

CHINESE NEW YEAR

ACTIVATION TOOLKIT 2017



Begin
with **Ben**™





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INTRODUCTION



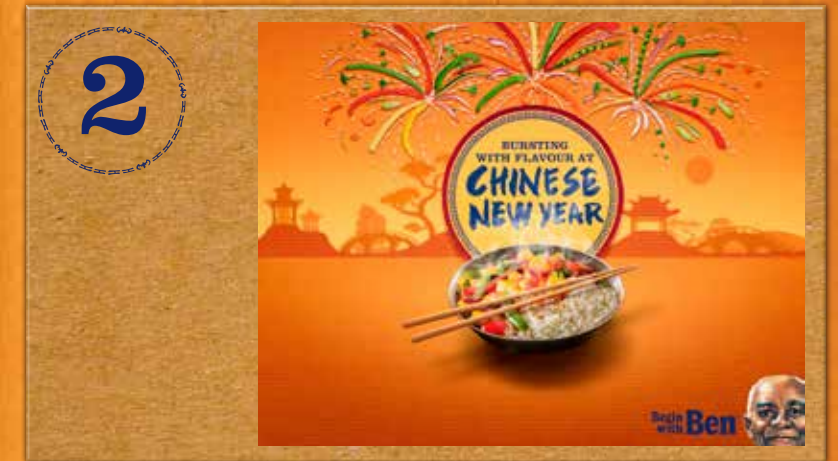
Old Toolkit Download Page

New copy needed here.



CNY 2014

Campaign/Visual Description



CNY 2016

Campaign/Visual Description



UNCLE BEN'S® Brings Everyone Together At Chinese New Year

UNCLE BEN'S® wants to inspire more families to cook together. What better way to help that happen than by encouraging them to celebrate the Chinese New Year with UNCLE BEN'S®.

Chinese New Year is also a powerful opportunity for UNCLE BEN'S® to reach more consumers by securing more Points of Interruption to interrupt the shopper and to drive purchase in-store.

This toolkit has all the assets and inspiration you need to turn Chinese New Year with UNCLE BEN'S® into a real in-store celebration for both customers and shoppers.

Let the Chinese New Year celebrations begin!



CAMPAIGN VISUALS



Our Main Visual

This is a Visual that's certainly worth celebrating!

At its heart, the tastes, textures, colours and pure appeal of the healthy ingredients are magically captured in a celebratory arc – as if freshly tossed from the authentic Chinese wok. It's sure to grab shoppers' attention and draw them towards the flavours and tastes of the Orient and of course, to UNCLE BEN'S®.

Around the food arc, all the excitement, visual appeal and inspiration from the wonderful world of the Orient is right there.

An appealing Chinese bowl filled with UNCLE BEN'S® rice completes the appetite appeal, while sets of chopsticks and a stack of bowls offers serving inspiration and inspires shoppers to use UNCLE BEN'S® as the perfect way to bring people to the table to cook together and celebrate together this Chinese New Year.

