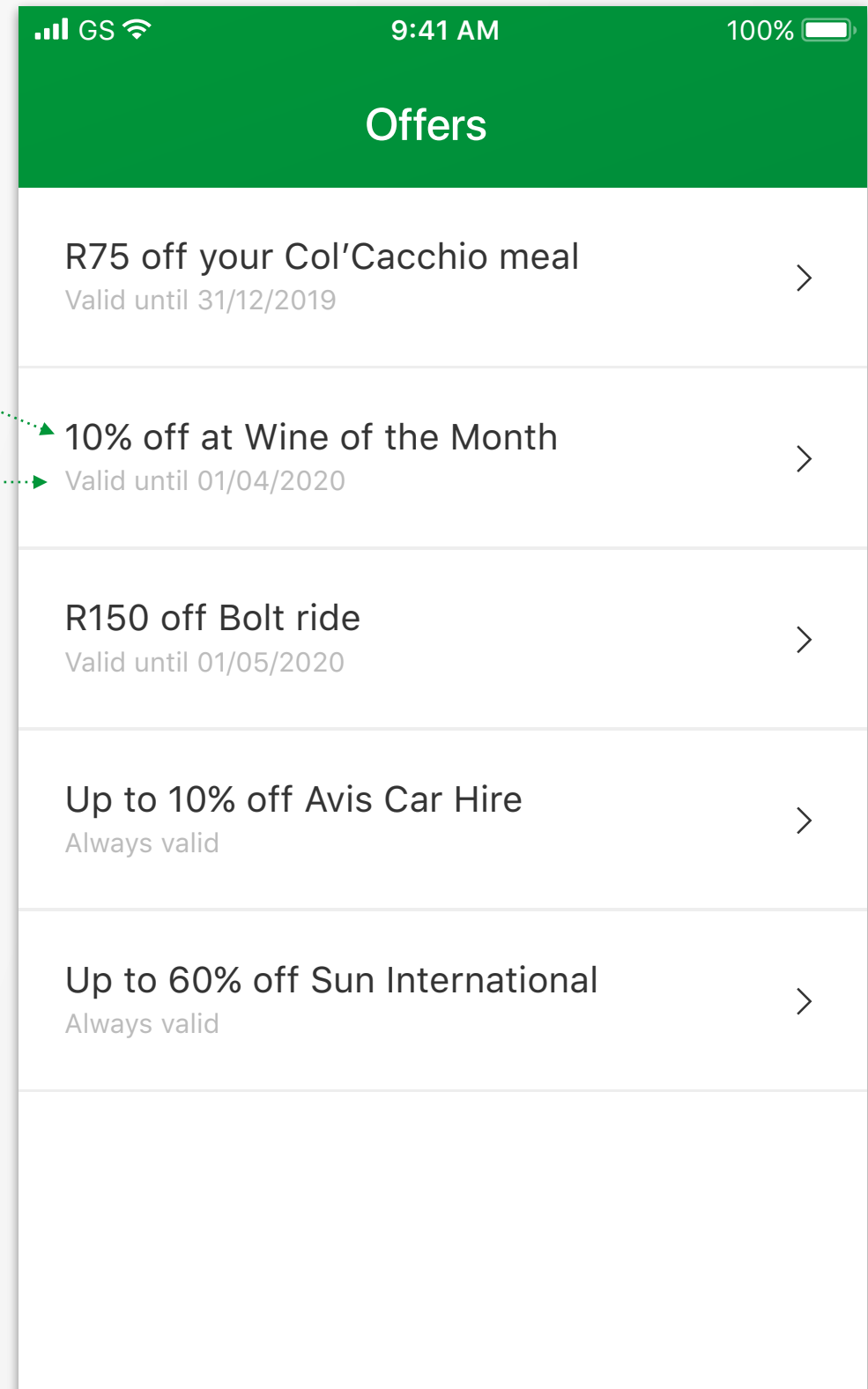


Layouts

Structuring "Offer list"

Heading

Valid date



Templates

Copy, images & rules

Template for copy

Headline

Writing format:

[Discount] off [Partner] [Item]

Examples:

