

WINTER CAMPAIGN

Toolkit v. 3.0
September 2017

Canon



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INTRODUCTION

This toolkit gives an overview of the Winter campaign's strategy and creative idea, and demonstrates how this works across offline and online media, as well as in the retail environment.

What is in the toolkit today:

- > strategic background
- > creative concept
- > core campaign assets
- > direction in print and online
- > direction in store and online
- > overview of CRM strategy

Updates / additions for 22nd September:

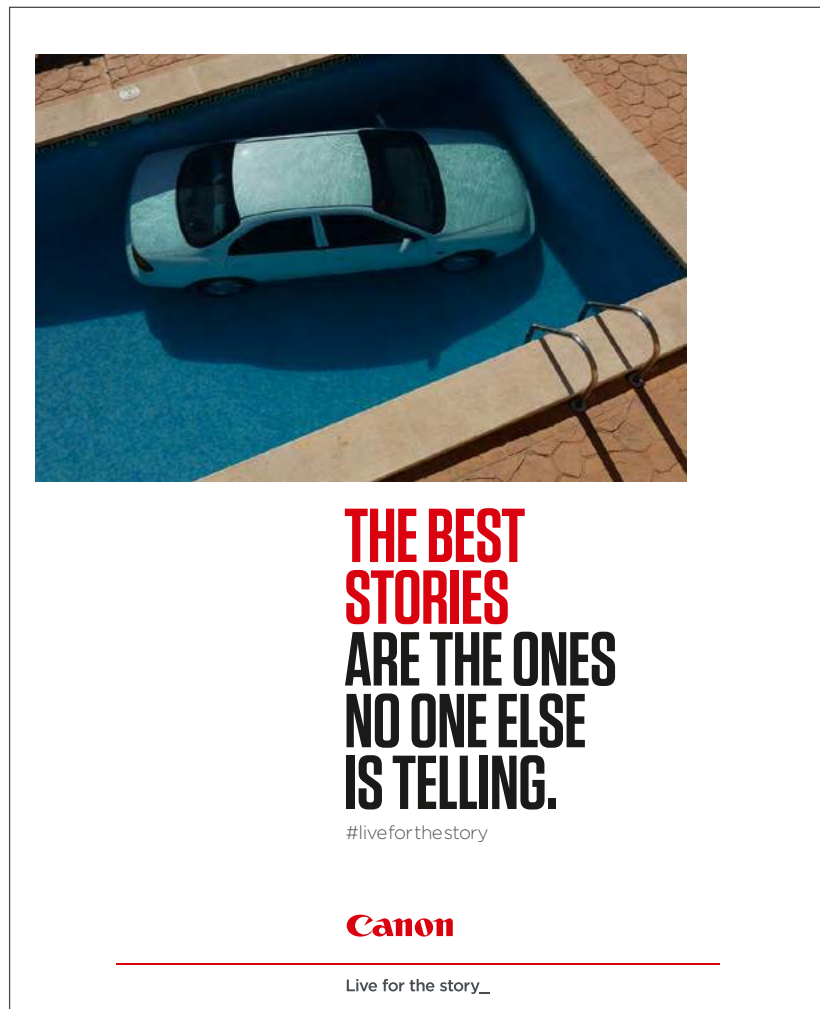
- > Video assets with Kura links
- > Digital Display assets with Kura links
- > Social assets with Kura links
- > PR assets with Kura links



THIS IS THE NEXT STEP TOWARDS OUR AMBITION TO BE A STORYTELLING BRAND



World Press Photo:
Telling the stories that must be told



Launch:
Setting up the idea



Mirrorless:
Being ready for the stories all around you



Print:
Reliving your story



DRIVING COMMERCIAL SUCCESS, WHILST BUILDING THE BRAND

We want to make this Winter and festive season the most commercially successful ever; with record sales of DSLR and Mirrorless cameras, and strong support for the wider ecosystem including lenses, accessories, printers and services.

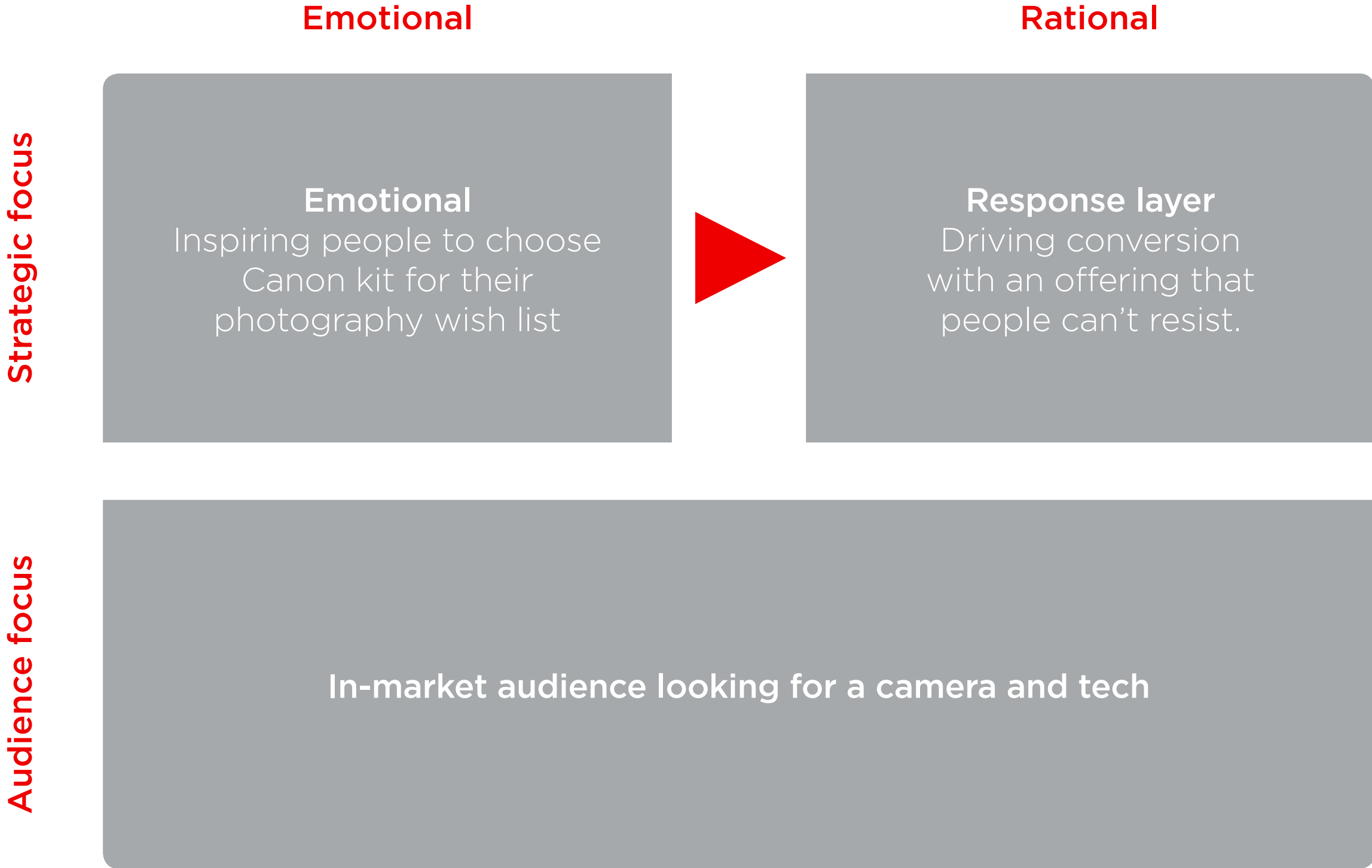
We can achieve this by building our brand narrative of **Live for the story_** which repositions Canon as an accessible, modern story-telling brand with broad appeal.



