**A picture containing logo

Description automatically generated**

**Publisher Copy Template & Specs (Remove all sections that are not applicable)**

**Program details**

|  |  |
| --- | --- |
| **Program name** | **PC\_Festivus\_Brand Page\_1300911** |
| **Notes** | * [**PUBLISHER PREFERENCES**](https://publicisgroupe.sharepoint.com/:w:/r/sites/CitrusAd_US/_layouts/15/Doc.aspx?sourcedoc=%7B9144F7AC-4F88-4A90-9779-ED14EC0F2724%7D&file=Petco%20Quick%20Reference%20Copy%20Guide%20doc_12.22.docx&action=default&mobileredirect=true&cid=03146b02-040b-43a0-a542-babe5edc4c14) **|** [**BRAND PREFERENCES**](https://publicisgroupe.sharepoint.com/:w:/s/CitrusAd_US/ER5XTjUDv4FDqKCXofDCz1gBwNCE5kbmZr5x5SUZsn9UVQ?e=P9cAiX) |

**Bronze Page Hero**

**\*\*All character counts include spaces\*\***

|  |  |
| --- | --- |
| **Bronze Page Hero Banner**  **Copy Sync x2:**  **Desktop & Mobile** | <desktop and tablet version>  <Badge: **ONLY at petco**>  **YOUR DOG’S LONGER, HEALTHIER LIFE BEGINS WITH OLLIE**  Clean, simple recipes made with fresh, real ingredients.  LEARN MORE  <mobile version>  <Badge: **ONLY at petco**>  **YOUR DOG’S LONGER, HEALTHIER LIFE BEGINS WITH OLLIE**  Learn More |

**Gold Brand Page**

MIX & MATCH MODULES. We recommend a mix of educational & product mods.

**Gold:** Hero + 4 additional sections + ability to have a chart (either shoppable [internal comparison] or comparable [competitor])

Alt text: 100 characters ideal, max 125 characters!

|  |  |
| --- | --- |
| **Page Title** | **Ollie | Petco** |
| **SEO Meta Description** | Shop Ollie at Petco for fresh dog food made with real, human grade ingredients. Delicious recipes for dogs tailored to their unique nutritional needs. |
| **Hero Banner**  **Min: 1**  **Max: 3 (carousel)** | <POV 1>  <POV 1 LOGO ALT TEXT: Ollie logo>  <POV 1 IMAGE ALT TEXT – DESKTOP VERSION:>  <POV 1 IMAGE ALT TEXT – MOBILE VERSION:>  **FRESHLY COOKED, HUMAN-GRADE RECIPES**  Carefully crafted with whole foods and slow cooked for maximum nutrition and flavor.  <desktop CTA>  SHOP NOW  <mobile CTA>  Shop Now |
| **Product Mod:**  **Product Scroller**  **Max: 10** | <section header>  **A dog’s health and longevity** **begins with their food**  <product 1>  <ALT TEXT: “”>  **FPO**  Shop Now  <product 2>  <ALT TEXT: “”>  **Product Name**  Shop Now  <product 3>  <ALT TEXT: “”>  **Product Name**  Shop Now  <product 4>  <ALT TEXT: “”>  **Product Name**  Shop Now  <product 5>  <ALT TEXT: “”>  **Product Name**  Shop Now  <product 6>  <ALT TEXT: “”>  **Product Name**  Shop Now  <product 7>  <ALT TEXT: “”>  **Product Name**  Shop Now  <product 8>  <ALT TEXT: “”>  **Product Name**  Shop Now  <Desktop button CTA at the bottom of the module>  SHOP FRESH RECIPES  <Mobile text link CTA at the bottom of the module>  Shop Fresh Recipes |
| **Educational Mod:**  **Content 5 up** | <section header>  **Real food has real benefits**  <1>  <ALT TEXT: Thumbs up icon>  **Improved digestion**  Highly digestible food helps support their gut for firmer, less frequent poops.  <2>  <ALT TEXT: Lightning bolt symbol>  **Optimal energy**  High-quality protein from a fresh food diet helps provide ready-to-use energy.  <3>  <ALT TEXT: A stalk of wheat with a slash through it>  **Allergy control**  Limited-ingredient recipes are great for dogs with food sensitives or allergies.  <4>  <ALT TEXT: Scale that measures weight>  **Weight management**  Balanced diets help prevent excessive weight gain and pack nutrients into every bite.  <5>  <ALT TEXT: Side profile of a dog that is smiling>  **Happy mealtimes**  A wide recipe variety appeals to each dog’s unique tastes and preferences.  <6>  <ALT TEXT: A human hand holding a dog’s paw>  **More time with them**  A fresh, whole-food diet helps dogs live a longer, happier life.  <desktop button CTA at the bottom of the mod>  SHOP NOW  <mobile text link CTA at the bottom of the mod>  Shop Now |
| **Product Mod:**  **Organized by Category** | <section header>  **Explore baked recipes and more from Ollie**  Gently baked to nutritious, delicious perfection.  BAKED RECIPES  <product 1>  <ALT TEXT: “”>  **FPO**  Shop Now  <product 2>  <ALT TEXT: “”>  **Product Name**  Shop Now  <product 3>  <ALT TEXT: “”>  **Product Name**  Shop Now  <product 4>  <ALT TEXT: “”>  **Product Name**  Shop Now  <product 5>  <ALT TEXT: “”>  **Product Name**  Shop Now  <product 6>  <ALT TEXT: “”>  **Product Name**  Shop Now  TREATS  <product 1>  <ALT TEXT: “”>  **FPO**  Shop Now  <product 2>  <ALT TEXT: “”>  **Product Name**  Shop Now  <product 3>  <ALT TEXT: “”>  **Product Name**  Shop Now  <product 4>  <ALT TEXT: “”>  **Product Name**  Shop Now  <product 5>  <ALT TEXT: “”>  **Product Name**  Shop Now  <product 6>  <ALT TEXT: “”>  **Product Name**  Shop Now  SUPPLEMENTS  <product 1>  <ALT TEXT: “”>  **FPO**  Shop Now  <product 2>  <ALT TEXT: “”>  **Product Name**  Shop Now  <product 3>  <ALT TEXT: “”>  **Product Name**  Shop Now  <product 4>  <ALT TEXT: “”>  **Product Name**  Shop Now  <product 5>  <ALT TEXT: “”>  **Product Name**  Shop Now  <product 6>  <ALT TEXT: “”>  **Product Name**  Shop Now  <desktop button CTA at the bottom of the mod>  SHOP ALL  <mobile text link CTA at the bottom of the mod>  Shop All |
| **Educational Mod:**  **Article 2-up**  **Can be videos or images** | <section header>  **The Ollie food philosophy is designed to help dogs thrive**  <1>  <ALT TEXT: describe image>  **Real food with nothing to hide**  Feed your dog minimally processed, protein-first recipes made in the USA.  <optional CTA>  Shop Now  <2>  <ALT TEXT: “”>  <video>  **Formulated with vet nutritionists**  The Ollie team has extensive experience in recipe formulation, research and development and food safety.  <optional CTA>  Shop Now |