

## Creative asset upload/delivery process

As of June 2021, the following asset delivery process must be followed for all WMC programs where a vendor is providing assets for use in media tactics (in-store, digital, etc.)

| Expansion   Program Description   Program Overview     2        OVERVIEW   PACKAGES   ASSETS   Vendor3_BrandA_ProductX_Pack   Vendor3_BrandA_ProductX_Logo   Vendor3_BrandA_ProductZ_Lifest   Vendor3_BrandA_ProductZ_Lifest   Vendor3_BrandA_ProductY_Logo      At the bottom of the program overview, see a list of all assets uploaded to this program. | Dbjective*   | Department*        | Territory*        |
|--|--|--------------------|-------------------|
| Program Overview       2       WMG IP Program         OVERVIEW       PACKAGES         ASSETS       Assets         Vandor3_PrandA_ProductX_Pack       •         Vendor3_BrandA_Logo_3-30-19       •         Vendor3_BrandA_ProductX_Logo       •         Vendor3_BrandA_ProductZ_Lifest       •         Vendor3_BrandA_ProductZ_Lifest       •              | Expansion  | ¢ Department2 ¢    | Territory1        |
| OVERVIEW       PACKAGES         ASSETS       At the bottom of the program overview, see a list of all assets uploaded to this program.         Vendor3_BrandA_ProductX_Logo       •         Vendor3_BrandA_ProductZ_Lifest       •   | Program Description  | Department Id *    | WMG Division*     |
| ASSETS<br>Vandor3_BrandA_ProductX_Pack<br>Vendor3_BrandA_Logo_3-30-19<br>Vendor3_BrandA_ProductX_Logo<br>Vendor3_BrandA_ProductX_Logo<br>Vendor3_BrandA_ProductZ_Lifest<br>Vendor3_BrandA_ProductY_Logo<br>Vendor3_BrandA_ProductY_Logo  | Program Overview   | 2                  | WMG IP Program \$ |
|  | ASSETS<br>Vendor3_BrandA_ProductX_Pack  Vendor3_BrandA_Logo_3-30-19 Vendor3_BrandA_ProductX_Logo  Vendor3_BrandA_ProductZ_Lifest  Vendor3_BrandA_ProductY_Logo  Vendor3_BrandA_ProductY_Logo | overview, see a li | st of all assets  |
| UPLOAD ASSETS You can upload assets here   | UPLOAD ASSETS  | You can upload a   | ssets here        |



# **Creative asset delivery requirements**

The below asset delivery requirements have been set up to make your program tactic development and activation as efficient as possible.

#### Valid file types include:

.jpeg, .jpg, .png, .tif, .gif, .psd, .is, .zip, .pdf, .doc, .ppt, .xls, .xlsx, .docx, .pptx, .eps, .ai

#### Naming Convention

FYXX-XXXX\_ VENDORNAME\_ASSETTYPE

If a product image, add Item# and Item Description – FYXX-XXXX\_VENDORNAME\_PRODUCTIMAGE\_ITEMNUMBER\_ITEMDESCRIPTION

- File name must NOT include spaces, periods, back slashes, or other special characters like (0, #, %, & and \*
- It must have underscores "\_ " or hyphens "-" and no spaces

### File size information:

- The system limit for each asset is no more than 250MBs.
- You may load up to 10 files at a time, each at 250MBs each.
- Please reach out to your WMC contact if you are required to provide files larger than the file limit for further instructions.



# **Uploading files**

|   |                       |                 | Assets U          | oloading                   |                           |           |                           | Select Member   | Admin   |
|---|-----------------------|-----------------|-------------------|----------------------------|---------------------------|-----------|---------------------------|---|---|
|   |                       |                 |                   |                            |                           |           | Manager<br>Jentative      | Brad Sitem sloanb   | *   |
|   |                       |                 | Assets uploadin   | gPlease wait and do not cl | ose the browser or refres | the page. |                           |   |   |
|   | VENDORS               | 1               |                   |                            |                           |           |                           |   |   |
| CURRENT STATUS  |                       | ASS             |                   |                            | _                         |           | Ok                        |   |   |
| Prospecting   | 2/23/2021             |                 |                   | more                       |                           |           |                           |   |   |
| O Planning  | Status Date           | 8               |                   |                            |                           |           |                           |   |   |
| O In Discussion   | Status Date           | 8               |                   |                            |                           |           |                           |   |   |
| 🔿 Plan Built  | Status Date           |                 |                   |                            |                           |           |                           |   |   |
| Plan Approved   | Status Date           |                 |                   |                            |                           |           |                           |   |   |
| Asset Collection  | Status Date           |                 |                   |                            |                           |           |                           |   |   |
| Activation  | Status Date           | UPI             | OAD ASSETS        | <b></b>                    |                           |           |                           |   |   |
| <ul> <li>Executing</li> </ul>                                   | Status Date           | CALI            | INDAR VIEW        |                            |                           |           |                           |   |   |
| O Program Complete  | Status Date           | Ci P            | ickage Name       | Jan-2021                   | Feb-2021                  | Mar-2021  |                           |   |   |
| Canceled  | Status Date           | F3              | vareness Custom   | 002021                     |                           |           |                           |   |   |
|   |                       |                 | vareness Custom   |                            |                           |           |                           |   |   |
|   |                       |                 |                   |                            |                           |           |                           | <ul> <li>Assets uploading.<br/>close the browser</li> </ul> | .Please wait and do not<br>or refresh the page. |
| PYRIGHT © 2019 The Mars Agent<br>IE OF THIS WEBSITE SIGNIFIES 1 | Y<br>YOU ARE IN AGREE | MENT TO THE TER | MS & CONDITIONS A | ND PRIVACY POLICY.         |                           | For su    | 0001M-F 8:30am-5:00, 1EST | please contact us all waimartamarti                         |   |