A BIG IDEA THAT SEAMLESSLY LEADS INTO CONVERSION

We will use a brand-response framework where a strong conversion driving message is seamlessly tied into a big inspiring idea.

This mechanic is proven to be more effective in driving sales than a purely conversion-driven approach and / or a purely brand-driven approach.



PUTTING STORIES ON PEOPLE'S WISHLISTS

There is a simple insight to this campaign: consumers rarely buy photography kit just for the sake of it. It's bought because they have a story in mind they want to tell. No matter if that's a big holiday that's coming up, precious time with the kids in the park, or those small but special moments with friends.

So, instead of just promoting kit we want to put emotional stories on people's wishlist.

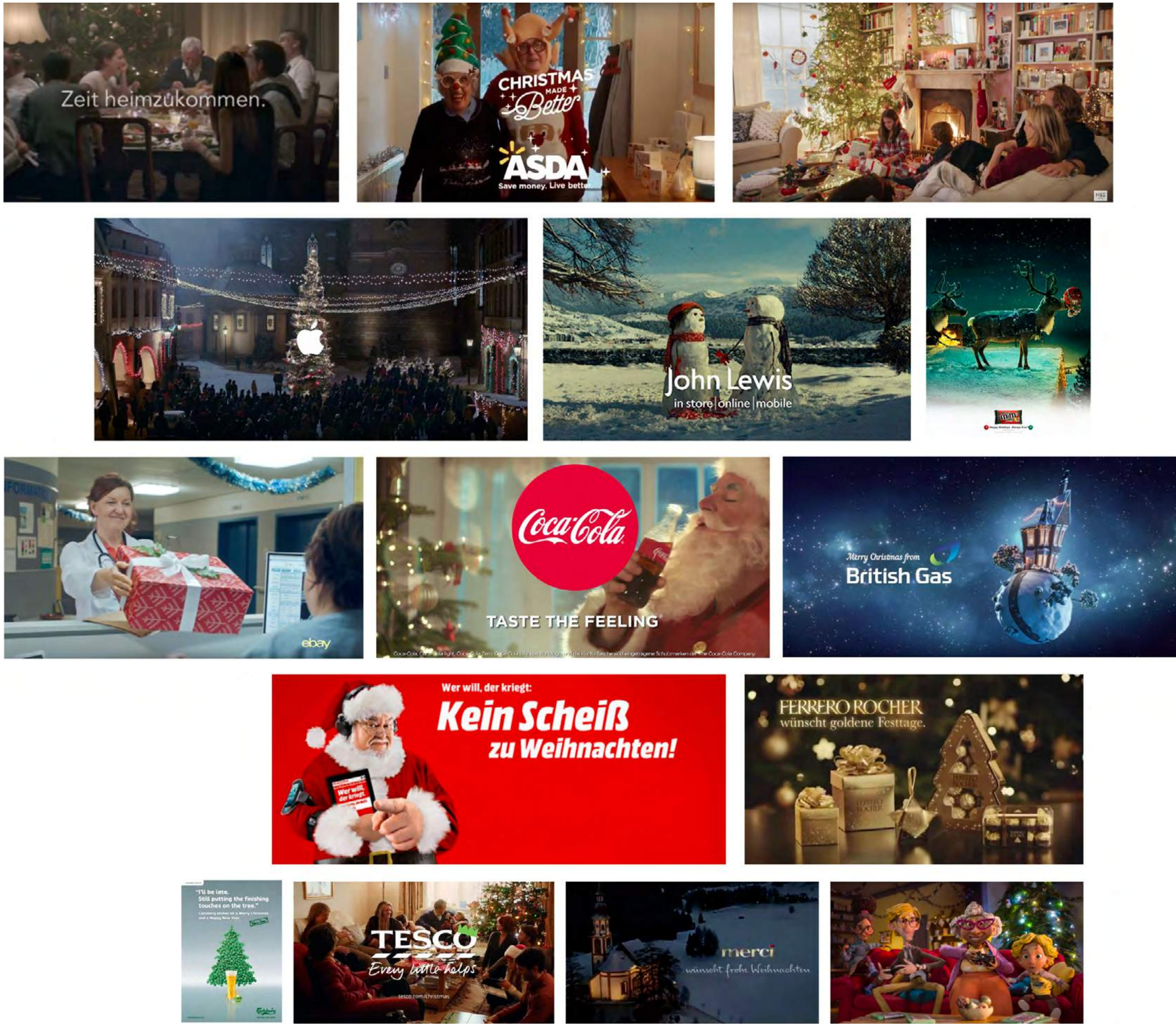
And then show them the right Canon kit that they need to capture these.