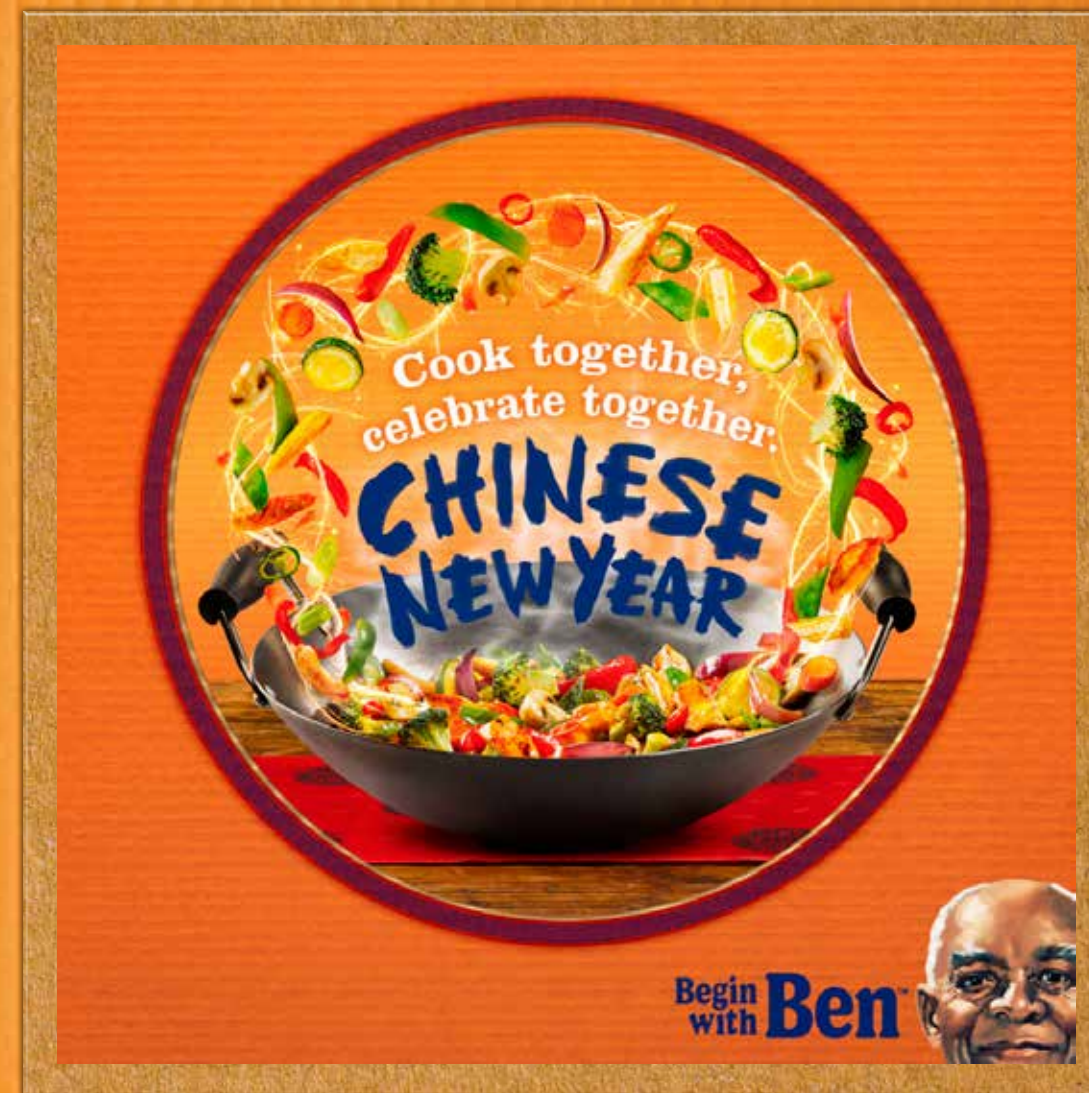




Meal Visual



Wok Visual



CAMPAIGN GUIDELINES



ART DIRECTOR GUIDELINES

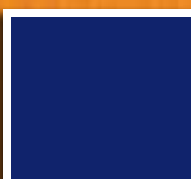
These guidelines are your recipe to a seamless campaign that makes the most of UNCLE BEN'S® brand assets and distinctive memory structures.

Colour Usage

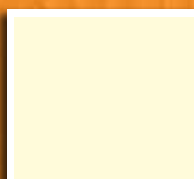
Always use the UNCLE BEN'S® orange cardboard photographic background. Where single colour must be used, for example premia, please use UNCLE BEN'S® Orange 021C.



UNCLE BEN'S ORANGE
P021

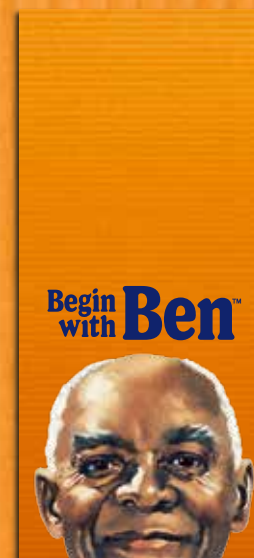


UNCLE BEN'S BLUE
C:100 M:85 Y:0 K:36



UNCLE BEN'S CREAM
C:0 M:0 Y:20 K:0

Where longform copy is needed, use dark blue for headlines and 20% yellow for body copy.



