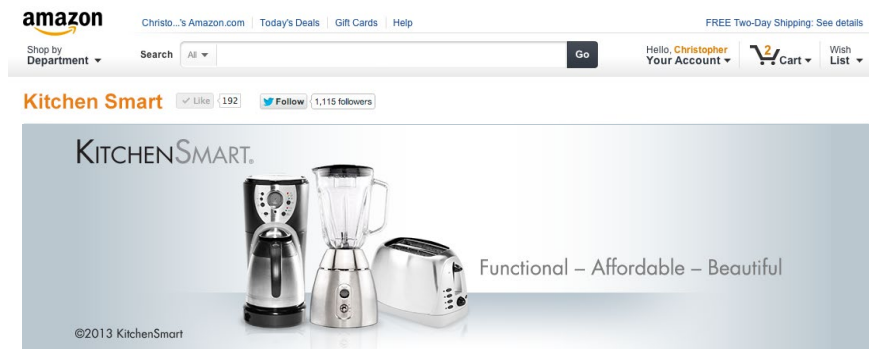


Amazon Marketing Services Creative Standards Checklist

AMAZON PAGES - HERO WIDGET



Great advertising creative drives marketing performance.

Engaging customers with effective creative shapes the perception of your brand and delivers business results. By aligning your advertising creative with the expectations of customers, your efforts in building your Amazon Page have the power to deliver meaningful experiences to anyone who lands on your page.



The following characteristics should serve as guidelines for creating hero images that connect with Amazon customers:

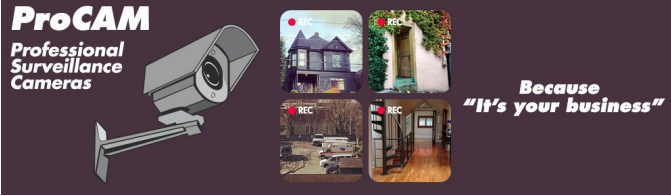



- 1
- Clear**
- 2
- Professional**
- 3
- Respectful**
- 4
- Trustworthy**

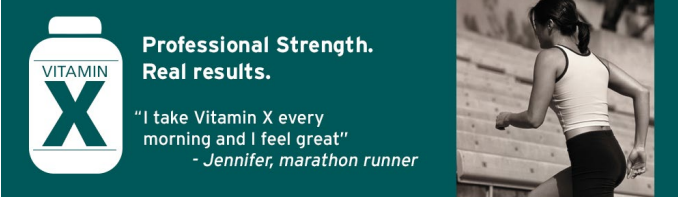
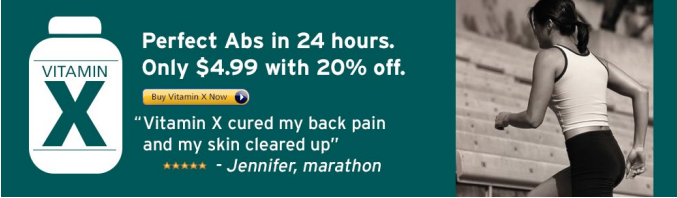
When building your hero widget, measure your creative against Amazon's standards. It is recommended that you use a professional image creation tool such as Adobe Photoshop to create your Hero Image.

Follow the checklist for each characteristic to help ensure your creative content passes moderator approval. Tally your checkmarks and use the following scale to measure how strong your Hero is, overall: **(1-9) Weak (10-14) Average (15-19) Strong**

All content must conform to Amazon's General Creative Guidelines which can be found at <http://www.amazon.com/advertisingspecs>.

BAR	HOW WE DEFINE EACH CREATIVE STANDARD	CHECKLIST								
	<p>Creative should be clear, uncluttered and understandable to the customer. It should persuade customers to consider the product or service that is being presented.</p> <p>If a product is being featured within the creative, the product should be mostly uncropped and clear as to what the customer is looking at. If the "product hero" is being used, the white box should not be obscuring any important visual elements.</p>	<p>Is your creative :</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Clear? <input type="radio"/></td> <td style="width: 50%;">Earnest? <input type="radio"/></td> </tr> <tr> <td>Identifiable? <input type="radio"/></td> <td>Uncluttered? <input type="radio"/></td> </tr> <tr> <td>Persuasive? <input type="radio"/></td> <td></td> </tr> <tr> <td colspan="2" style="text-align: right;">Total _____</td> </tr> </table> <p>If you have 2 or fewer checkmarks, content may not meet this particular creative bar and may not pass moderator approval.</p>	Clear? <input type="radio"/>	Earnest? <input type="radio"/>	Identifiable? <input type="radio"/>	Uncluttered? <input type="radio"/>	Persuasive? <input type="radio"/>		Total _____	
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Persuasive? <input type="radio"/>										
Total _____										
Clear	<p>✓ APPROVED</p>  <ul style="list-style-type: none"> 1 Eye-catching 2 Easy to understand 3 Products fit within the frame 	<p>⊘ NOT APPROVED</p>  <ul style="list-style-type: none"> 1 Products are cropped too close 2 Visually unappealing 3 Overuse of graphic devices 								