AVOIDING THE USUAL CLICHÉS TO DRIVE CUT-THROUGH

Creatively, we need to make sure we stand out in a sea of festive sameness, as we don't have nearly enough budget to achieve a high share-of-voice.

We equally need to avoid being too Christmas-y as this campaign needs to carry through into January and work in markets where Christmas does not play a role.



NEXT YEAR IS COMING. BE READY.

To put photography and Canon on people's wishlist, we will celebrate the anticipation of all the stories that 2018 might bring and urge people to get ready to capture these.

It's a powerful expression of the positive and optimistic get-up and do things attitude that is so much at the heart of **Live for the story_**

Our creative idea and campaign line: Next year is coming. Be ready.

Note: This line can be adapted for channels to increase relevance. For instance: 'Next year is coming. Be ready for adventure.' or 'Next year is coming. Be ready for every first.'



A FULL RANGE OF CAMPAIGN ASSETS

'Next year is coming. Be ready.' is then broken down into the full spectrum of potential stories that people might anticipate: adventurous ones, family ones and small but precious everyday stories.

We will supply a full asset bank that allows you to target consumers (and prosumers in retail) based on their preferences and link each execution to a range of recommended products from the pan-European Winter priority list (see page 13 for a detailed list of suggestions).

Important: This is not mandated and you're free to adapt campaign assets to other products, which are local market / retailer priorities.

Theme #1: **Be ready for adventure**

Jumping into a lake

Dodgem cars about to come head to head

Taking your first steps on an exotic rope bridge

Theme #2: **Be ready for family and friends**

Child eating squirty cream with mum

A teenager jumping off a park swing

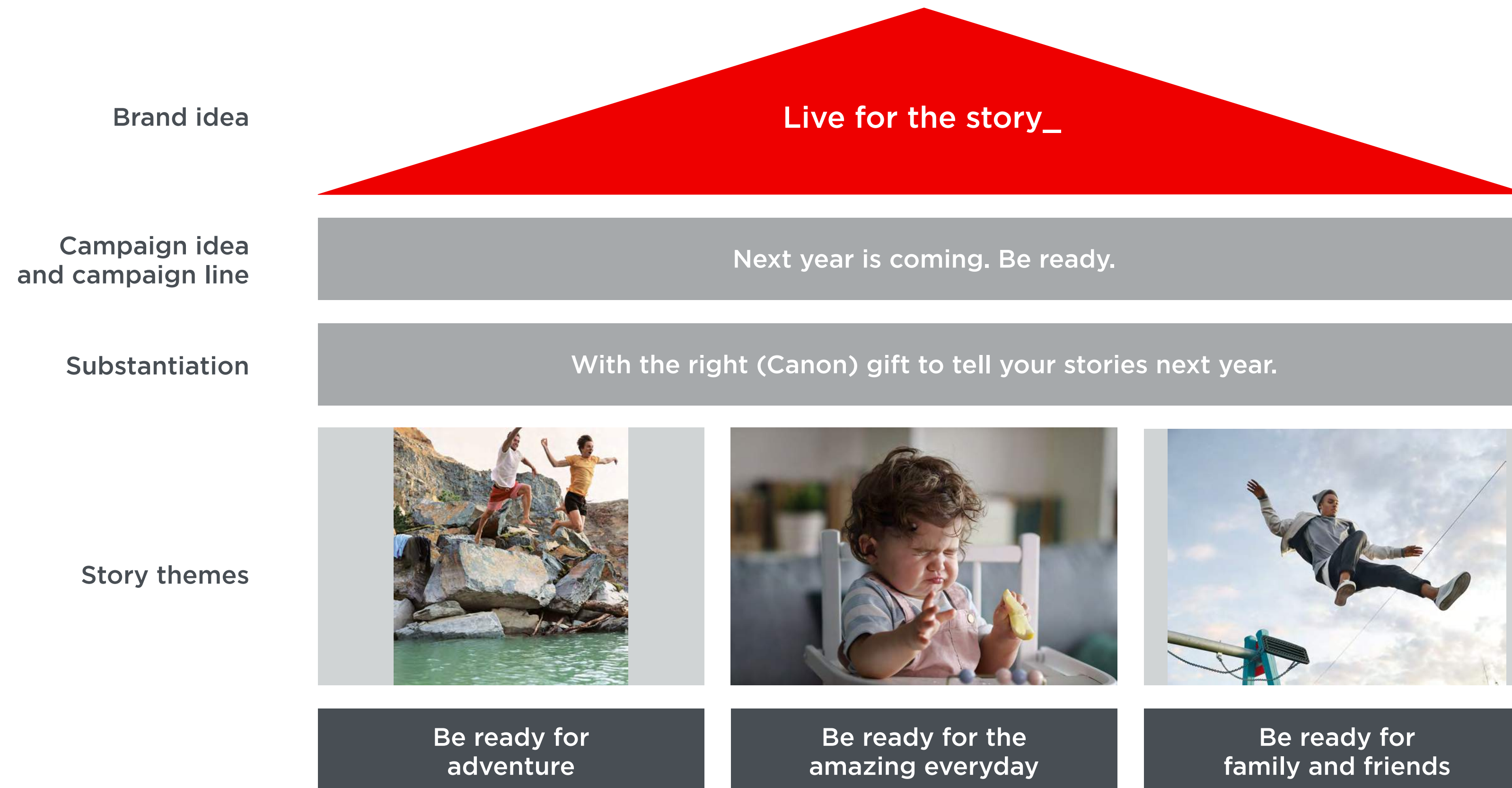
A child dipping its toes into the waves for the first time

