

## SPECIFICATION DOOH PUI VIDEO

### Video submission specifications

- Resolution of 1080 x 1920 pixels (portrait);
- 9:16 ratio (portrait);
- 25 frames per second;
- File size max. 50 MB;
- Send file only as mp4.

### Important information

- The content has a maximum duration of 10 seconds, unless otherwise agreed. The agreed length is the maximum length of the video.
- Possible content types: video only (no still image unless animated);
- Preferably moving image due to a higher attention value;
- Every DOOH video is visible in the 60-second loop, unless otherwise agreed;
- Always mention 'geen 18, geen alcohol' (no 18, no alcohol) or the 'Nix 18' logo in campaigns with expressions of alcoholic beverages;
- Always state 'speel bewust 18+' (play consciously 18+) in campaigns with expressions of games of chance;
- A DOOH video is a purely a visual medium without sound;
- All videos must be approved by Albert Heijn;
- For more tips, see the 'Tips for creation' section;
- Check the 'Albert Heijn advertising guidelines' section for general advertising guidelines.

### Delivery deadlines

#### *First version - check*

Because of the check on the technical specification, the concept must be submitted for approval no later than Tuesday x-2 before the start of the campaign.

#### *Final file*

This file must be submitted no later than Monday x-1 before the start of the campaign.

Please note! If the deadlines are not met, we cannot guarantee that your campaign will go live at the agreed time.

### Submitting files

- Always include the campaign week number and campaign name in the file name.
- Send via WeTransfer or e-mail to the relevant project manager.

### Tips for creation

A large part of the campaign recognition is determined by the ad. That means that you get more out of your campaign with good content. Below you will find the most important tips for creating catchy content. Please note these tips are not mandatory, but significantly increase the chance of a successful campaign. The tips can help you on your way, but also use your own insights and creativity.

**1. Keep it short & simple**

If the customer passed quickly, it is important that the message is immediately clear in all cases. Therefore, add as few distracting elements as possible and stick to the core of your message.

**2. Good contrast**

When formatting the content, sufficient contrast is a very important condition for a successful video. This makes the content stand out. It is important to use contrasting colors. Hereby we not only mean the contrast of colors in the video itself, but also the contrast with the street scene. Busy backgrounds in the content, for example, cause a lower contrast in the ad.

**3. Brand and message clearly visible**

On average you have 2-5 seconds to get your brand and your brand message across to the shopping customer. Therefore it is important that you always have both your brand and your message clearly legible on the screen. If this is not possible, it is advisable to display the brand logo in a visible way throughout the whole video.

**4. Up to 4 elements**

Make sure your content isn't too busy. Too many elements are distracting and affect the effectiveness of your campaign. For a positive effect on brand awareness, it is best to communicate up to 1-4 elements in the content.

**5. Use powerful images or text**

The content may contain visual and textual images. We advise to focus on one of these two elements. This increases the effect on brand recognition.

**6. Emotion amplifies the message**

Passengers by look longer at content with an emotional element. This significantly increases the impact of the campaign. You can add emotion to your video by adding a photo of a person, but also by incorporating humor into the text for example.

**7. Use animation**

Moving images have a 51% higher impact (visibility & viewing duration) than still images (source: research Validators). However, don't overdo it, because too much animation distracts and can lead to the core of the message being confused or not even seen. We recommend a short and powerful message on the PUI screens. On the cash register screens a slightly more complicated message is possible.

## Albert Heijn advertising guidelines

In addition to the delivery specifications, there are also advertising guidelines for all advertising at Albert Heijn. These guidelines have been established to ensure that the brand of the campaign is central and that the entire advertisement complies with the guidelines of the Dutch Advertising Code (NRC).

### Content

- References to other supermarkets are not allowed. For example, 'available at all supermarkets' is not allowed, but 'available at Albert Heijn' is allowed.
- Using a logo of one of the Ahold Delhaize banners (including Albert Heijn, Etos, Gall&Gall, bol.com) is not permitted without written permission. Please ask the project manager for permission.

- Bonus and/or prize communication is only possible after (promo) confirmation from the project manager and the Category. Communication of the action mechanism is allowed. We advise to use 'Deze week in de BONUS' (This week in promotion) or 'Nu in de BONUS' (Now in promotion).
- Advertisement may not contain images, exact colors or word combinations of competitors of Albert Heijn or Albert Heijn itself;
- Advertisement must not contain offensive images and/or text;
- Advertisement must not encourage dangerous or illegal activities;
- Advertisement may not infringe intellectual property rights or other rights of third parties, such as copyright;
- Advertisement must not contain inappropriate or misleading content;
- Advertisement must not contain content aimed at children;
- Advertisement should not contain politics;
- Advertisement must be in accordance with the law, truth, good taste and decency;
- Advertisement may not be contrary to the public interest, public order or morality;
- Advertisement must not be unnecessarily offensive or pose a threat to mental and/or physical public health;
- Without justifiable reasons, advertising should not appeal to feelings of fear or superstition;

#### General

- Albert Heijn is not liable for claims by third parties on the advertising of advertisers displayed in the Albert Heijn store;
- Albert Heijn reserves the right to refuse, shorten or adjust certain content;
- Advertising for alcohol is only permitted if the advertisement complies with the Advertising Code for alcoholic beverages;
- The advertisement fully complies with all guidelines of the Dutch Advertising Code (NRC);
- Albert Heijn reserves the right to adjust the above guidelines at all time.