

# PRODUCTION TIPS: CREATING AN EFFECTIVE BANNER

## Introduction

This guide will show you how to create an effective logo and banner to help boost your business. By having a great shop/brand banner, your chances of being featured multiple times and catching the attention of potential customers is much higher. Also, customers will be able to better retain recognition of your shop if your logo and banner are unique and stand out amongst the competitors.

## Content Overview

PART 1: WHY SHOULD I CREATE A SHOP/BRAND BANNER

PART 2: WHERE CAN I FIND MY SHOP/BRAND BANNER ON ZALORA MARKETPLACE

PART 3: WHAT ARE THE GUIDELINES TO CREATE A SHOP/BRAND BANNER

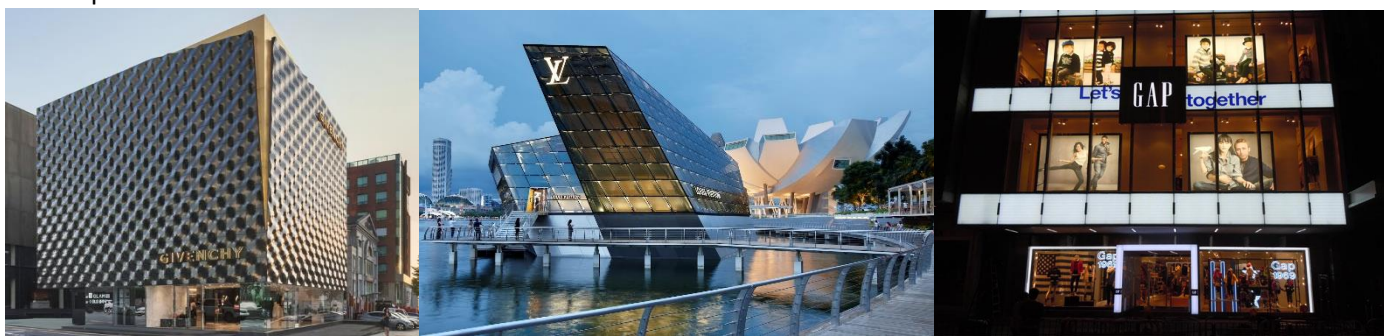
PART 4: HOW DO I CREATE A GREAT SHOP/BRAND BANNER

PART 5: HOW DO I PUBLISH MY SHOP/BRAND BANNER ON ZALORA MARKETPLACE

## PART 1: WHY SHOULD I CREATE A SHOP/BRAND BANNER

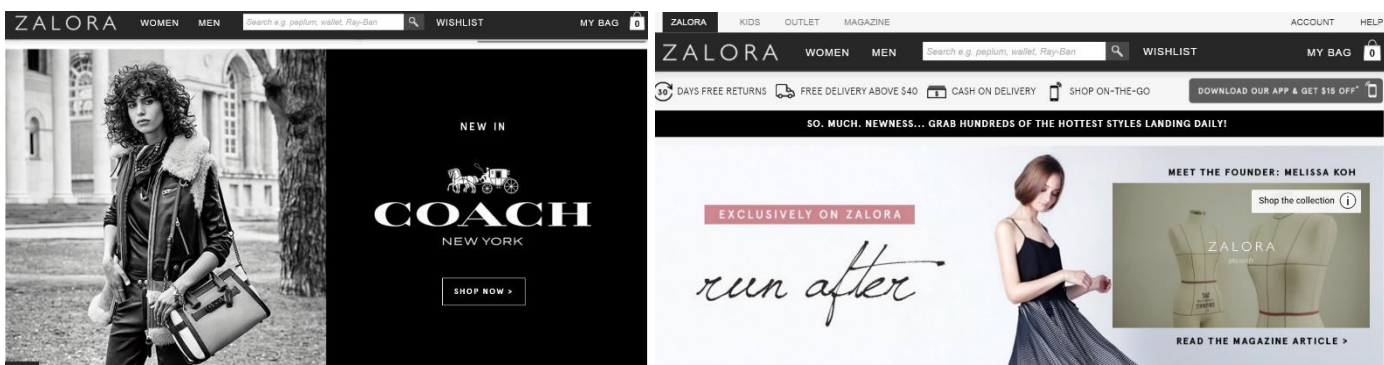
### i. Because it's a great way to introduce your shop & brand to new customers

