



# IN-STORE BRAND EXECUTION VISUAL MERCHANDISING

S P T 2 0 1 9



## KEEPING YOU UP TO DATE

*Since last year, in order to provide you with the best tools and methods, we have taken steps to implement a new "test and learn" approach to merchandising.*

*Applying the 2017 SPT guidelines helped us identify what needed improvement, clarification or change.*

*In this updated version, you will find new recommendations, P.O.S. tools and emblematic pets derived from our observations as well as market feedback and requests.*

*This document also includes 14 golden rules defined through a collaborative process. They are designed to help you memorize and apply the guidelines more easily. We greatly appreciate the markets' help on this topic.*

*As constant improvement is our goal, this 2019 version will not be the last one. Do not hesitate to keep providing feedback so the SPT guidelines get better every time.*



Our **2025 OGSM** objective is to make a better world for pets by bringing tangible health benefits through nutrition to every cat and dog. It sets ambitious goals:

- ▶ **55 million pets served**
- ▶ **#1 in product performance**
- ▶ **#1 in NPS Pet Owners and Pet Professionals**
- ▶ **\$ 7 billion in NSV**

To make this vision come true, we need to:



### 1 | LIVE OUR PURPOSE

in everything we do.



### 2 | TRANSFORM OUR GROWTH

to maintain our competitive advantage.



### 3 | POWER UP THE PEOPLE

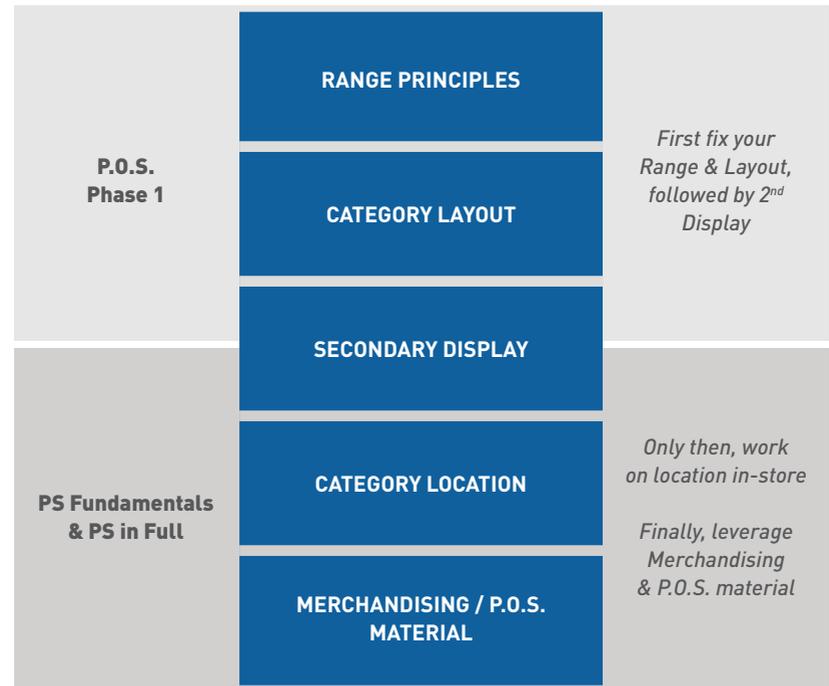
to equip them with the right capabilities.

More than ever, it is key for us to achieve  
**IN-STORE LEADERSHIP**  
**THROUGH A SUPER PREMIUM BRAND EXPERIENCE**  
**WITH SCALE AND PRECISION.**

The picture of success is an essential part of the Perfect Store that defines what you want to achieve in-store.

It relies of the 5 critical levers presented below.

These guidelines are here to help you activate the 5<sup>th</sup> lever so that visual merchandising fully contributes to the picture of success.



The key levers are clustered according to the different levels of Perfect Store and prioritized based on impact & feasibility.

**60%** OF OUR CUSTOMERS still discover our brand in-store.

In-store merchandising gathers up all the methods and tools ROYAL CANIN® uses to present the brand and products in a way that will increase salience and maximize sales.

It provides guidance on "where", "what" and "how" to present the brand and the products in-store. MKB's that we develop through StoreLab learnings answer the first two questions.

These new guidelines focus on "how" to deliver consistent and distinctive brand execution, but also educate and inform to bring us one step closer to our 2025 OGSM objective of a super premium brand experience.

Follow the **guidelines** & the **sales** will follow



### Distinctive assets

to stand out and be top-of-mind when shoppers consider the category

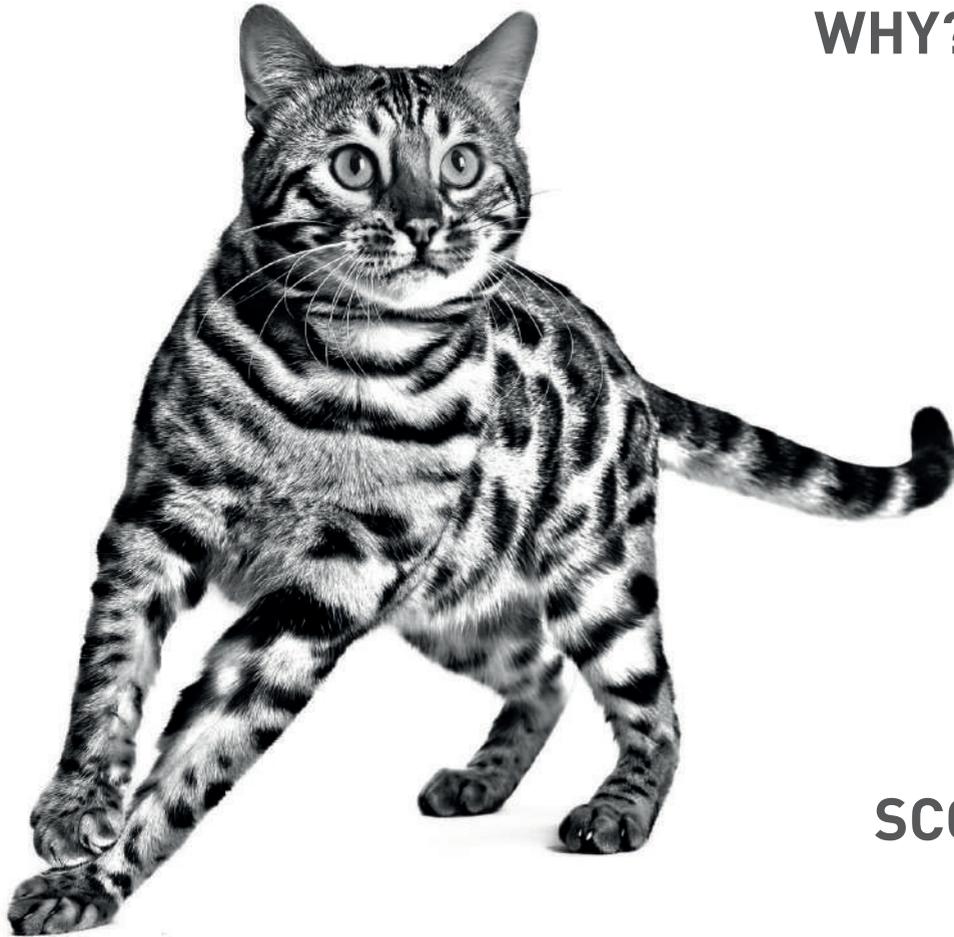
### Consistency

to increase the probability of being seen and recognized

### Education and Information

to raise awareness about pet health needs and reinforce shoppers' engagement and conversion

These guidelines have been defined to help business units apply unified brand codes for creating merchandising tools.



**WHY?** ▶ To make sure teams have a clear set of rules to rely on that help them deliver a **DISTINCTIVE** and **CONSISTENT** message to our shoppers.

**WHO?** ▶ **AGENCIES** and **VENDORS** involved in the creation of merchandising tools for SPT retail.

**WHEN?** ▶ Starting on **MARCH 1<sup>ST</sup>, 2019**, all merchandising tools produced should follow these guidelines. All existing merchandising materials in stores will have to be changed / updated over time.

**SCOPE?** ▶ Any **BRANDED MATERIAL USED IN A RETAIL ENVIRONMENT** like shelves, permanent, semi-permanent and temporary displays, posters, silhouettes and other animation kits.

**This glossary sums up all new icons that will help you identify actions and information through this document.**

**1**

A **DO** is the illustration of a good practice we recommend you to follow.  
A **DON'T** is the illustration of a bad practice we ask you not to repeat.



**2**

A **GOLDEN RULE** is a rule whose understanding, memorization and consistent application is key to ROYAL CANIN® premiumness and merchandising performance.



**3**

This **BEST IN CLASS** pictogram identifies permanent tools perfectly in line with ROYAL CANIN® standards in terms of premiumness and sustainability. They can be ordered on Easy order.



**4**

This **INFORMATION** pictogram signals more information regarding the application of the guidelines.



**5**

The **4 STEPS TO SALE** describe the shopper's journey. They include:

- Messages or tools to make the brand visible (**BRAND VISIBILITY**)
- Messages or tools of **BRAND AWARENESS** (about a pet's health need or health benefit),
- Messages or tools of **ENGAGEMENT** (engaging shoppers about their own pet's health needs),
- Messages or tools to give shoppers a reason to buy the product (**CONVERSION**)

**THE 4 STEPS TO SALE**



**6**



- 1 HEADLINES:** messages at the top of our layouts.
- 2 SUBHEADS** (secondary catchline / title) and **BODY COPY** (text): a more detailed level of information.
- 3 TAGLINE: INCREDIBLE IN EVERY DETAIL™**

**7**

**WESHARE** is a unique platform that replaces all our former tools dedicated to content creation, validation, storage and sharing (Library, Ediart, Recap langues...). Use it to share and download all our Black & White pictures, new campaigns, brand assets packages...



**EASY ORDER** is an online platform where you can order ROYAL CANIN® merchandising tools. In this playbook, you will find direct links to order some of the P.O.S. tools presented. On the digital version, they'll be clickable.