Theme #3: **Be ready for the amazing everyday**

Woman hit by snowball

Basketball match in a park

A toddler tasting a lemon for the first time



SUGGESTED PRODUCTS AND SERVICES PER STORY THEME FOR CENTRALLY FUNDED PAID-MEDIA ACTIVITY AND THE MARKETING HUB PAGE

Christmas Campaign Products										
Channel	Range	Theme 1 – Adventure (Lake / Rope Bridge / Dodgems)			Theme 2 – Family and Friends (Waves / Squirty Cream / Swing)			Theme 3 – Amazing Everyday (Lemon/Basketball/Snowball)		
		Wide Angle			Versatile			Close Up		
		Camera	Lens / Print	Accessory / Service	Camera	Lens / Print	Accessory / Service	Camera	Lens / Print	Accessory / Service
	Mid-Range	Canon EOS 77D Body	Canon EF-S 55-250mm f/4-5.6 IS STM	Canon irista	Canon EOS M6 Body Silver	Canon SELPHY CP1000 - White	Lifecake**	Canon EOS 200D Body - Black	Canon EF-S 35mm f/2.8 Macro IS STM	Canon Sling Bag SL100*
	Entry	Canon EOS 1300D Body	Canon EF-S 55-250mm f/4-5.6 IS STM	Canon Backpack BP10	Canon EOS M6 Body Silver	Canon SELPHY CP1000 - White	Canon Shoulder Bag SB100	Canon EOS M6 Body - Silver	Canon EF 50mm f/1.8 STM	Canon irista*
Marketing Suite 2	NSO Dependent / default option									

**For Swing executions where we feature product, Lifecake must be replaced with Canon irista.

*For Lemon 10s video and Lemon programmatic, the final product must be replaced with Lifecake.

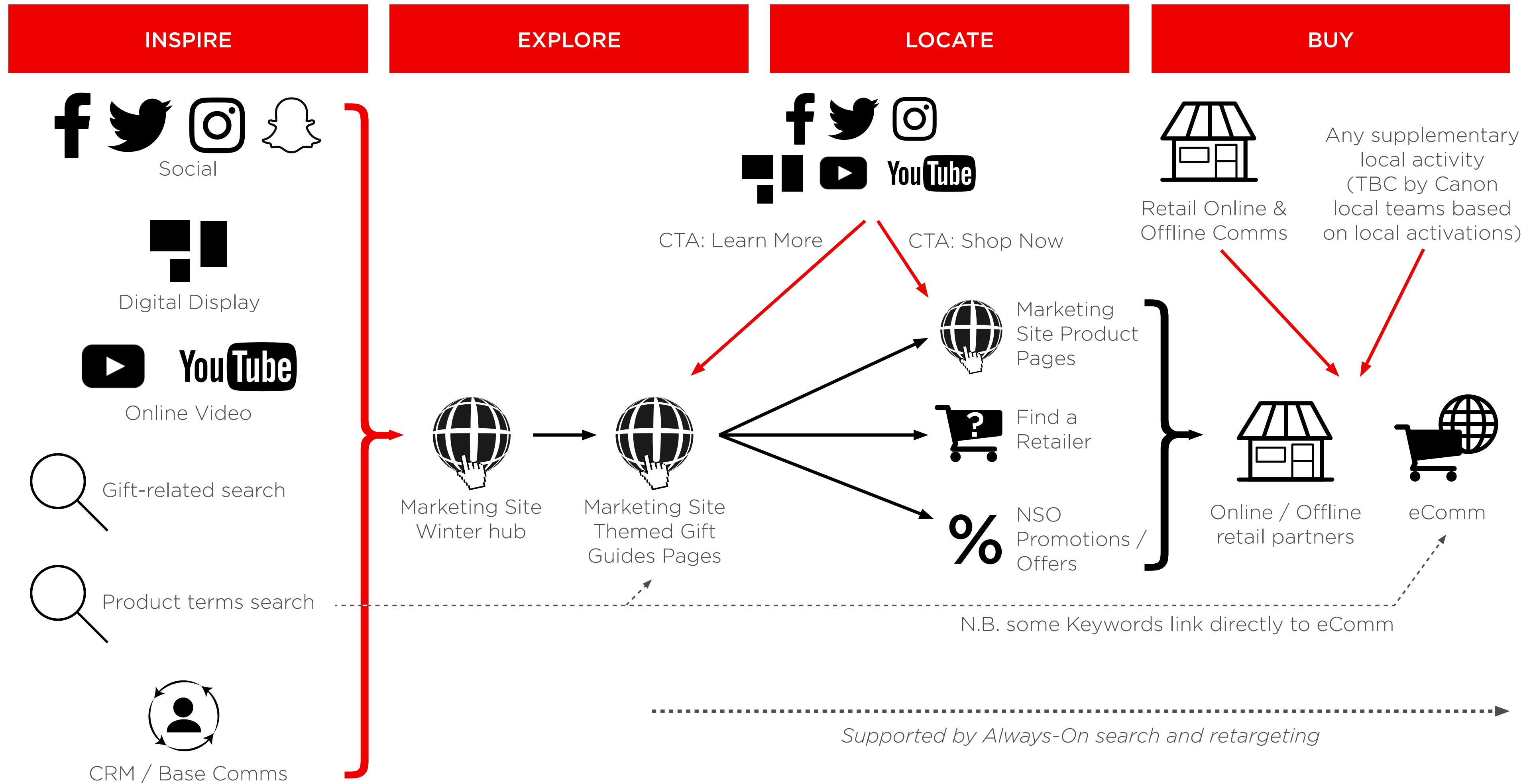
Note: The above are suggestions for the centrally-funded paid-media activation of the Winter campaign as well as the gift guide hub on the marketing site. For retail there is a separate list of recommended products that includes specialist retailers. You have the flexibility to adapt this retail list based on your local requirements.