When uploading files, a pop-up will show up and a green box at the bottom right will show up like shown. It's important not to close the browser OR refresh the page while the assets are uploading in the background.

Once the system has completed the upload of each asset submitted, additional green boxes will pop up at the bottom right.

|  |                |           |            | Assets Upl        | oading                     |                          |               | Manager                  | Select Member                           |                            |
|--|----------------|-----------|------------|-------------------|----------------------------|--------------------------|---------------|--------------------------|---|----------------------------|
| OVERVIEW PACKAGES  | VENDORS        | RESU      | LTS        | Assets uploading. | Please wait and do not clo | se the browser or refres | h the page.   | lentative .              | Boar Stean doard:                       |                            |
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| ) In Discussion  | Status Date    | -         |            |                   | more.                      |                          |               |                          |   |                            |
| 🔿 Plan Built   | Status Date    | <b>1</b>  |            |                   |                            |                          |               |                          |   |                            |
| Plan Approved  | Bistus Date    | -         |            |                   |                            |                          |               |                          |   |                            |
| C Asset Collection   |                | -         |            |                   |                            |                          |               |                          |   |                            |
| Activation   | Status Date    | -         | UPLO       | AD ASSETS         | ~                          |                          |               |                          |   |                            |
| C Executing  | Status Date    | 8         | CALEN      | IDAR VIEW         |                            |                          |               |                          |   |                            |
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|  |                |           |            |                   |                            |                          |               |                          |   |                            |



# File types



#### Logos:

People interacting with product Product in situation Preferred Format: PSD, TIFF or JPG

#### Digital

- Minimum Size: 200px x 200px at 72 dpi
- Maximum Size: 500px x 500px at 72 dpi

#### Print

- Minimum Size: 3" x 3" at 300 dpi
- Maximum Size: 6" x 6" at 300 dpi



### In-pack shots or product image(s)

Preferred Layout: Multiple angles and perspectives Minimum Layout: Front-facing Preferred Format: PSD or PNG Additional Formats: TIFF or JPG with clipping path

#### Digital

- Preferred Size: 1080px x 1080px at 72 dpi
- Minimum Size: 500px x 500px at 72 dpi

#### Print

- Minimum Size: 4" x 8" at 300 dpi
- Maximum Size: 6" x 10" at 300 dpi



# File types



### Lifestyle images:

People interacting with product Product in situation Preferred Format: PSD, TIFF or JPG

#### Digital

- Preferred Size: 1080px x 1080px at 72 dpi
- Minimum Size: 500px x 500px at 72 dpi

#### Print

- Minimum Size: 7" x 5" at 300 dpi
- Maximum Size: 7" x 13" at 300 dpi (in case of full bleed background)



### Layered marketing/brand files

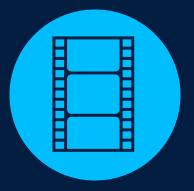
Preferred Format: PSD, AI or InDesign Marketing/Brand files must

- Be layered
- Elements/Links not flattened
- Be packaged (include all elements that link to the file, high res art, fonts, pdf, etc.)
- If PSD file, links cannot be in the cloud library, please embed into Photoshop
- Adhere to the file spec requirements above this section for all individual elements

Files provided zipped: zip file must include all element



# File types



### Video:

Required Languages: Both English and French versions

Required Accessibility Compliance Detail: If voice-over, subtitles must be included

Preferred Format: MP4 with embedded captions for both English and French versions

Preferred Content: videos should feature learning content only (tutorials, how-tos, step-by-step, guidelines, etc.). No commercials allowed.

Preferred Length/Video Duration: :30 max

NOTE - For MP4 and files larger than 50MBs please work with your WMC contact for file upload directions