In the offline environment, this is how you'd introduce your shop to potential customers in a brick & mortar marketplace



Visual outdoor display spaces

In the online environment, it takes on a slightly different spin



Creating a great shop/brand banner is a great way to introduce your shop and brand to new customers. An attractive banner featured in the various landing and segment pages has a higher chance of grabbing the attention of potential customers to your shop. An increase in traffic to your shop will increase the probability of conversion to boost your sales!

## ii. Because you can showcase your branding, products and promotions at a glance

In the offline environment, an eye-catching window display is one way of showcasing your branding, products & promotions to potential customers and getting them into your shop.



In the online environment, once a potential customer clicks into your shop page, your shop banner plays a follow-up part to encourage customers to browse your products and/or announce any promotions you're having for your shop. The way you style your banner image also gives a greater sense of your shop's branding.



An attractive banner with a well-styled showcase of your products is like having a great shop window display to pique interest and lure customers into the shop. Think back to your own experience as a customer – how many times have you step into a shop just because you were attracted to “those shoes in the window”? Invest time into creating a gorgeous banner that not only reflect your brand personality for greater brand retention, but will also help to convert your views into sales!

iii. Because it increases your overall brand visibility... free!

In the offline environment, promoting your brand for higher recognition retention with customers is a costly investment



In a catalog = \$



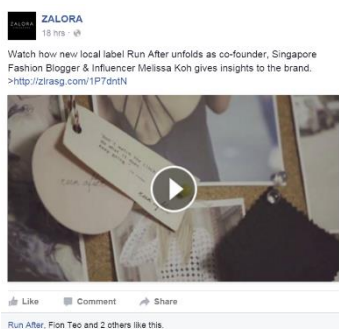
On public transport = \$\$



On a billboard = \$\$\$

In the online environment,

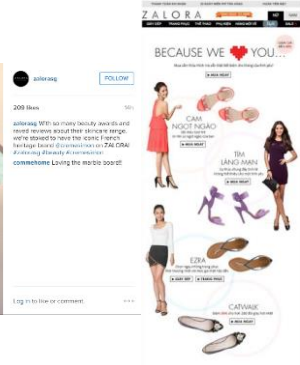
ZALORA Marketplace not only features your shop banner in multiple pages onsite but promote them on our marketing platforms at no additional cost to you. Furthermore, ZALORA Marketplace creates promo spots on other online platforms which helps to lead back to the ZALORA Marketplace pages – and this is where your banner, when featured, will be given much prominence.



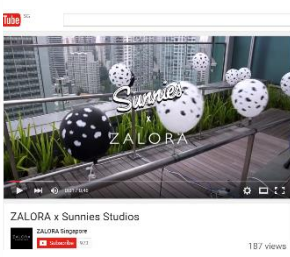
On Facebook = Free!



On Instagram = Free!



In a e-Newsletter = Free!



On Youtube = Free!

ZALORA™ - Online Fashion  
www.zalora.sg  
Shop Hundreds Of Brands @ Asia's  
Leading Online Fashion Destination  
See your ad here >