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Consider the chain of messaging leading to sale

## THE 4 STEPS TO SALE



**1 | BRAND VISIBILITY**  
"ROYAL CANIN® is HERE"



**2 | AWARENESS**  
"This is what our brand stands for"



**3 | ENGAGEMENT**  
"This is what we can help you with"



**4 | CONVERSION**  
"This is why you want our product NOW!"

**PROVEN RESULTS**  
**EDUCATION**  
**PROMOTION**

**TO SALE**

### THE 4 STEPS TO SALE



When you are envisioning an in-store merchandising activation and need to pick the right P.O.S. tools, **put yourself in the shopper's shoes.**

It is a step-by-step journey. We call it **THE 4 STEPS TO SALE.**

Each message has to **follow a precise objective** (visibility, awareness, engagement, conversion), but also respect a given hierarchy so it contributes to **the most successful shopper journey** (see left):

Each step is key to the success of your activation

# Choosing the right P.O.S. tools



## Select and develop tools according to your objectives

Before developing any permanent or activation material, select your tools according to the main objective you are trying to achieve among the 4 steps to sale:



Once you have picked a tool, make sure you adapt the communications to the tool's specificities.

### TOOL KIT DECISION MATRIX

OUT-OF-SHELF TOOLS		
DESCRIPTION	OBJECTIVE	4 STEPS TO SALE
<b>WINDOW DISPLAY</b>	Incite the shopper to enter the shop.	Eye, Lightbulb
<b>GONDOLA HEADER</b>	Make the brand visible at first glance in the store.	Eye, Lightbulb
<b>DISPLAY UNIT</b>	Provide an "all-in-one" second location.	Eye, Handshake, Shopping Cart
<b>PROMOTIONAL TOTEM</b>	Direct the shopper's attention to the display.	Eye, Handshake
<b>CEILING BANNER</b>	Direct the shopper's attention to the display.	Eye, Handshake
<b>EDUCATIONAL TOTEM</b>	Positioned next to the shelves, reinforce the conversion message.	Handshake, Shopping Cart

### THE 4 STEPS TO SALE



IN-SHELF TOOLS		
DESCRIPTION	OBJECTIVE	4 STEPS TO SALE
<b>PERSONALIZED HEADER</b>	Make the brand visible at first glance in the store.	Eye, Lightbulb
<b>BAY FRAME</b>	Help a range to stand out.	Eye, Shopping Cart
<b>GLORIFIER</b>	Showcase a product / range.	Lightbulb, Handshake, Shopping Cart
<b>SHELF-TALKER</b>	Talk the shopper into buying the product.	Lightbulb, Handshake, Shopping Cart
<b>SEGMENTATION RANGE PANEL</b>	Drive the shopper to the right range.	Shopping Cart
<b>SHELF NAVIGATION LABEL</b>	Help the shopper pick the right product.	Shopping Cart
<b>WOBLER</b>	Help the sale of a specific product.	Shopping Cart
<b>FLIPBOOK</b>	Educate the shopper and convert to sale.	Handshake, Shopping Cart
<b>PRICE LABEL</b>	Communicate the price in a premium way.	Shopping Cart

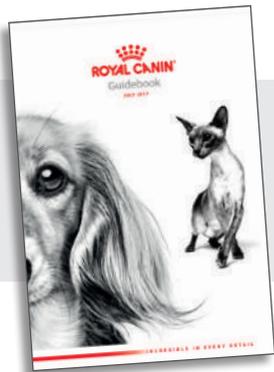


Strictly replicate your brand assets on your P.O.S. tools

### WHAT IS A DMS?

**DMS: Distinctive Memory Structure (Laws of Growth).**

- ▶ specific elements (associations built over time) that **immediately bring the brand to mind**
- ▶ key things that a brand can **legally protect in the long term**
- ▶ need to be developed and supported **consistently over time, not changed regularly**
- ▶ **across all customer touch points:** on pack, at point of sale and in communications



To learn more about Brand guidelines, refer to the BRAND GUIDEBOOK.

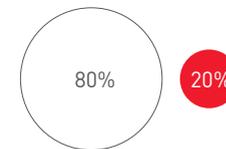
<https://royalcanin-weshare.io/tempDownload/D8F30CA6DFCA74E8364320603CA7CD2969F38AC1>

### REMINDER OF OUR BRAND ASSETS

#### 1 | LOGOTYPE:



#### 2 | WHITE & RED COMBINATION:



#### 3 | CROWN:



#### 4 | BLACK & WHITE IMAGERY:



For consistency across P.O.S. and to reinforce the identity of each territory, **we recommend you primarily use cats and dogs identified by** 



ALL EMBLEMATICS CAN BE DOWNLOADED



BRAND

CAT



Maine Coon Abyssinian Siamese



Persian

**DO NOT USE**  
Due to Brachycephalic jaw controversy.

DOG



Dachshund German Shepherd Yorkshire



Great Dane Komondor Pomeranian

KITTEN



Maine Coon Sacred Birman Bengal

PUPPY



German Shepherd

SPT RANGES

BIRTH & GROWTH  
KITTEN



Sacred Birman Maine Coon

PUPPY



Dachshund Labrador

BREED  
CAT



British Shorthair Maine Coon Sphynx

DOG



Great Dane Yorkshire Dachshund



Persian Shih Tzu

**DO NOT USE**  
Due to Brachycephalic jaw controversy.



German Shepherd Chihuahua Afgan Greyhound



Poodle

KITTEN



British Shorthair

PUPPY



Yorkshire Terrier

## Range emblematics to use in-store

### SPT RANGES

#### CARE CAT



Siberian

British Shorthair

#### DOG



Golden Retriever

Podengo

#### FHN CAT



Abyssinian

Bengal

Egyptian Mau

#### SHN DOG



Papillon

Saint Bernard

### VET RANGES

#### VET PILAR CAT



Maine Coon

#### DOG



Jack Russel

Setter

Bouvier Bernois

#### DERMATOLOGY CAT



Russian Blue

#### DOG



Cocker Spaniel

### VET RANGES

#### URINARY CAT



Ragdoll

#### DOG



Schnauzer

#### WEIGHT MANAGEMENT

##### CAT



British Shorthair

##### DOG



Golden Retriever

#### GASTRO INTESTINAL

##### CAT



Abyssinian

##### DOG



Labrador Retriever

#### VITAL SUPPORT: RENAL

##### CAT



Maine Coon

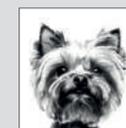
##### DOG



Poodle

#### PILL ASSIST

##### DOG



Yorkshire

Our advertising and communication channels provide an opportunity for us to be a role model for responsible pet ownership in everything we do, from the images and footage we use to the advice we provide on our websites.

For this reason,  
**WE WILL NOT PICTURE BRACHYCEPHALIC BREEDS  
IN OUR MARKETING MATERIALS**

Therefore pictures of brachycephalic breeds are forbidden on all marketing material except those directly linked to the corresponding breed nutritional answer or those linked to education on brachycephalic breeds and their health issues.



DO

- Use a picture of a brachycephalic breed to illustrate a vet diet. As the breed illustrates a health issue it is prone to, this is acceptable.
- Use a picture of a brachycephalic breed to illustrate the corresponding product brochure. As the product is specific for this breed, it is acceptable.
- Use a picture of a brachycephalic breed in a book referencing all breeds (i.e. encyclopedia): **acceptable if we need to illustrate the breed that we are describing, as long as we emphasize the consequences of its physical features.**



DON'T

- Do not use a picture of a brachycephalic breed to illustrate a puppy guide.
- Do not use a brachycephalic breed in a Royal Canin movie to illustrate magnificence.

### CAT



Persian



Exotic

### DOG



Pug



French Bulldog



English Bulldog



Boxer



Shih Tzu



Pekinese



Cavalier  
King Charles



Boston Terrier

## 4 | HOW TO EXPRESS THE BRAND



Use the logotype in red on a white background

### ► ROYAL CANIN® BRAND LOGO:

#### 1 | SIZE OF COMPONENTS:



#### 2 | ROYAL CANIN® SHOULD NOT BE USED IN REVERSE:



A white logo on a red background can sometimes be used with prior validation from global, if the red logo is already prominently shown elsewhere.

## How to use the logo

### 3 | HOW TO USE THE 'REGISTERED' MARK IN TEXT:

The ® remains in VAG bold 5pt to ensure readability. This applies no matter the size of the logo.



#### 4 | MINIMUM SIZE:

Logotype under 12mm should not be used.

#### 5 | COLOR:



## How to use the logo (mistakes to avoid)



Never use the ROYAL CANIN® logo at the bottom, on the floor or close to the floor

### ► NO ROYAL CANIN® LOGO ON THE FLOOR OR CLOSE TO THE FLOOR



**DON'T** use our logo where it can get dirty and reflect badly on the brand premiumness.



### ► NEVER USE A WHITE FRAME AROUND THE LOGO



Never use the ROYAL CANIN® logo on in-shelf P.O.S. tools



**DON'T** use a logo in-shelf when brand visibility is already obtained with the header and the logo is on all the packagings.



Clip strip



Shelf extender

## How to use the crown



Use the crown in red on a white background

### ► THE CROWN IS A KEY ASSET TO ROYAL CANIN® BRAND IDENTITY

It is the most distinctive and powerful asset the brand owns. Therefore, it is crucial to activate it on your tools.



### ► DO NOT HESITATE TO USE THE CROWN WHEN THERE ARE TOO MANY LOGOS

It can be used as a complement to show our brand, when the full ROYAL CANIN® brand logo is already present. Or it could be used when there is a lack of space or when the logo doesn't work for other reasons (too close to the floor, in-shelf, etc.).



Side of the main display



Flying banner for a kitten corner in France

## How to use the tagline in Visual Merchandising

### ► DO NOT APPLY THE TAGLINE LOCKUP

Our tagline, **INCREDIBLE IN EVERY DETAIL™**, first applies to cats and dogs, their needs, and then to the products we develop for them. It expresses a message of awareness. A key element of our identity, it generally appears in a lockup below the logo. However, the system does not work well on P.O.S. tools.



DON'T



**DO NOT** use either the vertical lockup or the horizontal lockup on P.O.S. tools.

### ► APPLY MERCHANDISING SPECIFIC RULES

**In-store, never use the tagline in a lockup below the logo.** Use it in white on red, centered in the color strip, at the bottom of your P.O.S. tools. This specific merchandising rule allows for good visibility without affecting the logo readability.



FHN header



Breed shelf-talker

**EXCEPTION:** in Breed Universe and for Breed activations, always use the tagline in white on gold. (See on pages 68 to 71 of section Breed Territory).