SUGGESTED PRODUCTS FOR SPECIALIST RETAILERS

Speed & Action			General Execution			Macro / Close-up			Reportage / Street			Getting Close to the Action: Sport or Wildlife [still story-telling]		
Basketball			Dodgem Cars			Frog			Hands			Dog Jumping		
Camera	Lens / Print	Accessory / Service	Camera	Lens / Print	Accessory / Service	Camera	Lens/Print	Accessory / Service	Camera	Lens / Print	Accessory / Service	Camera	Lens/Print	Accessory / Service
Canon EOS 7D Mark II	Canon EF 24-70mm f/4L IS USM	no service (too high end for irista) / accessory tbc	All Cameras	Canon EF 24-105mm f/4L IS II USM	Any / depending on camera	All DSLR	Canon EF 100mm f/2.8L Macro IS USM	Any / depending on camera	Canon EOS M5 Canon EOS M6 Canon EOS 5D Mark IV			Canon EOS 7D Mark II	Canon EF 100-400mm f/4.5-5.6L IS II USM	Battery Grip BG-E16
	Canon EF 16-35mm f/4L IS USM		DSLR examples: Canon EOS 77D, Canon EOS 800D	Canon EF 16-35mm f/4L IS USM	Canon irista									
			Mirrorless examples: Canon EOS M5, Canon EOS M6		Canon irista									

Note: You have the flexibility to adapt this retail list based on your local requirements.