BAR	HOW WE DEFINE EACH CREATIVE STANDARD	CHECKLIST								
Professional	<p>Creative should be representative of your brand. It shouldn't be an afterthought.</p> <p>High-resolution imagery, properly formatted copy and creative best practices should be standard. Keep messaging short and use a minimum number of typefaces.</p>	<p>Is your creative :</p> <table border="0"> <tr> <td>High-resolution? <input type="radio"/></td> <td>Useful? <input type="radio"/></td> </tr> <tr> <td>Representative? <input type="radio"/></td> <td>Concise? <input type="radio"/></td> </tr> <tr> <td>Copy-edited? <input type="radio"/></td> <td></td> </tr> <tr> <td colspan="2" style="text-align: right;">Total _____</td> </tr> </table> <p>If you have 2 or fewer checkmarks, content may not meet this particular creative bar and may not pass moderator approval.</p>	High-resolution? <input type="radio"/>	Useful? <input type="radio"/>	Representative? <input type="radio"/>	Concise? <input type="radio"/>	Copy-edited? <input type="radio"/>		Total _____	
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Copy-edited? <input type="radio"/>										
Total _____										
<p>✓ APPROVED</p>  <p>1 Representative of the brand 2 Crisp images 3 Minimal text</p>	<p>⊘ NOT APPROVED</p>  <p>1 Unrelated imagery 2 Low-resolution images 3 Too much text, too many typefaces 4 Watermarked image</p>									
Respectful	<p>Creative should demonstrate a profound consideration for our customers by being respectful, appreciative and tasteful.</p> <p>Copy that is all-caps can be perceived as shouting and should be avoided when possible. When absolutely necessary, (per mandatory brand guidelines), all-caps copy should be used sparingly and at a considerate size. Respectful advertising is not inappropriate, loud, or overbearing.</p> <p><i>Avoid content that is violent, threatening, suggestive, provocative or not appropriate for a general audience. See Amazon's General Creative Guidelines for more information on Unacceptable Ad Content policy.</i></p>	<p>Is your creative :</p> <table border="0"> <tr> <td>Appropriate? <input type="radio"/></td> <td>Tasteful? <input type="radio"/></td> </tr> <tr> <td>Considerate? <input type="radio"/></td> <td>Helpful? <input type="radio"/></td> </tr> <tr> <td colspan="2" style="text-align: right;">Total _____</td> </tr> </table> <p>If you have 2 or fewer checkmarks, content may not meet this particular creative bar and may not pass moderator approval.</p>	Appropriate? <input type="radio"/>	Tasteful? <input type="radio"/>	Considerate? <input type="radio"/>	Helpful? <input type="radio"/>	Total _____			
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Considerate? <input type="radio"/>	Helpful? <input type="radio"/>									
Total _____										
<p>✓ APPROVED</p>  <p>1 Image is classy 2 Content is tasteful 3 All-caps copy is on-brand and considerate</p>	<p>⊘ NOT APPROVED</p>  <p>1 Image is provocative 2 Content is too "in your face" 3 All-caps copy feels like shouting</p>									