## How to use messages

Messages are an important way to express the ROYAL CANIN® brand and the specificities of our different ranges. Our new "HEALTH IS" platform is designed to make brand communications consistent across pillars, across channels, and throughout the pet owner journey.



The message matrix below will help you select the right messages to put on your P.O.S. tools according to the 4 steps to sale. This type of matrix will now be developed for every new activation (i.e. CCN).

 **BRAND VISIBILITY**    
  **AWARENESS**    
  **ENGAGEMENT**    
  **CONVERSION**



For more information and guidance, refer to "HEALTH IS" Messaging Guidelines.



### PET OWNER VIA SPT-R

#### HEALTH IS OUR OBSESSION

	BREED		CARE	FHN	SHN	
	BIRTH & GROWTH	KITTENS / PUPPIES				ADULT
 <b>AWARENESS MESSAGE</b>	HEALTH IS FRAGILE		HEALTH IS MAGNIFICENT	HEALTH NEEDS YOUR ATTENTION	NOURISH THEIR SENSES, ENRICH THEIR HEALTH	HEALTH COMES IN ALL SIZES
 <b>ENGAGEMENT MESSAGE</b>	Give your puppy / kitten the perfect start in life	Nourish your breed puppies / kittens unique needs to give him / her a perfect start in life	Meet your breed's unique needs	Care for your dog's / cat's / pet's sensitivities	Satisfy your cat's specific needs	Find the right nutrition for your dog's size
 <b>CONVERSION / RTB MESSAGE</b>	Give them nutrition tailored to help build their natural defences, support healthy growth and digestive system development.	Give your breed puppy /kitten nutrition tailored to support their growth and help build their natural defences and digestive system development.	Give your breed dog / cat nutrition tailored to their specific needs.	Give your cat / dog / pet nutrition tailored to soothe its most common sensitivities.	Cats have very particular needs. Give nutrition tailored to nourish their body and satisfy their tastes.	Different sized dogs have different dietary requirements. Give them nutrition tailored to their body's needs.
<b>CONVERSION / RTB MESSAGE CAT MIX-FEEDING</b>	Incorporating wet food into your cat's diet adds new textures and flavours satisfying their instinctual feeding needs.					
<b>KEY CONTACTS</b>	<b>KITTEN:</b> Christine Dupuy-Donzet christine.dupuydonzet@royalcanin.com Eugene Brusilovsky eugene.brusilovsky@royalcanin.com Margot Rivera margot.rivera@royalcanin.com  <b>PUPPY :</b> Matthieu Perez matthieu.perez@royalcanin.com Leilani Brunel leilani.brunel@royalcanin.com	Chloé Lajoinie chloe.lajoinie@royalcanin.com Jean-Marc Zoa jean.marc.zoa@royalcanin.com	Chloé Lajoinie chloe.lajoinie@royalcanin.com Jean-Marc Zoa jean.marc.zoa@royalcanin.com	<b>DOG:</b> Matthieu Perez matthieu.perez@royalcanin.com Leilani Brunel leilani.brunel@royalcanin.com  <b>CAT:</b> Eugene Brusilovsky eugene.brusilovsky@royalcanin.com Margot Rivera margot.rivera@royalcanin.com	Eugene Brusilovsky eugene.brusilovsky@royalcanin.com Margot Rivera margot.rivera@royalcanin.com	Matthieu Perez matthieu.perez@royalcanin.com Leilani Brunel leilani.brunel@royalcanin.com
	<b>KEY CONTACTS FOR SPT-R:</b> <b>MARKETING:</b> Anna Dibner anna.dibner@royalcanin.com <b>CATEGORY:</b> Guillaume Roy guillaume.roy@royalcanin.com					

### ► TRANSCREATION PROCESS

## Transcreation not translation

Transcreation is the re-creation of content to preserve the creative and emotional intent of the work.

Local and cultural context should be taken into consideration when adapting the work across geographies and channels.

**LOCAL RESPONSIBILITY:** it is your local responsibility to transcreate the "HEALTH IS" messages (awareness, engagement and conversion) by remaining as faithful as possible to the English version and considering your market's specificities.

### ► DOS AND DON'TS FOR GENERATING MATERIALS WITHIN THE "HEALTH IS" PLATFORM

#### GENERAL PRINCIPLES

- Always submit "HEALTH IS" final content (content ready to be activated in the market) and the context (pillar, environment, merchandising, media support, product associated, etc.) within which the headline is going to be used for local regulatory review and approval.
- The combination of the "HEALTH IS" headline with other advertising messages and/or claims, either on the products or on communication materials, should NEVER convey the message directly or indirectly that ROYAL CANIN® products diagnose, prevent, mitigate, treat or cure any disease.

#### CONSUMER-FACING MATERIALS

- ✓ **DO** make claims about supporting organs, etc., that are already healthy, e.g. "promotes a healthy, shiny coat" on a healthy pet.
- ✗ **DON'T** make direct or indirect claims about diagnosing, preventing, mitigating, treating or curing any disease (i.e. any physical condition that is not normal).
  - **Examples of diseases:** itching, scaly skin, joint stiffness, obesity, discomfort, skin problems, kidney conditions.
- ✗ **DON'T** make direct or indirect "extra-nutritional" claims that the food produced effects beyond nutrition, e.g. claims about supporting a tranquil mood.

#### COMMUNICATIONS WITH VETERINARIANS ABOUT VETERINARY-ONLY DIETS

- ✓ **DO** tell veterinarians how your product works and can be used, being careful that the communications are not made through channels that consumers can see / access (where required).
- ✗ **DON'T** make such communications over the internet except in password-protected, veterinarian-only sites (where required).



## Adjust your imagery to the layout of your P.O.S. tool

Both portraits and body shots of the emblematics are available on weshare. Finding the right fit for your layout will contribute to the premiumness of your tools.

### ► ON FLYING BANNERS & OTHER VERTICAL LAYOUTS

Use a full length version of the pet with a logo on top or on the left.



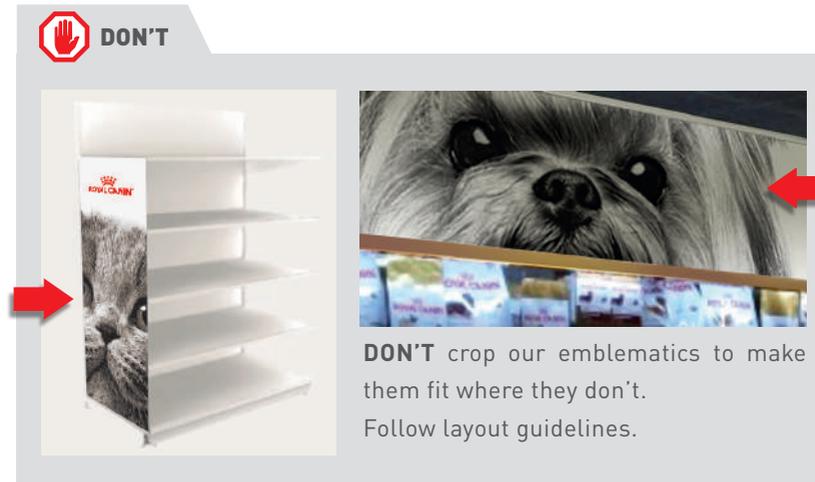
### ► ON HEADERS & OTHER HORIZONTAL LAYOUTS

Use a portrait image (mandatory on the header).

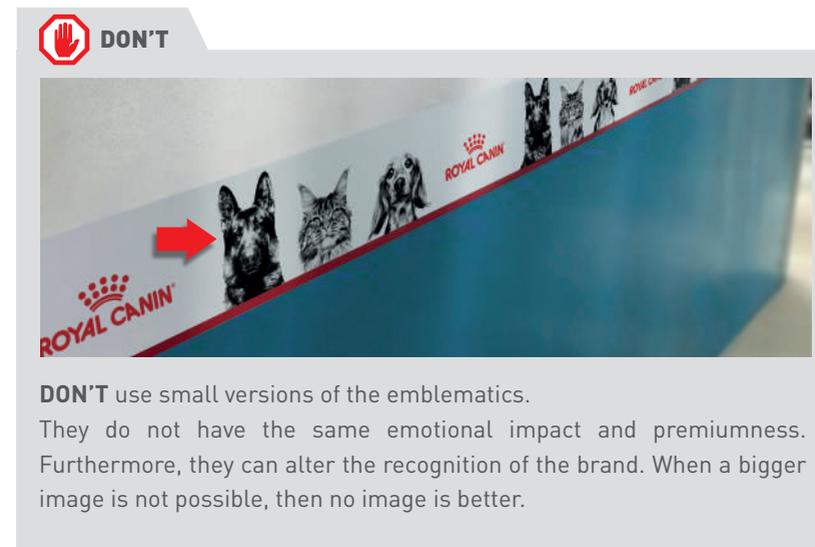


If you have any doubt, please send your proposal to the Global Merchandising Team.

### ► DON'T CROP OUR EMBLEMATICS



### ► REFRAIN FROM USING THE EMBLEMATICS AT A VERY SMALL SIZE



# How to implement "HEALTH IS"

## ► "HEALTH IS" MERCHANDISING ASSETS

### 1 | "HEALTH IS" MESSAGES

They include all messages inspired by the "HEALTH IS" platform, not just the ones actually starting with "HEALTH IS...". Refer to pages 32 and 35 for the choice of messages.

### 2 | BLACK & WHITE EMBLEMATICS

Refer to pages 20 to 25 for guidance about the use of emblematics.



### 3 | TAGLINE

Refer to page 31 for the proper use of the tagline.



SHN shelf-talker

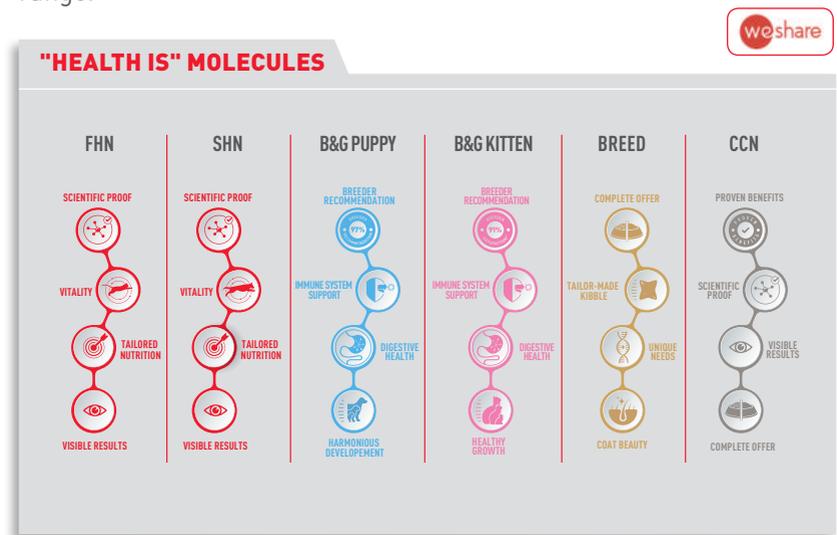
## 4 | BOWL AND CROWN ASSOCIATION

This association stresses the fact the bowl contains health nutrition. It concludes and validates the health claims carried by the molecule.