TOPLINE CUSTOMER JOURNEY



THIS YEAR CANON EUROPE SUPPORTS EU18 WITH PAID MEDIA

1 Reach

Maximise cost effective reach of in-market audience

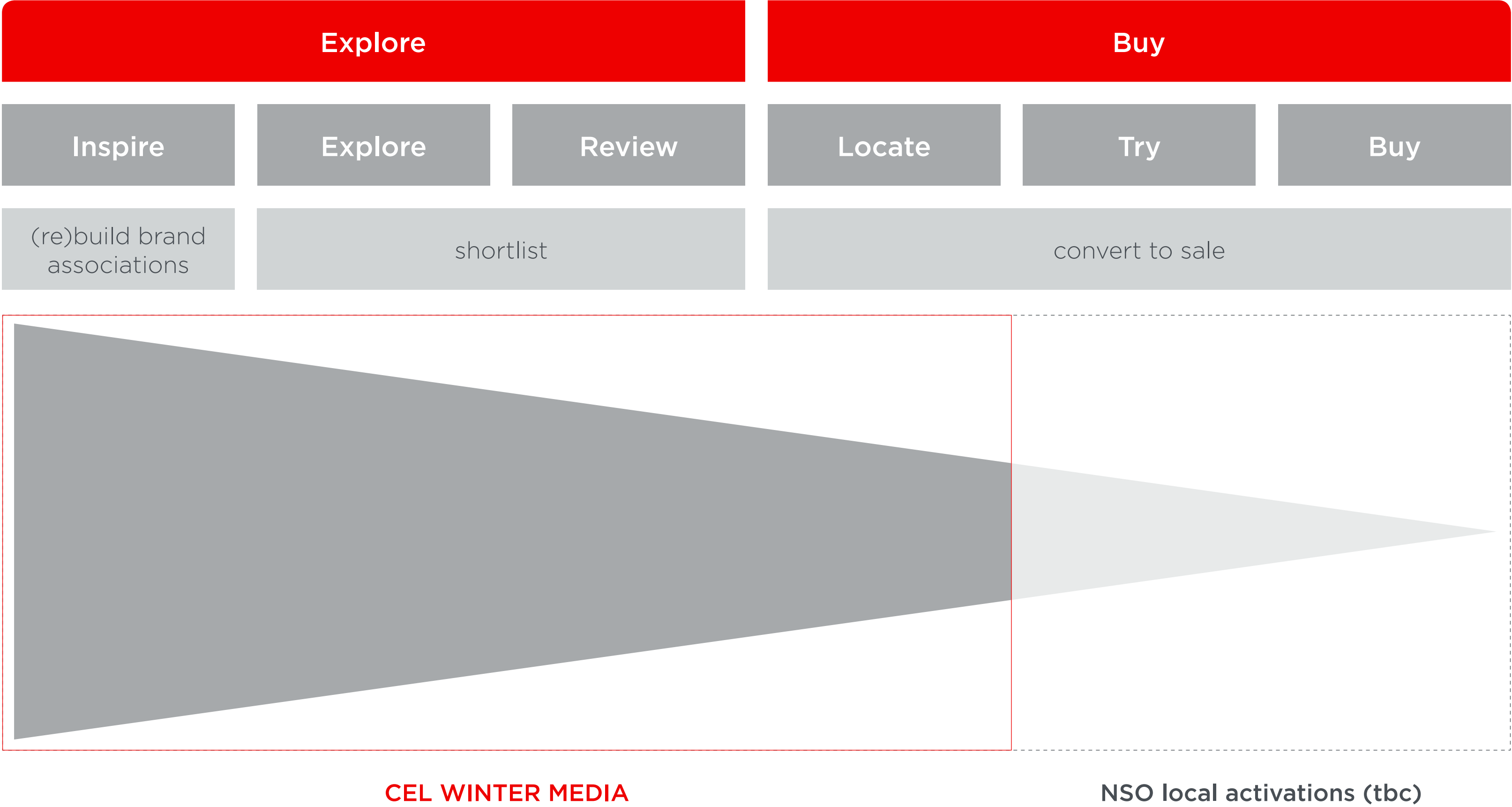
2 Response

Drive purchase intent through action-focused communications

3 Brand

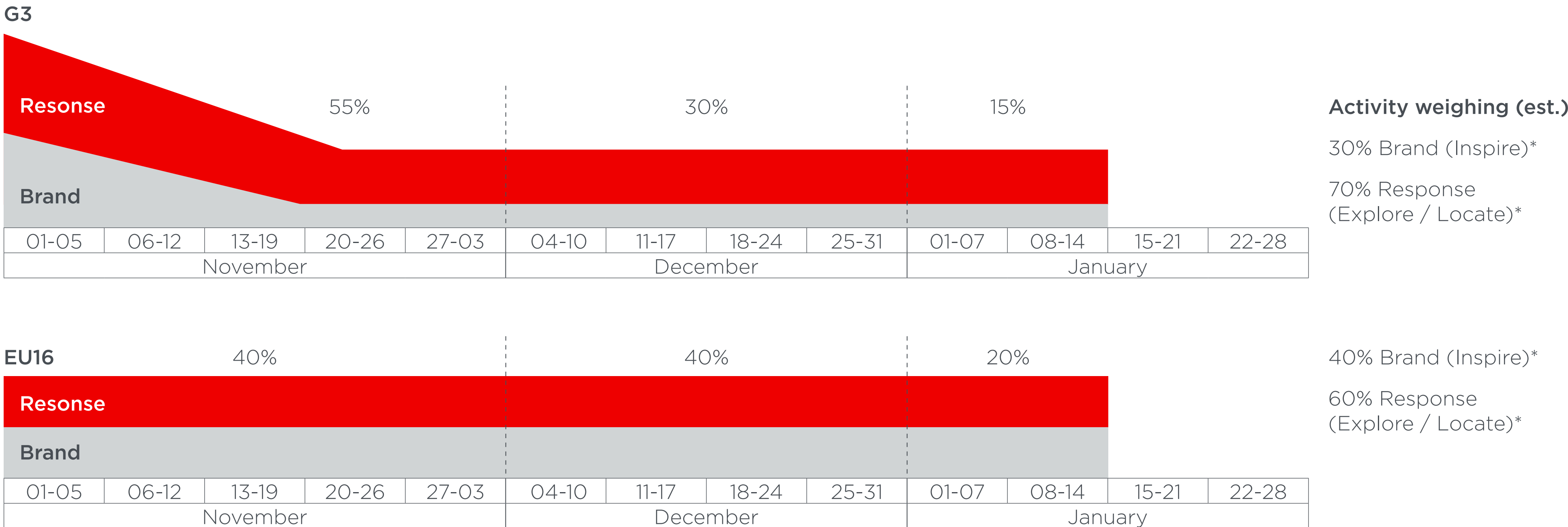
Drive preference by building on the story-telling momentum of the summer campaign

...FROM 'INSPIRE' DOWN THE FUNNEL TO 'EXPLORE' & 'LOCATE',
WITH 'BUY' TO BE SUPPORTED BY NSOS



THE ROLE OF CEL MEDIA THIS WINTER IS TO PUT CANON ON PEOPLE'S GIFT LIST (DRIVING TO AN OMNICHANNEL DESTINATION ON THE MARKETING SITE)

Run both Brand and Response communications continuously, as both have their role throughout the period, but give greater weight to Response communication throughout the period.