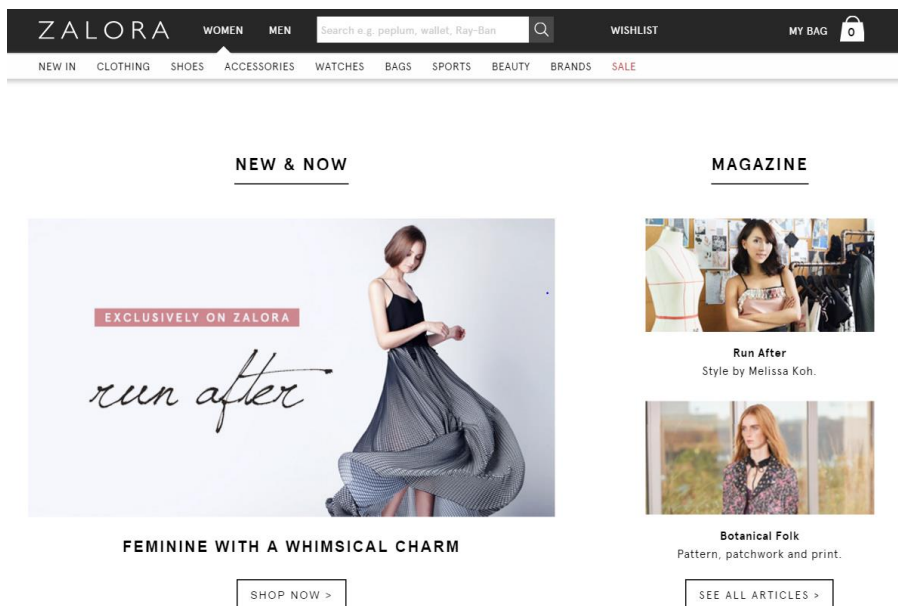
In Google ads = Free!

...And many more!

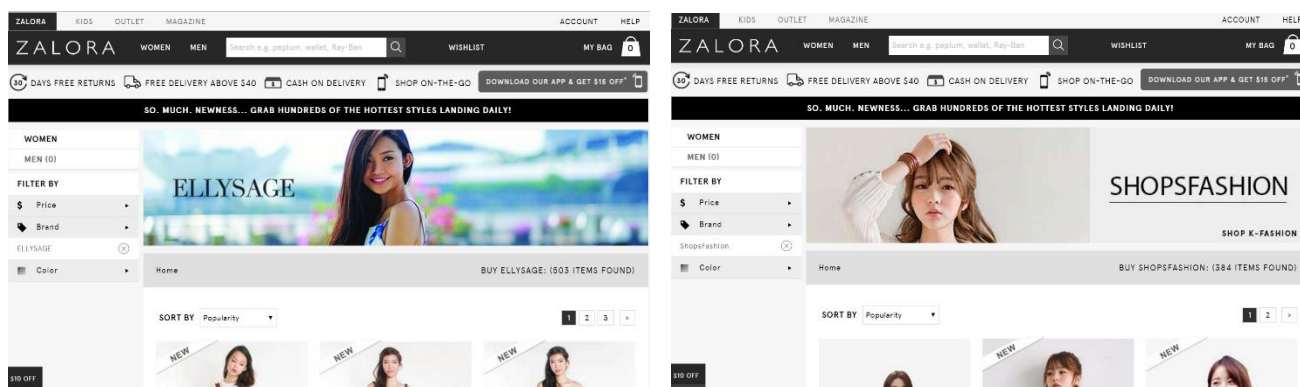
By having a great boutique logo and banner, your chances of being featured multiple times and catching the attention of potential customers is much higher. Also, customers will be able to better retain recognition of your shop if your logo and banner are unique and stand out amongst the competitors.

