

Appendix A

Element	Rule	Required
Low Everyday Price	<p>Trade-style design. White background, Tesco font in Tesco blue, white value tile. No branded content other than logo. Copy is left-aligned. LEP logo positioned to right of packshot.</p> <p>Include Tag – “Selected stores. While stocks last”</p>	No
Tags	<p>If the creative links to Tesco it must use a Tesco tag (and a Tesco value tile if it includes price, promotion or new).</p> <p>Pinterest banners must include a tag.</p> <p>If the product is exclusive, the tag is “Only at Tesco”. If not exclusive, tag is “Available at Tesco”.</p> <p>9x16: leave 200px off the top and 250px off the bottom of the image free from text and logos.</p> <p>If the banner includes a Clubcard Price tile, the tag must include Clubcard text: “Clubcard/app required. Ends DD/MM”</p>	No
DD/MM	If banner includes Clubcard Price tile, user must enter end date in DD/MM format (e.g. 23/06)	No
Value Tile	Value tile types are: New, White or Clubcard. The position is predefined. It cannot be moved by user. Nothing can overlap VT.	No

	<p>New is predefined and cannot be edited.</p> <p>White is predefined. Only the price can be edited.</p> <p>Clubcard is predefined. Only the offer price and regular price can be edited.</p> <p>Clubcard tile design: flat</p> <p>Clubcard price formats:</p>	
CTA	No CTA	No
Logo	<p>Can be uploaded new or brought in from user's brand space.</p> <p>Logo shows on all banners</p>	No
Headline	Appears on all banners	Yes
Subhead	Appears on all banners	Yes
Caveat	Only drinkaware caveat text is allowed. It is mandatory for alcohol promotions. Appears on all banner sizes.	No
Packshot	Maximum of 3 packshots. Lead product is required.	Yes
Background colour	User can choose a flat background colour	No
Background image	User can upload a single background image	No

Appendix B

Rule type	Name	Detail	Rule source	Notes	Rule strictness
Alcohol	Drinkaware	<p>All alcohol campaigns should include the drinkaware lock-up</p> <p>Drinkaware lock-up should have sufficient contrast from the background</p> <p>May only be in all-black or all-white</p> <p>Must be minimum 20px in height</p> <p>SAYS override: Must be minimum 12px in height</p>	Tesco guideline		Hard fail
Copy	T&Cs	No T&Cs allowed. Detect any kind of claim.	Self-serve guidelines	We cannot police claims for self-serve media, so decision is to not allow	Hard fail
Copy	Competitions	Not allowed. Detect competition copy.	Self-serve guidelines	No mechanism for competitions for verifying claims	Hard fail
Copy	Sustainability	Detect any 'green' claim. Not allowed.	Self-serve guidelines		Hard fail
Copy	Charity partnerships	Detect charity partnership text. Not allowed	Self-serve guidelines		Hard fail

Copy	Price call-outs	No copy element can refer to prices, discounts or deals. Detect price copy. Not allowed	Tesco guidelines		Hard fail
Copy	Money-back guarantees	Detect money-back copy. Not allowed.	Tesco guidelines		Hard fail
Copy	Claims	Detect any claims made in headline or subhead, like an asterisk or survey. Not allowed	Self-serve guidelines		Hard fail
Copy	Tesco tags	<p>Only the following text is acceptable:</p> <p>Only at Tesco Available at Tesco Selected stores. While stocks last.</p> <p>If Clubcard Price tile detected, text must include:</p> <p>Available in selected stores. Clubcard/app required. Ends DD/MM</p>	Tesco guidelines		Hard fail
Design	Value Tile	Detect old or invalid value tiles on pre-made banners. Detect if Value Tile is wrong size or in wrong position. Detect if font size is wrong. Content cannot overlay value tile.	Tesco guidelines		Hard fail
Design	CTA	Detect if CTA is wrong size or in wrong position. Content cannot overlay CTA.	Tesco guidelines		Hard fail

Design	Tesco tags	Content cannot overlay Tesco tag. Detect if position and size of tag are wrong.	Tesco guidelines		Hard fail
Format	Social safe zone	At least 200px from top and 250px from bottom to be free of text, logos or value tiles	Tesco guidelines	This rule only applies to Facebook and Instagram Stories 1080x1920 px - 9:16 Ratio	Hard fail
Media	Photography of people	Detect inclusion of people in images	Tesco guidelines	User must confirm that person or people are integral to the campaign	Warning - prompt to confirm
Accessibility	Minimum font size	Minimum font size is 20px on Brand, Checkout double density, Social. Minimum font size is 10px on Checkout single density Minimum font size is 12px on SAYS	Tesco guidelines		Hard fail
Accessibility	Contrast	Check against WCAG AA standard for text and CTA	Tesco guidelines		Hard fail
Packshot	Packshot positioning	Onsite brand and checkout packshot is closest element to CTA. Detect packshot position.	Tesco guidelines		Hard fail
Packshot	Packshot safe zone	Check gap between packshot and CTA. Onsite brand and checkout double density has minimum 24px gap. Checkout single density has minimum 12px gap.	Tesco guidelines		Hard fail