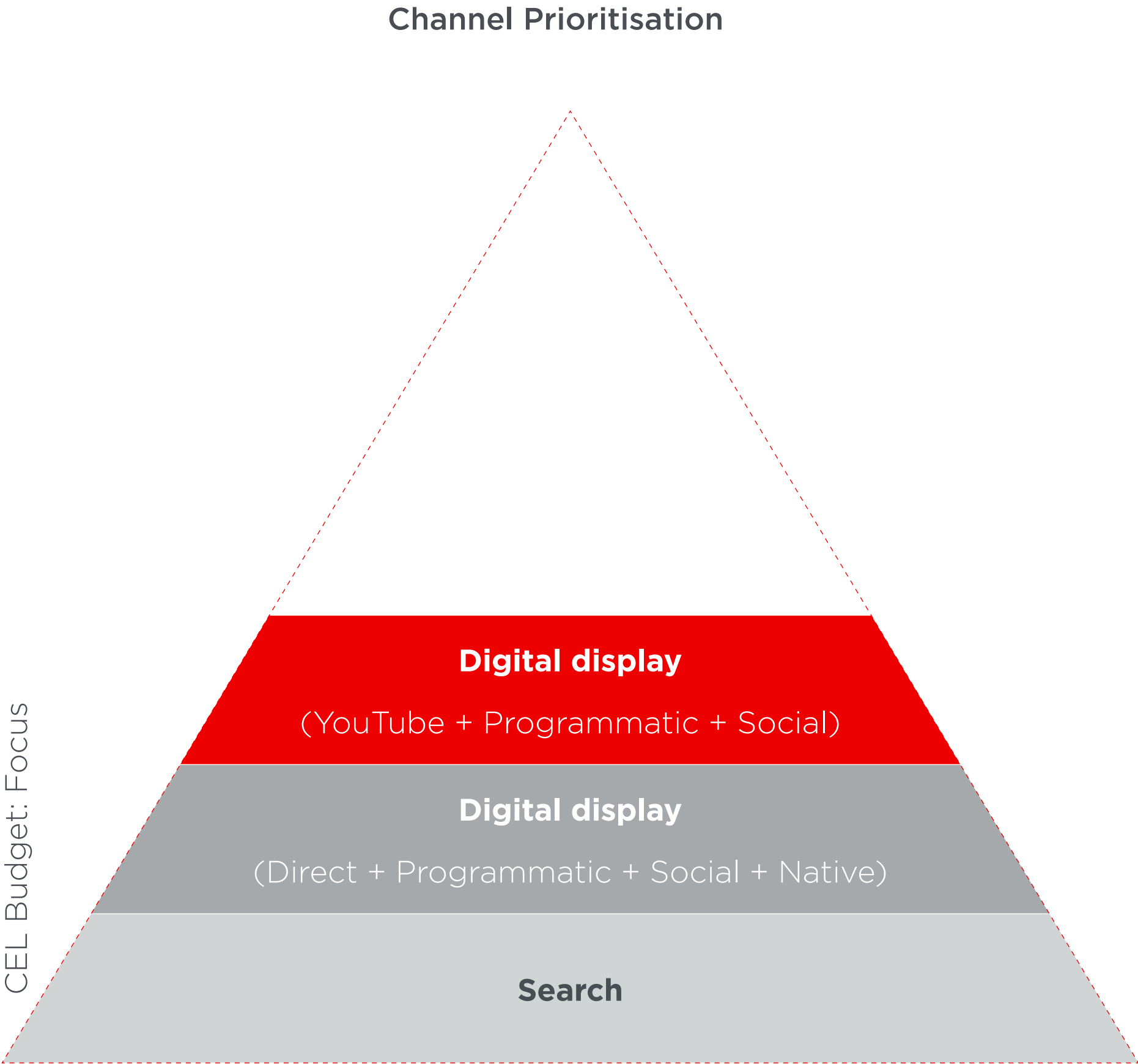


*FR weighting mirroring EU16 ie 40% brand / 60% Response

WE HAVE PRIORITISED MEDIA CHANNELS THAT ALLOW US TO IDENTIFY IN-MARKET CONSUMERS

Media Principles

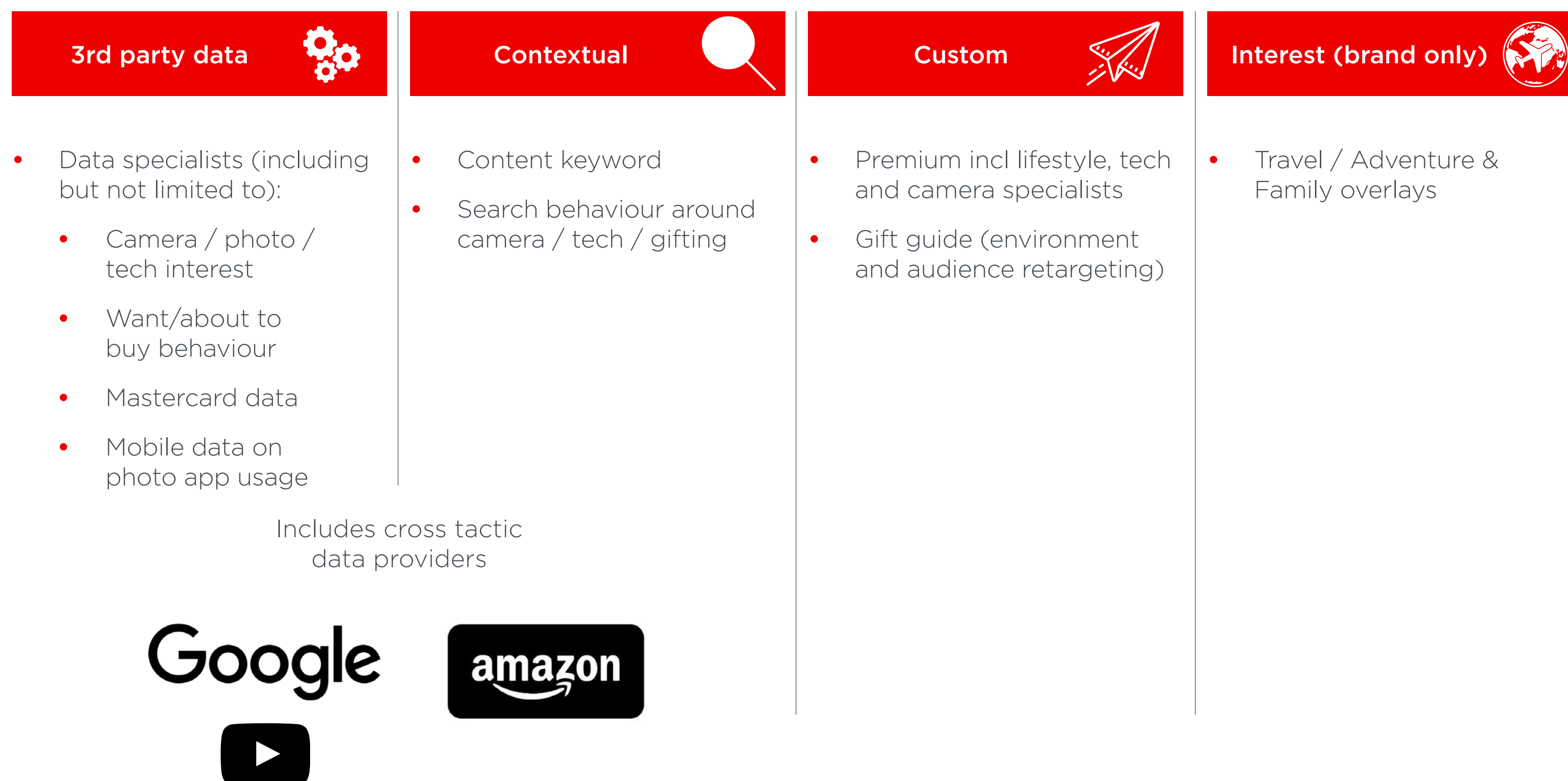
- 1 Reach**
Maximise cost effective reach of in-market audience
- 2 Response**
Drive conversion to sale through action-focused communications
- 3 Brand**
Drive preference by building on the story-telling momentum of the summer campaign



*Search budget separate from Winter media budget

TARGETING IN-MARKET AUDIENCES (CAMERA & TECH), WHOEVER THEY ARE

Identifying in-market audiences through a mix of targeting tactics:



MEDIA CONSUMER JOURNEY AND CHANNEL BLUEPRINT (WIP)

	Explore			Buy		
	Inspire	Explore	Review	Locate	Try	Buy
Role for Comms	Brand			Response		
Role of Channels	(Re)build brand associations	Shortlist			Convert to sale	
Social	FB / IG / TW / snap: mixture of 2018 story themes*	FB / IG / TW: single theme + relevant products**		FB / IG / TW: single theme + relevant product/s**		
Digital Display	Online display G3 only: everyday theme (impact)	Online display: single theme + relevant products**		Online display: single theme + relevant product/s**		
Online Video	Online video incl YT: mixture of 2018 story themes*	Online video incl YT: single theme + relevant products**				
Search	Search: gift-related terms and a/b test across non-gifting terms			Search: product related terms		Search: product related terms
Destination	Marketing site: Gift guide story page (main)	Marketing site: Everyday / travel adventure / family gift guide sub pages.		Marketing site: Everyday / travel adventure / family gift guide sub pages or product pages		
Messaging / CTA	2018. It's coming. Be ready / Don't miss out on a Single story in 2018.	Be ready for your story in 2018 / Find the right kit for your story.		The right kit to tell your stories in 2018 / get the right kit today.		
Always on (retargeting only) DSLR / ML prospecting paused)		Display retargeting: DSLR / mirrorless marketing to marketing ML/DSLR range or product.		Display retargeting: DSLR / mirrorless products to ecom (ao budget).		
Local NSO budget				Ecomm Display retargeting: e/Com DSLR / Mirrorless Range or Product Back to ecom		
				Local budget display: destination / messaging TBC		