- R75 off your Col'Cacchio meal
- Up to 20% off Avis Car Rentals

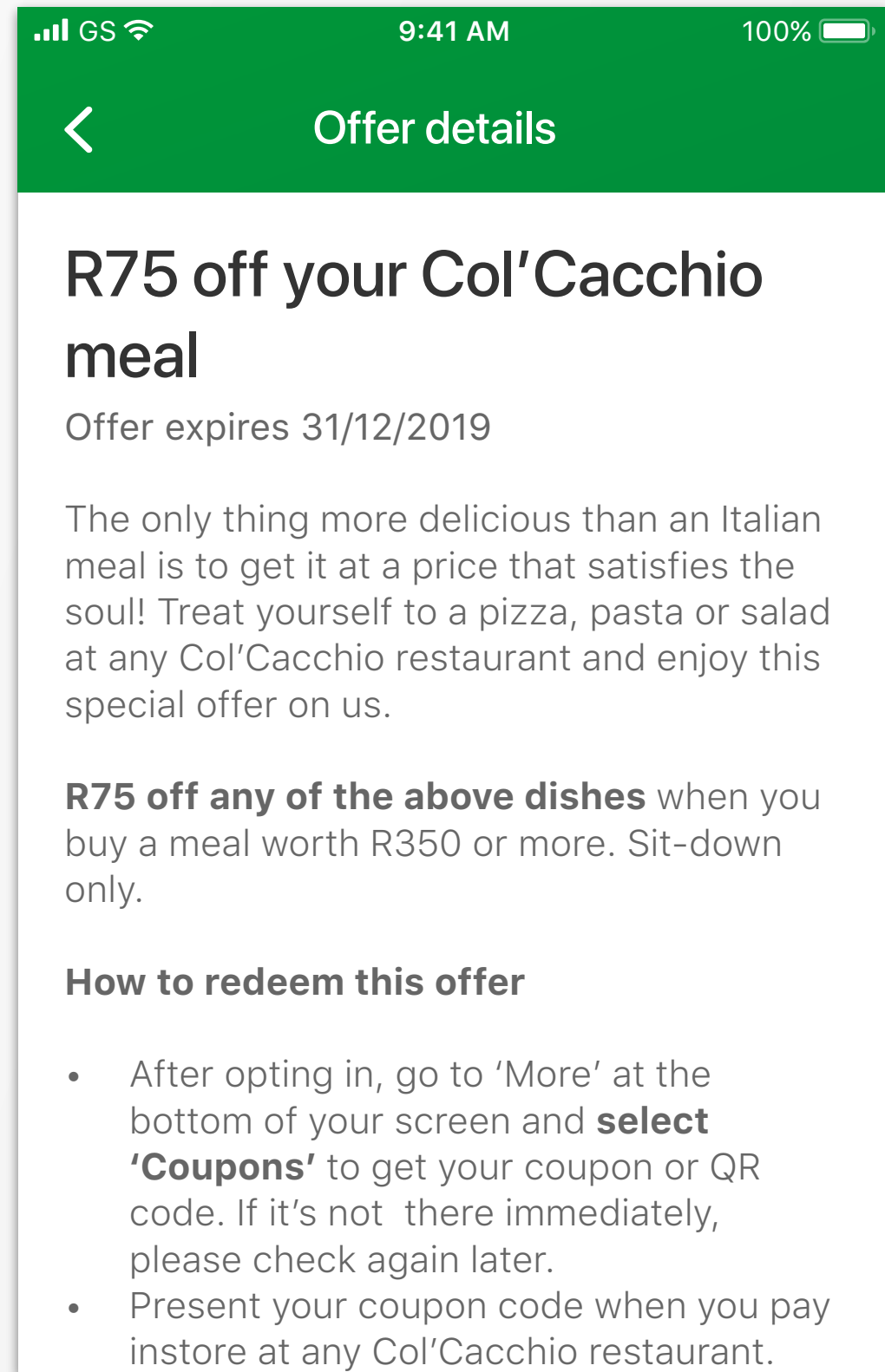
Valid date

Determined by Comarch, but the writing format is:

Headline dd/mm/yyyy

Paragraph

This is where the details of the Offer is written.