Begin With Ben™ Logo Usage

Our chef is at the heart of every taste sensation and meal experience – Chinese New Year just wouldn't be the same without him. Sign off each of your tasty creations with a nod to the chef by adding the Begin with Ben™ logo.



UNCLE BEN'S® head is cropped as shown here. For precise proportions, look at the full Begin with Ben™ guidelines.



Uncle Ben Logo Alternative

This UNCLE BEN'S® lock-up is only for POS executions where using the standard cropped version of Ben would result in his head resting on the floor. This version should also be used where a straight horizontal crop cannot be achieved.



Mr. Miyagi: Use this uppercase typeface, which has been hand-rendered especially for CHINESE NEW YEAR to ensure a seamlessly themed campaign. Mr. Miyagi is supplied as a .psd file with all symbols, accents and graves.

Clarendon: Use for subheads or additional body copy.

Clarendon Light

abcdefghijklmnopqrstuvwxyz.1234567890-!=@£\$%^&*()_+
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Clarendon Roman

abcdefghijklmnopqrstuvwxyz.1234567890-!=@£\$%^&*()_+
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Clarendon Bold

abcdefghijklmnopqrstuvwxyz.1234567890-=!@£\$%^&*()_+
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Headline Typeface: Mr. Miyagi

A B C D E F G H I J K L M
 N O P Q R S T U V W X Y Z
 1 2 3 4 5 6 7 8 9 0
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Extra Visual Elements

We are providing some extra elements to help you spice up your campaign. But, like any extra seasoning, please use sparingly - overuse can ruin the recipe.

All elements are photographed at the same angle so they will work in combination if the proportional scale between each in a composition is given careful consideration.

Careful use of the frame device will help in design for difficult extreme horizontal or vertical formats such as lama pillars, aisle fins, or online in leader boards and skyscrapers.

***CHINESE LANTERNS ARE THE ONLY ELEMENT THAT CAN BE USED OUTSIDE OF THE FRAME.**



***Chinese Lanterns**



Frame Device

All the photography assets have a worldwide in perpetuity usage agreement so you are free to use them in your market.



COPYWRITER GUIDELINES

Our headline **COOK TOGETHER, CELEBRATE TOGETHER. CHINESE NEW YEAR** brings to life the magical festival that is Chinese New Year while delivering strongly on our new UNCLE BEN'S® brand ambition of enabling cooking together as a family.

Feel free to translate this headline to suit your local market, but ensure the core meaning retains its magic.



CAMPAIGN ELEMENTS



Chinese New Year is a Multi-Channel Campaign

This campaign has all the elements you would expect from an UNCLE BEN'S® event. There's high-profile presence instore, point-of-sale material with messages that are backed up with digital, high-quality premia giveaway and trade engagement.

On their own, all of these are hard-working elements that will interrupt and engage shoppers – together, they work as dynamic campaign that's guaranteed to deliver.





POINT OF SALE

Points of Interruption come in plenty of tasty flavours and dishes.

HIGH-RES items include keylines. To get the dimensions and messages just right make sure to carefully adapt the keylines and translate copy for your market.

LOW-RES items will spark your imagination to help inspire shoppers to celebrate Chinese New Year in real style with UNCLE BEN'S®. You'll get just a taste of what can be achieved by bringing many of our key ingredients together in-store. We don't supply High-Res artwork or key lines for these Low-Res inspirational items.

High Resolution

- Product Display Unit
 - Lama Pillar
 - Aisle Fixture
- Header Board, Shelf Strip,
 - Wobbler & Aisle Fins
- Recipe Leaflet



Low Resolution

- 360° Build
- Aisle Arch
- Secondary Siting
 - Protein/Fresh
- Cardboard Warrior Build
- Dragon Build





PDU



High
Res



PDU



This design is a guide for displaying packs on Point of Sale.



Lama Pillars





Aisle Fixture





Aisle Fins





Wobblers





360 Build



This design is an inspirational piece for a 360° in-store piece, but if you look closely, you'll see that it uses high-res elements provided in this toolkit – the high-res Lama pillars and the high-res PDUs.



Aisle Arch





Dragon Build





DIGITAL ASSETS

Leader board



MPU



Skyscraper



D-COMMERCE

New copy about page takeovers here.



THANK YOU!



Begin
with **Ben**[™]