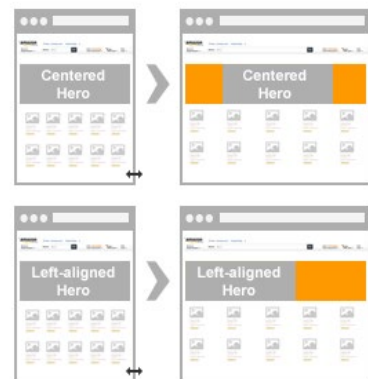
BAR	HOW WE DEFINE EACH CREATIVE STANDARD	CHECKLIST												
Trustworthy	<p>Creative should earn customers' trust by providing clear, thoughtful and transparent messaging.</p> <p>Trustworthy creative is sincere. It is not misleading, sneaky, or inaccurate. Visuals feel authentic and do not look like typical stock imagery.</p> <p><i>Avoid promotional messaging or pricing information due to the fluctuating nature of in-stock prices. Creative cannot include Amazon-branded elements such as buttons, star ratings or logos.</i></p>	<p>Is your creative :</p> <table border="0"> <tr> <td>Clear?</td> <td><input type="radio"/></td> <td>Straightforward?</td> <td><input type="radio"/></td> </tr> <tr> <td>Reliable?</td> <td><input type="radio"/></td> <td>Sincere?</td> <td><input type="radio"/></td> </tr> <tr> <td>Truthful?</td> <td><input type="radio"/></td> <td></td> <td></td> </tr> </table> <p>Total _____</p> <p>If you have 2 or fewer checkmarks, content may not meet this particular creative bar and may not pass moderator approval.</p>	Clear?	<input type="radio"/>	Straightforward?	<input type="radio"/>	Reliable?	<input type="radio"/>	Sincere?	<input type="radio"/>	Truthful?	<input type="radio"/>		
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<p>✓ APPROVED</p>  <ul style="list-style-type: none"> 1 Message is truthful 2 Photo feels sincere 3 Tone is honest 	<p>✗ NOT APPROVED</p>  <ul style="list-style-type: none"> 1 Message is misleading 2 Use of Amazon-branded elements is not allowed 3 Promotional messaging not allowed 													

Blend in to the layout

Creative should blend in to the expandable sleeves on either side of your hero image.

When the browser viewport is extended beyond 980 pixels, a solid color frames your hero image on the left and right sides, depending on if your image is centered or left-aligned. This color should either blend in to your hero image with a smooth gradient, or exactly match the color of your solid background.

Use a tool such as Adobe Photoshop's eyedropper to get the precise hexadecimal code for your background color.



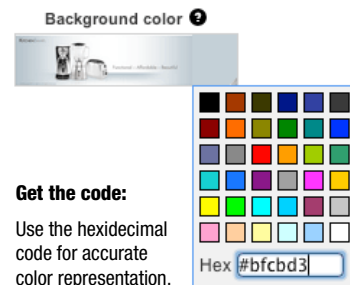
✓ APPROVED

Smooth gradient



✗ NOT APPROVED

Harsh transition



Get the code:

Use the hexadecimal code for accurate color representation.

Mind the Overlap

Creative should never be obscured by overlapping elements, such as the white product box in the Product Hero.

Keep all important elements such as logos, text and product images clear of any overlapping elements. You can preview how these elements will overlap your creative within the Hero Widget editor tool.



✓ APPROVED



- 1 Hero image frames the product box
- 2 Important text is visible and clear

✗ NOT APPROVED



- 1 Important text is obscured by the product box
- 2 Hero image design does not account for product box

Consider The Mobile Experience

Creative should be compelling and clear no matter what device you view it with.

Hero images appear smaller on mobile devices. For this reason, you must consider legibility of elements such as type and important visual detail.

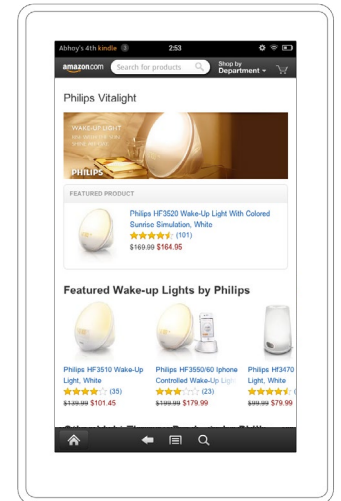
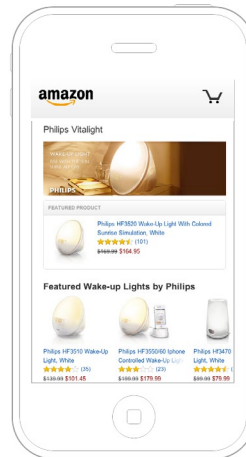
Minimum type size allowed:

Headlines: 26px/26pt

Fine print/trademark information: 15px/15pt (*recommended*)

Maximum amount of text allowed:

1 headline, 1 byline, 1 paragraph (3 lines), 1 line of fine print



✓ APPROVED



- 1 Hero image contains minimal text
- 2 Important text is 26px or larger
- 3 Fine print is 15px or larger

✗ NOT APPROVED



- 1 Too much text
- 2 Important text is smaller than 26px
- 3 Fine print is smaller than 15px