## 5 | RANGE MOLECULES

Made out of SPT range icons, the molecules are designed to express our health focus and / or strongest RTB (Reason to Believe) for each range.

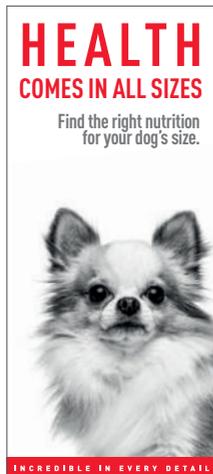


## How to implement "HEALTH IS"

The "HEALTH IS" assets (messages and visuals) express our obsession with pet's health. They can be associated with and used for halo effects on permanent P.O.S. material, but also during activations. On headers, ends of gondolas, totems or shelf-talkers, they reinforce awareness or engagement.



Breed header



SHN shelf-talker



CCN window display



CCN end of gondola

On shelf navigation labels, assets focus on conversion, often using the visual impact of molecules and the bowl and crown association.



Birth and Growth Puppy shelf label



Breed shelf label



SHN shelf label



For more information and guidance, refer to "HEALTH IS" Messaging Guidelines.



## How to prioritize elements on layouts



### Make sure the logo gets optimal visibility

The logo is the first sign that helps shoppers find us in-store. It has to be highly visible and always where the shopper expects to see it.

#### POSITION OF THE LOGO

- 1 Always on top
- 1 On the left or centered

#### MAIN LAYOUT PRINCIPLES

- 1 Logo + Crown **20%**
- 2 B&W visual **50%**
- 3 Crown alone **10%**
- 4 Headline: **20%**
- 5 Breed stamp **8%**  
only for Breed Universe location  
(do not use on generic bay)

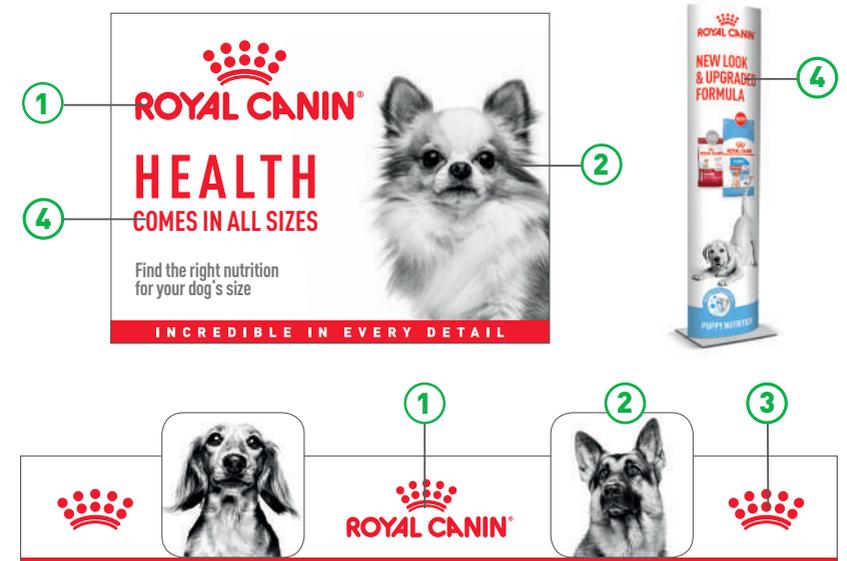


### Follow the hierarchy of assets and messages

The recommended hierarchy has been defined so the combination of elements provides the best efficiency, but also to guarantee the consistent and premium execution we want.

#### ► BRAND UNIVERSE

A few examples of logo placement and proportions:



#### ► BREED UNIVERSE

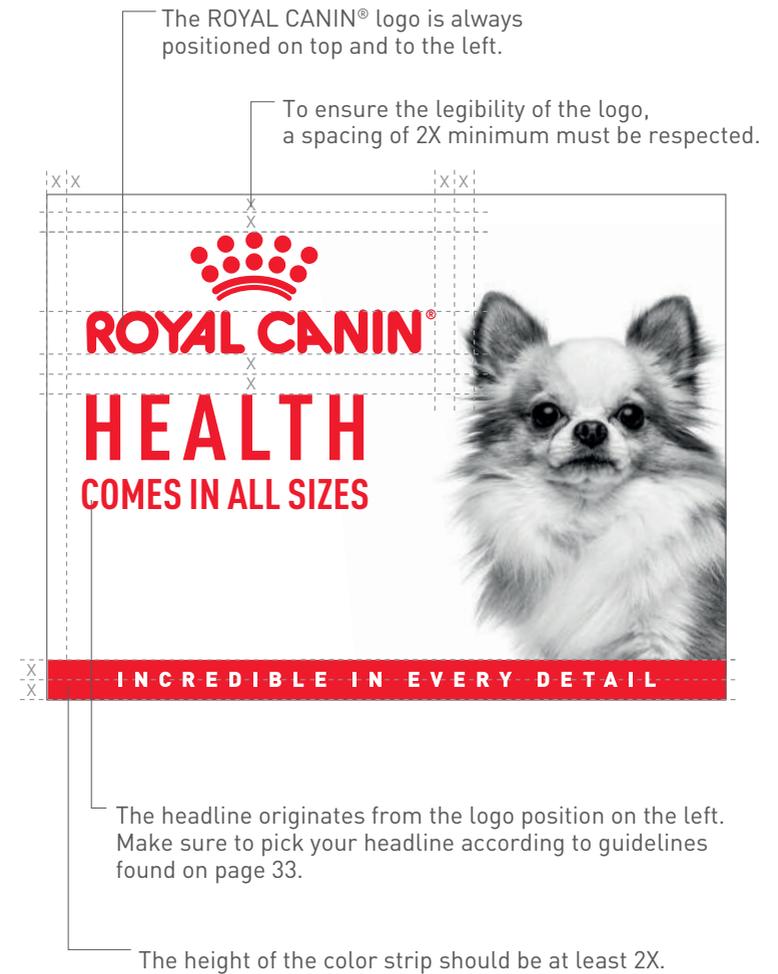
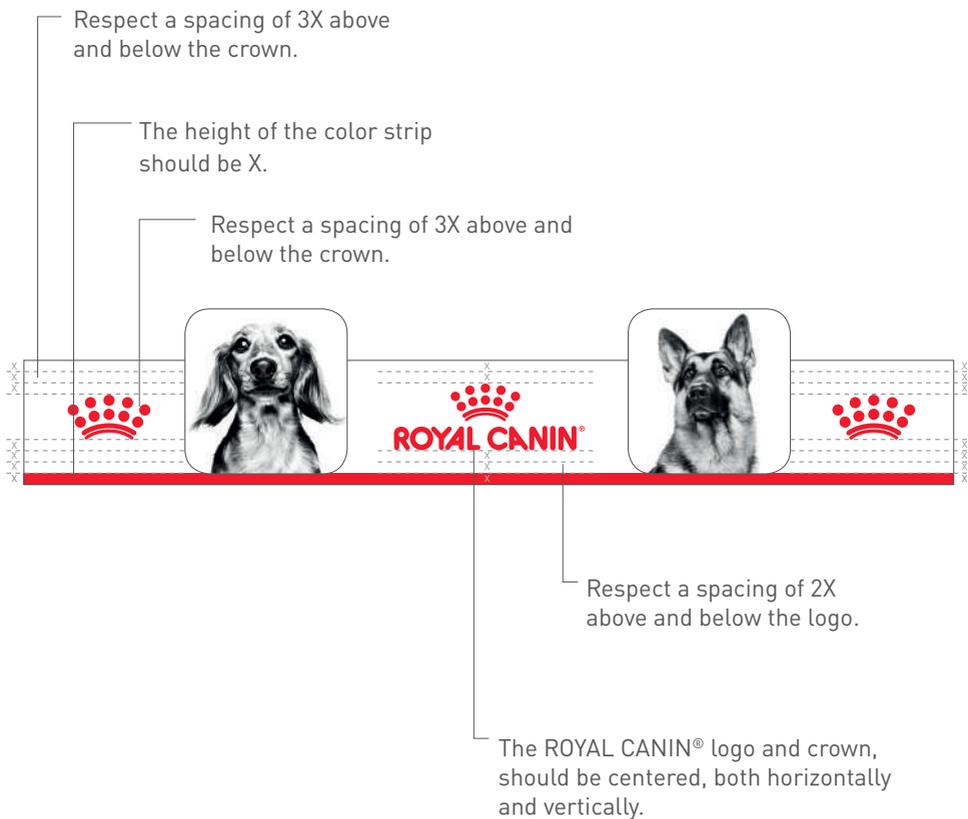
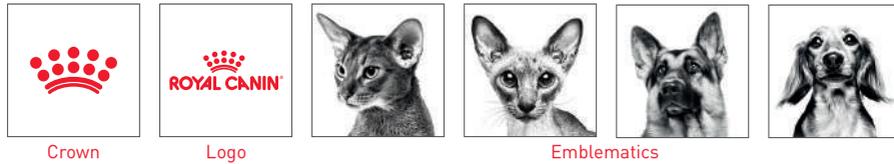
Placement of the logo, Breed Stamp and emblematics on a header.



## How to prioritize elements on layouts

### ► HEADERS:

#### Graphic elements to use



# How to use the mix-feeding assets



## ► MIX-FEEDING ASSETS

### 1 | MIX-FEEDING BOWL



### 2 | MIX-FEEDING ICONS



### 3 | CAT WET ICONS



## ► LAYOUT RECOMMENDATIONS



The mix-feeding bowl or icon can be used as a key visual or included in an 3-step educational system.