## PART 2: WHERE CAN I FIND MY SHOP/BRAND BANNER ON ZALORA MARKETPLACE

### i. On the homepage



### ii. On the shop page



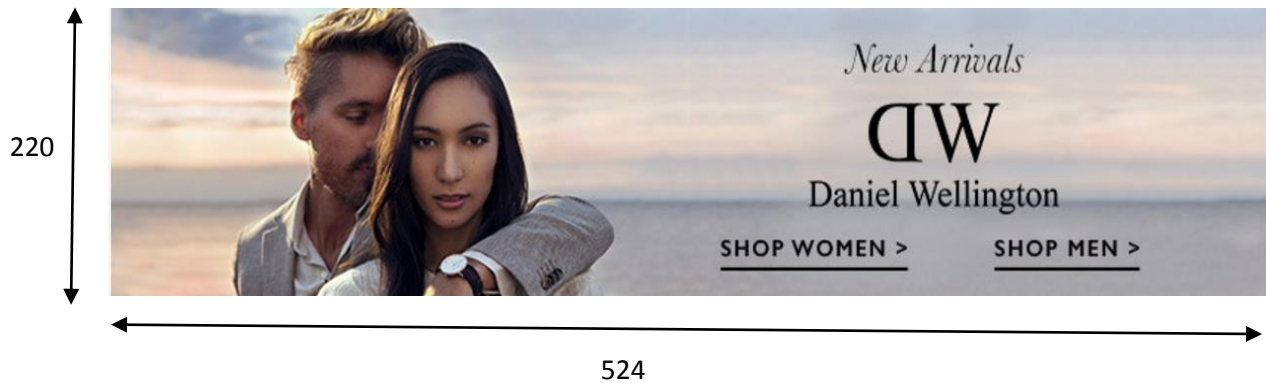
\*Banner visibility on homepage depends on on-going campaigns at the point of time

## PART 3: WHAT ARE THE GUIDELINES TO CREATE A SHOP/BRAND BANNER

---

### i. Banner

Dimensions : 524 x 220 pixels  
 Resolution : Minimum 72ppi  
 Layout : Landscape  
 File Type : JPEG or PNG



After designing your banner, send the banner to Zalora for upload.

## PART 4: HOW DO I CREATE A GREAT SHOP/BRAND BANNER

---

### i. Showcase your products

Don't just put your shop/brand banner – make sure you also show your shop's products so customers can have an immediate idea of the products you're selling at a glance. Most customers will have an idea of what they are looking for when they browse online. So if the potential customer is unaware of your shop, they are less likely to click into your shop/products if they are unable to tell the type of products you offer.

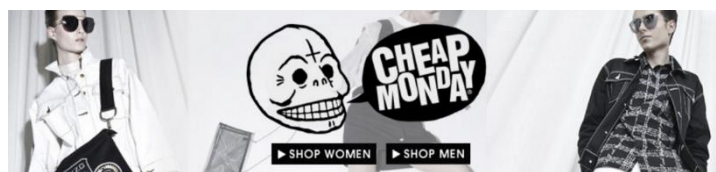
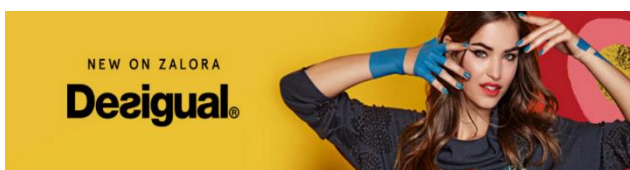


Make sure that you style your products well so that they are displayed to their best advantage. For apparel, it is highly recommended to use models to show them off in the most flattering manner. By styling well for your logo/banner image, you are adding perceived value to your shop, brand and products. Again, think from the point of view of a customer. If you see below images, which shop would you be more attracted to browse further?



ii. Showcase your shop/brand personality

If you have a single label shop, this is a good opportunity for you to show off the brand's personality and have it stand out from the rest of the competitors.



Quirky

Avant-Garde



Classic

Luxurious

### iii. Showcase your shop/brand name

A picture may say a thousand words but we also want customers to remember your shop name so they can keep coming back! Make sure your shop name is prominent and clear. A good rule of thumb is to ensure there's sufficient negative space in your image. Don't clutter up your whole image with products and styling accompaniments but have a good composition balance to make the overall banner visually appealing.



## PART 5: HOW DO I PUBLISH MY SHOP/BRAND BANNER ON ZALORA MARKETPLACE

---

### i. Banner

#### Step 1:

Send your banner in the correct dimensions to your Account Manager

#### Step 2:

View your banner in Marketplace!

You can change your banner as often as you want!

For example, you can change your banner when:

- You have new arrivals
- You have a sale / promotion
- You just want to show a different side to your brand!