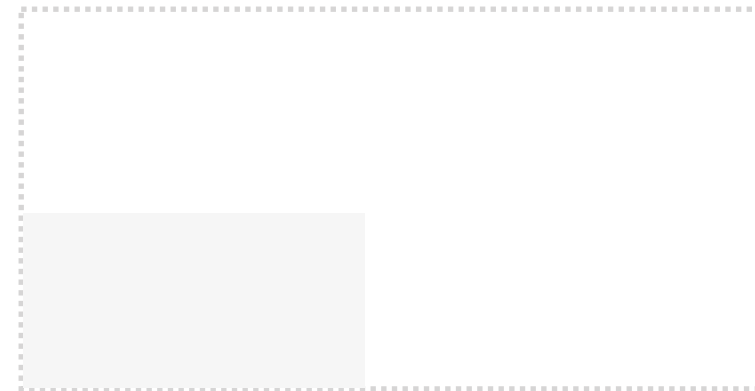
Template for images

Individual files should be sent for the logo and lifestyle images.



Logo

- Format: Horizontal / landscape
- Dimensions: Because this is a logo, we cannot determine the size but it has to be horizontal and not square or vertical in size.
- File format: PNG, SVG or Vector format
- File size: Min 500kb



Lifestyle image

- Format: Horizontal / landscape
- Dimensions: Min 1000px (w) x 588px (h)
- File format: PNG or Jpeg
- File size: Min 500kb

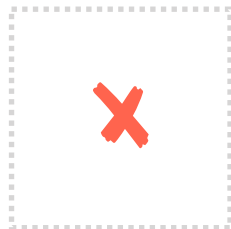
Rules for offer images

Format

Format refers to the image as being square, horizontal or portrait.

We only use horizontal / landscape images.

Square



Portrait / vertical



Horizontal / landscape



File format

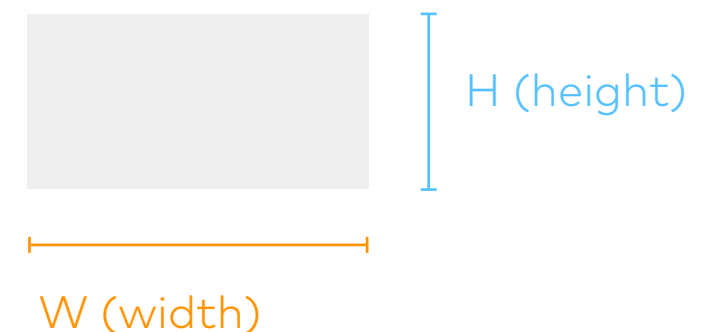
Png means there is no background in the picture. Jpeg images have a background, often white. White does not mean that the image does not have a background.



Dimensions

Dimensions refer to the width and height of the picture.

We only use horizontal / landscape images, thus the height will always be smaller than the width.



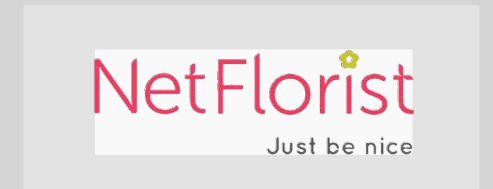
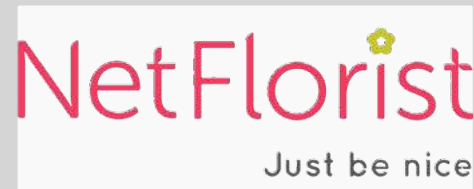
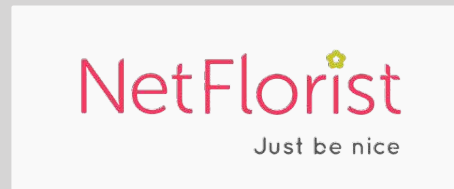
Rendering different logos

Do

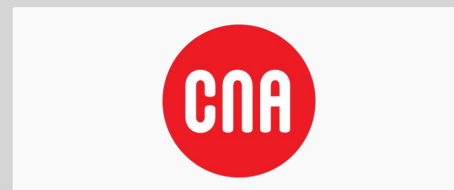
Don't

Behind the scenes

Vertical



Horizontal



Square



1

Use horizontal logos as far as possible

2

Always allow padding on all sides of the logo.