SHN display unit



CCN wobler



CCN shelf labels



## Use Black & White emblematics on a white background

### ► USE BLACK & WHITE IMAGERY

#### 1 | BRAND GENERIC:

- Use the brand emblematics in Black & White (see page 20),
- Make sure to respect P.O.S. tools layout recommendation regarding format (see pages 36 and 37).



FHN header

#### 2 | RANGE OR PRODUCT:

- Use range emblematics in Black & White (see pages 21 to 23 and layout recommendation pages 36 and 37),
- Whether you communicate on the complete range, several products, or 1 SKU.



B&G Puppy wobler

- One exception: Breed P.O.S. communication tools can sometimes use color imagery for emblematics (see right).

### ► USE COLOR IMAGES WHEN EDUCATING ABOUT:

#### 1 | A BREED SPECIFIC TRAIT:

- Breed range is based on pure breed's specific traits. That is why we recommend to use colour imagery when we talk about a breed's eye color, an amazing coat color or pattern.



#### 2 | LIFESTYLE OR SPECIFIC HEALTH NEEDS IN SITUATION:

I.e. inside a guide, in an education shelf-talker, a flipbook, a video...

- Use in-situation images only when showcasing real-life scenes, such as in an indoor cat video.



Indoor cat video

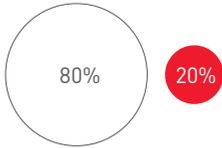
**NOTE:** even when using color images, choose the upmost quality definition to convey our premium positioning.

# How to use color on your merchandising P.O.S. elements

## ► ROYAL CANIN® SHELVES COLOR BALANCE:



Stay as close as possible to the recommended white & red balance



### SIDE

- ✓ If adding side panels, respect the overall red and white balance.
- ✓ Use red tablets with white arms to secure our space and keep the right balance of red and white.



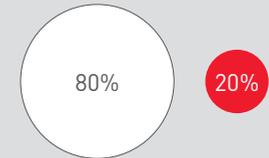
- ✓ Use the crown to add a distinctive brand asset to this additional space.

This allows to mark our ROYAL CANIN® brand space.



### COLOR

- ✓ Overall color balance should follow this rule:



#### ROYAL CANIN® RED:

C 0% M 100% Y 100% K 0%  
R 226 V 0 B 26  
Pantone 485 C

**NOTE:** secondary colors can be used in-shelf to help clarify the segmentation (see pages 62 and 63).

### BOTTOM

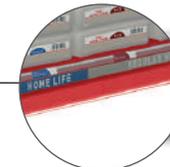
- ✓ The red base allows to bring an additional touch of red inside the shelf and obtain the right balance between the two brand colors.



### BOTTOM



No ROYAL CANIN® logo at the bottom of the shelves.





1

**MEMORIES ARE FRAGILE!**

80% of a brand's user base is on the verge of forgetting the brand.

2

**BRAND ASSETS MUST BE EXECUTED!**

Our distinctive brand assets drive in-store visibility and brand on-shelf recognition.

3

**CONSISTENCY IS CRUCIAL!**

It is the only way to successfully deliver our distinctive assets.

ROYAL CANIN® needs to be clearly identified by shoppers in the category. There is no place for ambiguity: we need to be visible, consistent and premium. **A strong and premium branding in-store means better chances to be seen, remembered and selected by shoppers.**

Main shelves are where most shoppers purchase our products: a key touch point requiring our full attention.



# Shelves updates



In-store, never combine the logo with the tagline just below

**DO** ✓

**NO TAGLINE**

✓ For better visibility and consistency.



**NEW NAVIGATION PANEL**

✓ To reinforce segmentation offer and the "HEALTH IS" message.

**70CM  
NO LOGO ZONE**

**NO LOGO, NO TAGLINE, USE THE CROWN**

✓ Use the crown to replace the logo when **UNDER 70 CM** from the ground. In this case the crown can be used instead.



**DON'T** ✘

**NO BREED STAMP**

✘ Never place a BREED stamp on a generic header.



**NO TAGLINE**

✘ In order to reinforce brand visibility the tagline **INCREDIBLE IN EVERY DETAIL™** will be removed from the header.



**SIDE**

✘ Never place a ROYAL CANIN® logo **UNDER 70 CM** from the floor.

**BOTTOM**

✘ No ROYAL CANIN® logo at the bottom of the shelves.



## HEADER

The header is a BIC tool providing optimized visibility and premiumness. It is the top priority of deployment of our merchandising strategy (see layout recommendation pages 58 to 61). It must be perfectly executed to fulfill our key objectives:

to be **distinctive** and a **reference** in **premiumness**

Please make sure to:

- ✓ Use new header design.
- ✓ Use high resolution Black & White photos.
- ✓ Use highly qualitative material.
- ✓ Follow Brand communication guidelines on DMS usage.



## LIGHTING

The lighting on the header makes a huge impact:

- ✓ It helps our iconic images to stand out and get the shopper's attention.
- ✓ It reinforces visibility.

For best results, we recommend the use of neutral lighting, around 400° K.



## HIGH STANDARD OF PREMIUMNESS

The current header has been selected for its excellent rating on premiumness (9 out of 10) thanks to two main features:

- ✓ An impactful and distinctive Black & White photo gallery effect.
- ✓ The use of qualitative materials such as varnished metal or Dibond®.



Please refer to FOREFRONT HEADER -OPERATING MANUAL-, a guide on how to order and install your headers.



## Headers layout recommendation

We have created designs for headers depending of the sizes and the number of bays. Please use these designs when you are producing locally. Cropping animals is strictly restricted to these approved designs.

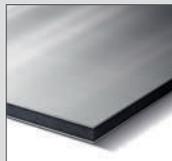


PICTURES IN FRAMES - 550 x 550 mm

### PRINTING GUIDELINES

- The graphic resolution must be **300 DPI or greater** to achieve the best quality. (A 72 DPI image will look fine on screen but will not print well).
- Other parts of the headers are printed on Forex® or other PVC 3mm.
- For navigation panels, please use 10mm PVC material.
- **Portraits should be printed in Dibond®.**

Dibond® is preferred in photo galleries, due to its rigidity and strength, but also for the quality of the pictures it renders. It has the ability to promote an accurate rendering of color in the original image with a nice satin finish.



### THE 4 STEPS TO SALE



## ► BRAND UNIVERSE

- ✓ Only crop images on formats recommended by global, using imagery from page 20.

### DOG & CAT FOREFRONT LIGHTING HEADERS - 1 BAY



Generic header - 1 bay - 1000 mm



ROYAL CANIN® header - 1 bay - 1330 mm

For **cat versions** of the headers, please insert **recommended cat imagery** found on page 20.

# Headers layout recommendation

**THE 4 STEPS TO SALE**

1 2 3 4

## ► BRAND UNIVERSE



Generic header - 2 bays - 665 mm



ROYAL CANIN® header - 2 bays - 1000 mm



ROYAL CANIN® header - 2 bays - 1330 mm



Generic header - 3 bays - 665 mm



ROYAL CANIN® header - 3 bays - 1000 mm



ROYAL CANIN® header - 3 bays - 1330 mm



Generic header - 4 bays - 665 mm



ROYAL CANIN® header - 4 bays - 1000 mm



ROYAL CANIN® header - 4 bays - 1330 mm



Generic header - 5 bays - 665 mm



ROYAL CANIN® header - 5 bays - 1000 mm



ROYAL CANIN® header - 5 bays - 1330 mm

In the rare occurrence from a **6-bay header**, It can be interesting to **use an emblematic pet from each of the territories** instead of repeating one of the generic brand pets.

# Segmentation recommendation

**THE 4 STEPS TO SALE**

1 2 3 4

To help the shopper navigate our ranges quickly and efficiently, we need clear segmentation tools relying on simple messages and color codes.

**SEGMENTATION PANELS**

We use the segmentation panels on the header to help shoppers navigate inside or within the ranges. They carry engagement messages that provide the shopper with immediate information on range purposes, and improve conversion.

**UNIVERSE LABELS**

Universe labels provide a clear segmentation helping the shopper to find the right product more easily within a range. (WORK IN PROGRESS)

		BREED	CARE	B&G	SHN / FHN
DOG	SEGMENTATION PANELS	MEET YOUR BREED'S UNIQUE NEEDS	CARE FOR YOUR DOG'S SENSITIVITIES	GIVE YOUR PUPPY THE PERFECT START IN LIFE	FIND THE RIGHT NUTRITION FOR YOUR DOG'S SIZE
	UNIVERSE LABELS	BREED HEALTH NUTRITION			SPECIFIC NEEDS X-SMALL DOGS ← 4 KG MINI DOGS ← 10 KG MEDIUM DOGS 11- 25 KG MAXI DOGS 26 - 44 KG GIANT DOGS → 45 KG
CAT	SEGMENTATION PANELS	MEET YOUR BREED'S UNIQUE NEEDS	CARE FOR YOUR CAT'S SENSITIVITIES	GIVE YOUR KITTEN THE PERFECT START IN LIFE	SATISFY YOUR CAT'S SPECIFIC NEEDS
	UNIVERSE LABELS	BREED HEALTH NUTRITION		1 <sup>ST</sup> AND 2 <sup>ND</sup> AGE HEALTH SPECIAL CARE HEALTH	STERILISED CAT HEALTH SENIOR CAT HEALTH INDOOR CAT HEALTH ACTIVE CAT HEALTH

## How to improve branding

When ROYAL CANIN® headers cannot be installed in-store, other solutions can be implemented to improve visibility, using "HEALTH IS" material.

### ► WITH AN OLD BAY CONFIGURATION



If there are no possibilities to install a header because of the furniture already in-store, **play it as a light box.**

### ► WHEN A HEADER OR A LIGHTBOX CAN'T BE SET UP



Installing labels with the molecules in-shelf improves branding while helping conversion.



"HEALTH IS" shelf-talkers improve brand visibility and convey awareness and conversion messages.

To fuel our ambition on Breed, we need to start building strong codes in shops and other channels. That is why the use of gold sends a stronger message than is possible with other ranges. This is how we have created a Breed stamp.

### ► GOLD

We have taken this highly distinctive color from our packs. This allows to instantly create a distinctive and premium universe. Gold can be used more largely on merchandising tools than other range colors, however white and red should always stay the main colors.

**Pantone:** 874C  
**C:** 15 **M:** 30 **Y:** 75 **K:** 0



### ► BREED STAMP

It will fuel super premium Breed positioning and Breed endorsement. The Breed stamp should be visible on the header. The stamp could be placed next to our logo, or alone, but not next to the crown.



### ► TAILOR-MADE NUTRITION TAGLINE

This tagline is mostly to play as a secondary message for activations, but can also be used on permanent P.O.S. material.

*Tailor-made nutrition*

## Breed specificities

### ► PRICE AND UNIVERSE LABELS

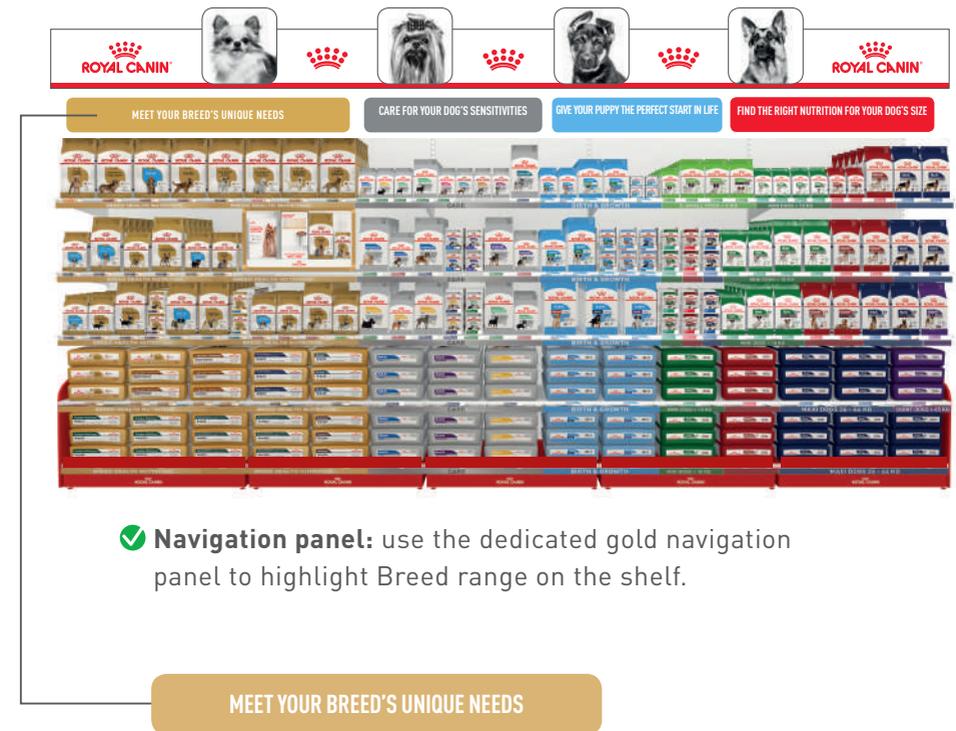
Use gold price and universe labels to increase gold impact on shelves.



### MAIN PLACEMENT

Build strong category space in generic bay where all ROYAL CANIN® ranges are present. Highlight Breed by using universe navigation panels.

- ✓ Follow range & layout principles.
- ✓ Gold scannerlines, price and universe labels.

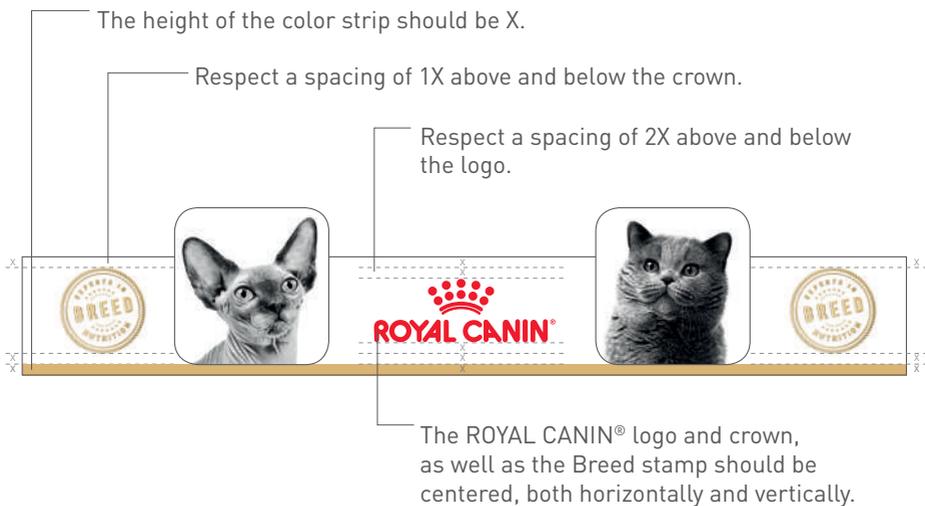


## Breed Headers layout recommendation



Only use Breed stamp for Breed Universe or for an activation campaign dedicated to Breed

### ► GRAPHIC ELEMENTS TO USE:



No Breed stamp on the main display header.



The headline originates from the logo position on the left. Make sure to pick your headline according to guidelines found on pages 32 and 33.

The height of the color strip should be at least 2X.

**NOTE:** in the same way that we do not put the logo on in-shelf tools, we do not use the Breed stamp everywhere. The logic is to expose the shopper to a coherent chain of messages (including visual) leading to sale.

## Breed shelf-talkers layout recommendation

### ► GRAPHIC ELEMENTS TO USE:



Breed stamp



Molecule



Bowl and crown combination



Emblematics

### HEADLINE COLOR

#### Breed headlines are used:

- ✓ In gold on out-of-shelf tools (gondola header, totems, ceiling banners...).
- ✓ In red on in-shelves tools (shelf-talkers, wobblers, flipbooks...).

### LOOK & FEEL

For readability and premiumness, make sure you allow for enough white space around each and every element of the composition.

### THE 4 STEPS TO SALE



DO NOT use a ROYAL CANIN® logo when brand visibility is already obtained with the bay header.

## HEALTH IS MAGNIFICENT

The "HEALTH IS" headline is always in red, centered and justified.

### Meet your breed's unique needs

Make sure to pick all your messages (headline, sub-heads and body copy according to the guidelines on pages 32 and 33.

Give your breed dog nutrition tailored to their specific needs.

Sub-heads and / or body copy are in grey and aligned on the left hand side of the logo.

The Breed stamp is on top of the other graphic signs, followed by the molecule and then the bowl and crown combination.

**NOTE:** a color version of the pets can also be used for specific purposes (see on pages 48 and 49).

## ► BREED UNIVERSE DEDICATED SECONDARY LOCATION

- ✓ Second priority of deployment in our merchandising strategy.
- ✓ Breed stamp on the header.
- ✓ Gold scanner lines, price and universe labels.

### GOLD STRIP

- ✓ In Breed universe, the color strip is gold instead of red.



### GOLD TOUCH

- ✓ The gold touch is a sample to facilitate your color matching during the production process.



Contact the Global Team if you need one to be delivered to you.

### GOLD TAG HOLDER

- ✓ Use the dedicated gold tag holder to increase gold impact on the shelves.



# Breed Universe headers layout recommendation

**THE 4 STEPS TO SALE**

1 2 3 4

## ► BREED UNIVERSE



Generic header - 1 bay - 1000 mm

or



ROYAL CANIN® Breed header  
1 bay - 1000 mm



ROYAL CANIN® Breed header - 2 bays - 1000 mm



ROYAL CANIN® Breed header - 2 bays - 1330 mm



Generic header - 3 bays - 665 mm



ROYAL CANIN® Breed header - 3 bays - 1000 mm



ROYAL CANIN® Breed header - 3 bays - 1330 mm



Generic header - 4 bays - 665 mm



ROYAL CANIN® Breed header - 4 bays - 1000 mm



ROYAL CANIN® Breed header - 4 bays - 1330 mm



Generic header - 5 bays - 665 mm



ROYAL CANIN® Breed header - 5 bays - 1000 mm



ROYAL CANIN® Breed header - 5 bays - 1330 mm

For **dog versions** of the headers, please insert **recommended dog imagery** found on page 20.

## ► USE THE RANGE COLORS

When playing an activation, all general layout recommendations apply with the exception of the color balance.

The activation needs to make a range stand out and the range color helps differentiation.



Birth & Growth kitten wobblers

### ACTIVATION COLOR BALANCE

- ① 70% White
- ② 10% Red
- ③ 20% Range color

## ► RANGE COLORS

### BIRTH AND GROWTH

**KITTEN**  PANTONE: 182C  
CMYK: 0 / 31 / 8 / 0

PANTONE: 211C  
CMYK: 0 / 65 / 0 / 0

**PUPPY**  PANTONE: 292C  
CMYK: 60 / 16 / 0 / 0

### CARE

**DOG**  PANTONE: 877C  
CMYK: 45 / 34 / 34 / 0

**CAT**  PANTONE: 8504C  
CMYK: 80 / 60 / 40 / 30

### SIZE HEALTH NUTRITION

PANTONE: 485C  
CMYK: 0 / 96 / 100 / 0

### FELINE HEALTH NUTRITION

PANTONE: WARM GREY 1C  
CMYK: 3 / 3 / 7 / 6

### BREED

**CAT & DOG**  PANTONE: 874C  
CMYK: 5 / 30 / 75 / 0

To help the activation stand out even more among permanent materials, you can also:

- ④ **Use more range color** on the display (while respecting the color balance on the display header itself).
- ⑤ **Use icons and pictograms** developed for the range that will help conversion through education and proven results.



Birth & Growth generic display

Most brand activations have their playbook. Make sure to follow their recommendations.

THE 4 STEPS TO SALE

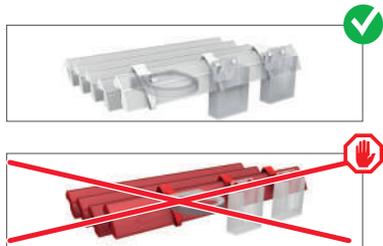
► IN-SHELF OBJECTIVES

In-shelf tools are key in the consumer journey as they are **closest to our products** - right when the final purchasing decision is made. They can contribute to awareness, but most of all, their objective is **to engage shoppers and drive conversion** (see decision matrix found on pages 16 and 17).

PRICE LABELS & UNIVERSE LABELS

HOLDERS

Use white or transparent in order to give place to range distinctiveness & keep the right color balance.



PRINTED MATERIAL

Use price and universe labels colored with range / subrange codes to help in-shelf navigation.



Color labels do not match with all products.

EASYORDER

**FLIPBOOK**

An excellent educational tool:

- large content.
- small, playful format.



weshare

**PRICE LABEL**

A key information tool that also contributes to premiumness when specific to our ranges.

weshare

**UNIVERSE LABEL**

A navigation tool that helps the shopper find the right product (please refer to page 63 for more information on universe labels).

### ► MUST HAVE TOOLS

To fulfill our objectives, and accelerate the recruitment of new shoppers, we need to **focus on educational content**. Wobblers and glorifiers are "**must have**" tools in the matter.



Carre wobbler: impactful tool, affordable and easy to implement to educate about mix-feeding (for local production)



Kitten glorifier: high premium tool to educate the shopper about Kitten growth steps

BIC  
EASYORDER

### ► IN-SHELF LIGHTING

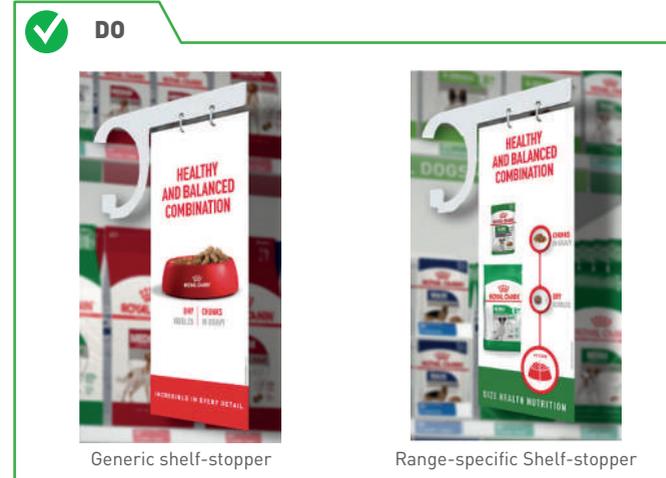
- ✓ In-store lighting is very important to help brand, range and products stand out from the crowd. It also has a role to play in premiumness.
- ✓ Don't forget to highlight product on each shelf. LED strips under the tablet are a good tool for this. They are available to order on Easy order.



EASYORDER

### ► LAYOUT SPECIFICITIES

For in-shelf tools, follow the layout recommendations on page 76 and apply our Golden Rule # 9: **never use a ROYAL CANIN® logo on in-shelf P.O.S. tools.**



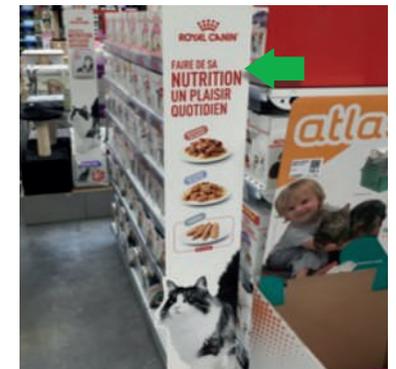
Generic shelf-stopper

Range-specific Shelf-stopper

Take advantage of the absence of logo to give center stage to engagement and conversion messages.

### ► EXCEPTION

You can make an exception and use a ROYAL CANIN® logo on shelf-talkers to increase brand visibility when there is no header. (Logo only on shelf-talkers).





### ► OUT-OF-SHELF OBJECTIVES

Out-of-shelf tools are **away from the main shelves**. Their **first objectives are generally visibility and engagement**. The range display unit is the exception as it works on its own and needs to prioritize awareness and conversion to sale (see decision matrix found on pages 16 and 17).

### ► MUST HAVE TOOLS

To fulfill our objectives and **drive attention to the shelves**, the **logo has to be clearly visible and messages as well as images need to engage shoppers**. Totems and ceiling banners work well close to the main shelves. When a second location is available, a display unit is an excellent tool for awareness and conversion to sale.

### ► LAYOUT SPECIFICITIES

Besides a **different color balance**, range displays affect a **smaller percentage of the layout to the emblematic pet**. It allows to make space for copy, icons, or packaging visuals.

The logic applies to other out-of-shelf tools such as totems. The emblematic pet can even disappear from one side of the totem to give space to relevant information.

#### LAYOUT PERCENTAGES

- 1 LOGO ON TOP, CLEARLY VISIBLE  
Logo+ crown need to represent **20% of the layout**
- 2 HEADLINE IN RED **20% of the layout**
- 3 SUBHEADS OR BODY COPY IN GREY
- 4 EMBLEMATIC PET **30% of the layout (instead of 50%)**

#### LOOK AND FEEL

- Allow for white space around the animal and the logo.
- Make sure both are big enough to generate impact.



Birth and Growth Puppy display unit

Birth and Growth Puppy totem

### ► FAVOR SUSTAINABLE MATERIAL

FOR THE MERCHANDISING OF OUR PRODUCTS, WE USE TWO TYPES OF MATERIALS:

- **Communication kits** are issued during activations and only last a few months.
- **The permanent materials** are designed to bear the wear of time without deteriorating.

Some of these permanent materials, perfectly in line with ROYAL CANIN® standards of premiumness and sustainability, are referred to as Best In Class tools (BIC).

A BIC label identifies them in this playbook. They can be ordered on Easy order.

### ► B.I.C. METAL TOOLS VS. CARDBOARD DISPLAYS

**Favor metal displays rather than cardboard ones.**

Cardboard displays can live between 4 and 8 weeks maximum in-store.

**Metal displays have longer life expectancy** and can be used several times with different communication.

#### METAL: A RENEWABLE MATERIAL

Metals such as iron and aluminium, are different as they are permanent. The Earth isn't suffering from the loss of any of these elements; they merely change location.

Metals can be recycled without loss of their properties and can be used again and again. Metals are a permanently available resource. What is more sustainable than permanent?

**Upload your communications on the same metal display!**

#### THE 4 STEPS TO SALE



## ► NEW WINDOW STICKERS PACK

The new stickers will be sold as part of a sticker pack including:  
1 logo sticker, 1 cat sticker, 1 dog sticker.

Two formats will be available: 50 x 49 cm, 75 x 73 cm.

EASYORDER



Dog sticker



Cat sticker

## ► WINDOW DECORATION EXAMPLE



Window deco made in one way see through adhesive

### LAYOUT RECOMMENDATION

- ① LOGO STICKER ALWAYS ON THE TOP
- ② EMBLEMATICS ALWAYS BELOW THE LOGO

THE 4 STEPS TO SALE



► NEW FLAGS:

EASYORDER





### Do we have to translate "INCREDIBLE IN EVERY DETAIL™"?

It is up to each country to decide. The tagline can be translated in the local language, used in English, or activated in both languages, according to media and market specificities.

**Important: you imperatively need legal clearance before activating the tagline (in English or in local language).**

**Contact Nora Zaltnay.**

Several countries have already decided to go on with translations and legal clearance. Please refer to this status to know if the choice has already been made in your country and if the tagline is cleared:

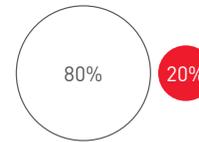
[https://docs.google.com/spreadsheets/d/1HA3vavtdN1p5lefGh8N97fohRlkWDZ\\_CnMlj--Cc3VM/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1HA3vavtdN1p5lefGh8N97fohRlkWDZ_CnMlj--Cc3VM/edit?usp=sharing)



### When we print price tags, scanner lines fillers in red, can we use a white ROYAL CANIN® logo on them?

There are very few exceptions to the rule of the ROYAL CANIN® logo in red on white (the bowl...). Moreover, price tags are used in-shelf where our logo is already present on packagings. We recommend keeping price tags white or indicating the range color. If you really want a reminder of our brand in-shelf, we would recommend that you activate the crown instead of the logo, and preferably in red on white as well.

[Refer to pages 26 to 30 for guidance].



### How do we manage the right color balance on shelves produced before January 2017?

It will still take time to have perfect consistency within our shelves. Even though you have red shelves in stores before you change, there are things you can do to help improve the balance of colors: e.g.: the background of headers should be white, all other elements added will also need to be white (price tag, scanner line, etc.). For more suggestions about how to improve branding, refer to pages 64 and 65.



### I just made tools that do not fit these new guidelines? What should I do?

If the tools are already produced, use them. If they followed our 2017 guidelines, they should already be going in the right direction in terms of consistency and premiumness. The next ones that you will produce should follow the new guidelines.



### Are there blue prints of the tools shown in these guidelines?

It depends which one you are talking about. Some have been taken from existing materials, while others have been created for the purpose of example. Do not hesitate to contact us before developing any P.O.S. tool.



### Can I produce locally?

Yes, you can produce everything locally, but the B.I.C. tools. Make sure to provide your supplier / agency with these guidelines to ensure the consistency of brand communications and a premium quality of execution.

weshare

### Where can I see Best Practices of these guidelines?

Our best practices are now available on WESHARE for your inspiration, including real in-store executions provided by the markets.



### Where can I learn more about the Golden Rules?

An e-learning module focusing on the Golden Rules will be available in 2019. It will help you understand, memorize and apply them even more easily.



### Where can I find the BIC tools?

All of them are available on Easy order, as are most of the other tools presented in this guideline.

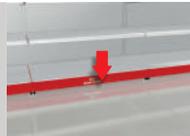


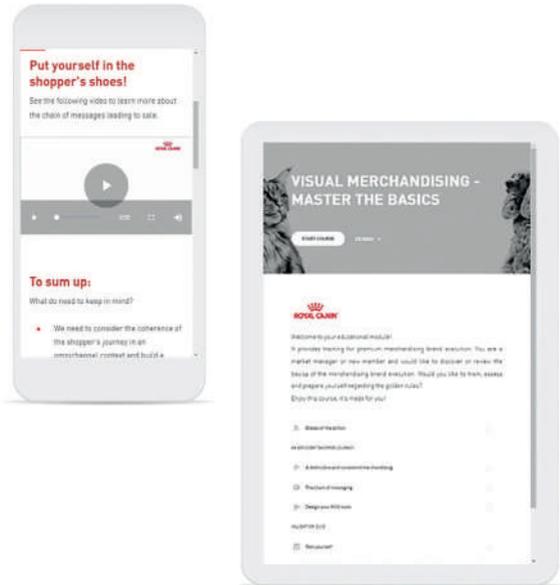
## Golden rules reminder

To easily boost your visual merchandising reflexes, get to know the 14 rules as if your ROYAL CANIN® sales depended on them.

And they actually may...

	Consider the chain of messaging leading to sale	✓	see P14	
	Select and develop tools according to your objectives	✓	see P16	
	Strictly replicate your brand assets on your P.O.S. tools	✓	see P18	
	Use the logotype in red on a white background	✓	see P26	
	Make sure the logo gets optimal visibility	✓	see P42	
	Stay as close as possible to the recommended white & red balance	✓	see P51	

	In-store, never combine the logo with the tagline just below	✗	see P54	
	Never use the ROYAL CANIN® logo at the bottom, on the floor or close to the floor	✗	see P28	
	Never use the ROYAL CANIN® logo on in-shelf P.O.S. tools	✗	see P29	
	Use the crown in red on a white background	✓	see P30	
	Use Black and White emblematics on a white background	✓	see P48	
	Adjust your imagery to the layout of your P.O.S. tool	✓	see P36	
	Follow the hierarchy of assets and messages	✓	see P43	
	Only use Breed stamp in Breed Universe or for an activation campaign dedicated to Breed	✓	see P68	



### ► LEARN AND TEST YOUR KNOWLEDGE EASILY!

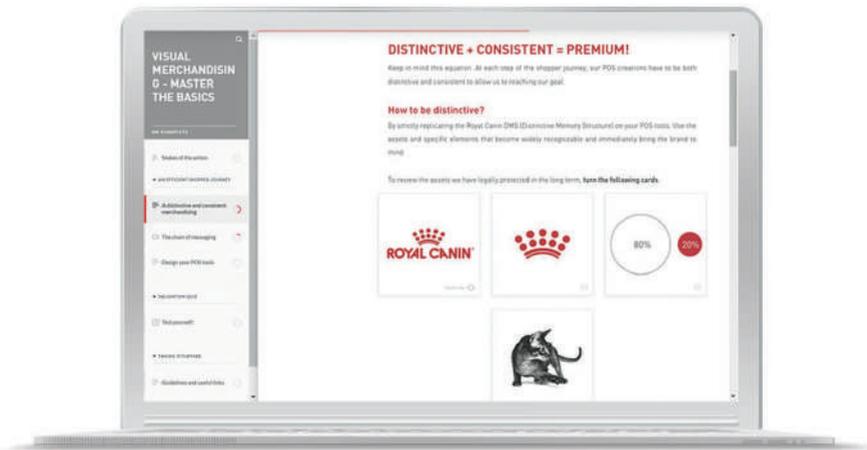
This new e-learning module will help you understand and remember the essentials of these guidelines.

You can go over the basics as often as you need, when the time suits you and on your favorite device (PC, iPad, Smartphone...).

Make sure you give it a try...

Available on : **MARS**  
IMTS

**Visual merchandising: Module I - Master the basics**



### OBJECTIVES

- ✓ ASSESS YOUR KNOWLEDGE
- ✓ UNDERSTAND THE STAKES OF THE ACTION
- ✓ MASTER THE SHOPPER JOURNEY AND THE CHAIN OF MESSAGING
- ✓ LEARN TO DEVELOP DISTINCTIVE AND CONSISTENT P.O.S. TOOLS

## Useful links to Easy order

EASYORDER

DENOMINATION	CATEGORY	LOCATION	EASY ORDER LINK
<b>SIDES</b>	IN SHELF	Merchandising/ POS/ In shelf/ Accessories/Side panels	<a href="https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/In-shelf/Accessories/Side-panels">https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/In-shelf/Accessories/Side-panels</a>
<b>POSTS</b>	IN SHELF	Merchandising/ POS/ In shelf/ Posts	<a href="https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/In-shelf/Accessories/Posts">https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/In-shelf/Accessories/Posts</a>
<b>PLINTH</b>	IN SHELF	Merchandising/ POS/ In shelf/ In shelf tools/ Plinth	<a href="https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/In-shelf/In-shelf-tools/Plinth">https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/In-shelf/In-shelf-tools/Plinth</a>
<b>GLORYFIER</b>	IN SHELF	Merchandising/POS/ In shelf/ Product highlighting tools/ Gloryfier	<a href="https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/In-shelf/Product-highlighting-tools/Gloryfier">https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/In-shelf/Product-highlighting-tools/Gloryfier</a>
<b>FOREFRONT HEADER</b>	IN SHELF	Merchandising/ POS/ In shelf/ In shelf tools/ Forefront header	<a href="https://easyorder.extranet.royalcanin.org/webcommande/index.phpC5:E8/Merchandising/POS/In-shelf/In-shelf-tools/Forefront-header">https://easyorder.extranet.royalcanin.org/webcommande/index.phpC5:E8/Merchandising/POS/In-shelf/In-shelf-tools/Forefront-header</a>
<b>FOREFRONT HEADER EXTENSIONS</b>	IN SHELF	Merchandising/ POS/ In shelf/ Accessories/ Forefront header extensions	<a href="https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/In-shelf/Accessories/Forefront-header-extensions">https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/In-shelf/Accessories/Forefront-header-extensions</a>
<b>PORTRAIT</b>	IN SHELF	Merchandising/ POS/ In shelf/ Accessories/ Portrait	<a href="https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/In-shelf/Accessories/Portrait">https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/In-shelf/Accessories/Portrait</a>
<b>10M LIGHTING KIT</b>	IN SHELF	Merchandising/POS/In shelf/ Accessories/ 10M Lighting KIT	<a href="https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/In-shelf/Accessories/10-LM-LIGHTING-KIT">https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/In-shelf/Accessories/10-LM-LIGHTING-KIT</a>
<b>PLASTIC PROFILES KIT</b>	IN-SHELF	Merchandising/ POS/ In shelf/ Range highlighting tools/ Plastic profiles kit	<a href="https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/In-shelf/Range-highlighting-tools/Plastic-profiles-kit">https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/In-shelf/Range-highlighting-tools/Plastic-profiles-kit</a>
<b>LED LIGHTING KIT</b>	IN-SHELF	Merchandising/ POS/ In shelf/ Accessories/ LED Lighting Kit	<a href="https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/In-shelf/Accessories/LED-lighting-kit">https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/In-shelf/Accessories/LED-lighting-kit</a>
<b>FRONT COMMUNICATION HOLDER SET OF 20</b>	IN-SHELF	Merchandising/ POS/ In-shelf/ Accessories/ Front communication holder	<a href="https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/In-shelf/Accessories/Front-Communication-holder">https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/In-shelf/Accessories/Front-Communication-holder</a>
<b>IN-SHELF ILLUMINATED FRAME</b>	IN-SHELF	Merchandising/POS/ In shelf/ Accessories/ Inshelf Illuminated Frame	<a href="https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/In-shelf/Accessories/Inshelf-Illuminated-Frame">https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/In-shelf/Accessories/Inshelf-Illuminated-Frame</a>
<b>SIMPLE HEADER</b>	IN SHELF	Merchandising/ POS/ In shelf/ In shelf tools/ Simple header	<a href="https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/In-shelf/In-shelf-tools/Simple-header">https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/In-shelf/In-shelf-tools/Simple-header</a>
<b>OUT-OF-SHELF</b>			
<b>CAT FLYING BANNER</b>	OFF SHELF	Merchandising/ POS/ Brand visibility/ Cat Flying Banner	<a href="https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/Brand-visibility/Cat-Flying-Banner">https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/Brand-visibility/Cat-Flying-Banner</a>
<b>DOG FLYING BANNER</b>	OFF SHELF	Merchandising/ POS/ Brand visibility/ Dog Flying Banner	<a href="https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/Brand-visibility/Dog-Flying-Banner">https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/Brand-visibility/Dog-Flying-Banner</a>
<b>METAL DISPLAY</b>	OFF SHELF	Merchandising/ POS/ In shelf/ In shelf tools/ Metal display	<a href="https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/In-shelf/In-shelf-tools/Metal-display">https://easyorder.extranet.royalcanin.org/webcommande/index.php/Merchandising/POS/In-shelf/In-shelf-tools/Metal-display</a>

## Activation playbooks



RANGE	ACTIVATION	CONTENT	PLAYBOOK NAME ON WESHARE	TIME PERIOD	PLAYBOOK IMAGE
BIRTH & GROWTH	BIRTH & GROWTH 2018	Puppy and Kitten tools (wobblers, shelf-talkers, bay frame, glorifier, secondary display unit) to promote Birth & Growth specificities and highlight the <b>change of packagings</b> .	VM18-BIRTH&GROWTH-PLAYBOOK		
	BIRTH & GROWTH 2019	Puppy & Kitten tools (wobblers, shelf-talkers, bay frame, secondary display unit) to promote the Birth & Growth ranges instore with the <b>new "HEALTH IS" claims</b> .	VM19-BIRTH&GROWTH-PLAYBOOK	January 2019	
SHN	DOG WET SHN	Tools (totem unit display, shelf-talkers, wobblers, shelf navigation, secondary display unit) to promote the <b>SHN wet pouches</b> .	SHN DOG WET POUCHES LAUNCH - VISUAL MERCHANDISING PLAYBOOK	September 2018	
CCN	CANINE CARE NUTRITION	Recommandations, staging examples, assets, instore and online complete tools to highlight & launch efficiently the <b>CCN range instore</b> .	VM18-CCN-PLAYBOOK-V1	December 2018	
	OVERWEIGHT FOCUS	Tools to activate the weight management focus instore for both <b>CCN Light Weight Care</b> products & <b>FCN Light Weight</b> products (cat & dog).	VM19- OVERWEIGHTCCN&FCN-PLAYBOOK-STEP1	March 2019	
CAT ALL RANGES	WET STRATEGY	Tools (wobblers, shelf-talkers, proven results) to support the current Wet strategy and to drive sales of <b>ROYAL CANIN®'s wet products</b> by crossselling to current ROYAL CANIN® dry users.	VM19-WET STRATEGY-PLAYBOOK-CAT	April 2019	

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· Don't forget to share your best practices and tips  
with the community on Yammer:  
[https://www.yammer.com/effem.com/#/threads/inGroup?  
type=in\\_group&feedId=12340051&view=all](https://www.yammer.com/effem.com/#/threads/inGroup?type=in_group&feedId=12340051&view=all)



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