- Part of Winter campaign
- No specific changes for Winter
- to be clarified
- Always on budget
- Local budget

*Everyday messaging as generic, travel/adventure and family messaging for sub segments
 **Everyday / TravelAdventure / Family rotation optimised to best performing

WHERE POSSIBLE, SEQUENTIAL MESSAGING WILL BE SET UP ACROSS STATIC AND VIDEO DISPLAY

High Impact Display (G3 only)



SEQUENTIAL 1 - High impact/premium audiences retargeted with video

20s brand video



SEQUENTIAL 2 - video retargeted with response display and video

Premium Response display (G3 only)



Response display & 10s / 6s response video



Gift guide

SEQUENTIAL 3 - Canon gift guide visitors who haven't clicked on *Shop Now / Find a Retailer* retargeted with response display and video (TBC for EU16)

AS WELL AS IN PAID SOCIAL

Facebook Brand Social Video



Facebook audiences who have viewed 3s+ of the brand video to be retargeted with Response link or carousel post

Response Link / Carousel Posts



NSO SUPPORT FOR LIVE FOR THE STORY_ WINTER

BUY

CEL Winter Media will bring audiences down the purchase funnel, from INSPIRE to EXPLORE and LOCATE.

The BUY phase of the consumer journey should be covered by locally funded activation based on NSOs promotions / retailer agreements.

TRANSLATION / LOCALISATION OF COPY BANNER + SOCIAL TONE

CEL and NSOs to work together on the translation of the copy for display, as well as the localisation of the social assets.

COMMUNITY MANAGEMENT

We will provide links to all social ads ahead of live date. Local community managers will be required to support on monitoring and moderation of comments on Canon Winter posts (both organic and amplified with paid media).

THE IDEA

NEXT YEAR IS COMING. BE READY

2018 is just around the corner. There'll be moments you've planned, and moments you'll experience out of the blue. The anticipation of what's to come is incredibly exciting. It's a whole new year to fill.

Our beautifully shot films will showcase moments just before something is about to happen – very arresting stories shot in slow motion. From a driveway basketball about to land in the hoop, to a snowball about to hit someone's face. We cut the sequence, just before the moment happens. Then show Canon products and accessories perfect for capturing the year ahead. We reprise with the finale of the moment, for example the snowball smashing into a girl's face.

In a similar way, our campaign photography reveals moments full of dynamism and anticipation where we can see the stories uncover. All these moments bring to life the excitement of the year to come.

Next year is coming. Be ready.

Canon. Live for the story_

WINTER CAMPAIGN STILLS

Adventure



Dodgems.tif



Lake.tif



Rope bridge.tif

Amazing Everyday



Lemon.tif



Basketball.tif



Snowball.tif

Family and Friends



Swing.tif



Waves.tif

Usage Info:
Online and offline media,
3 years, EMEA

WINTER CAMPAIGN FILMS – TO FOLLOW 22.09.17

Theme	Scenario	Spot Length	Horizontal / Vertical	Product Approach
Adventure	Lake + Rope Bridge + Dodgems	20s	Horizontal	No product
	Lake	6s	Vertical	1 x product - Camera
	Rope Bridge	10s	Horizontal	3 x products
	Dodgems	10s	Horizontal	3 x products
Everyday	Lemon + Basketball + Snowball	20s	Horizontal	No product
	Basketball	6s	Vertical	1 x product - Camera
	Lemon	10s	Horizontal	3 x products
	Snowball	10s	Horizontal	3 x products
Friends & Family	Waves + Squirty Cream + Swing	20s	Horizontal	No product
	Swing	6s	Vertical	1 x product - Camera
	Squirty Cream	10s	Horizontal	3 x products
	Waves	10s	Horizontal	3 x products

RETAIL IS THE KEY TO OUR SUCCESS THIS WINTER

It is a fact that our retail channels account for over 98% of our commercial transactions* and Winter season is Canon's biggest opportunity to maintain leading market share.** This is why we are ensuring 100% of our effort is going towards helping your retail partners to sell-on our visual storytelling kit.

We'll show **new entrants in mass** that Canon is the right gift to bring emotional storytelling to life beyond the smartphone in 2018.

For the **enthusiasts and prosumers in specialist** we'll shape our offer around their customer's skills in telling moving visual stories.

*CEL Sales Data

**GSK Christmas 2016



AND OUR TOOLKIT ENABLES YOU TO ADAPT LOCAL ACTIVATIONS FROM CENTRAL ASSETS


CEL CAMPAIGN TOOLKIT
A toolkit of guiding principles, core assets and messaging recommendations that will help you activate the Winter campaign in your market

ROLE OF NSO
Adapt and adopt the most suitable assets and overlay the local promotional mechanic to maximise conversion

MASS


SPECIALIST

The amazing everyday




Be ready for the amazing everyday

Exploration, adventure




Be ready for adventure

Family & friendship



Be ready for family and friends

The ultimate shot



Be ready for the shot

TO MEET CONVERSION OBJECTIVES

PRIMARY

Drive consideration and conversion at the point of purchase



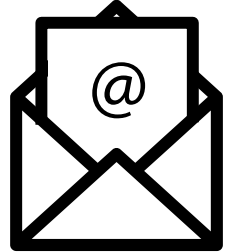
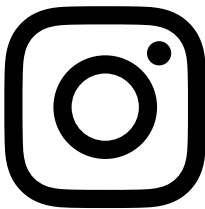
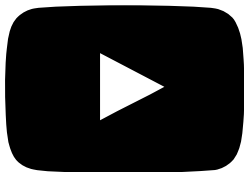

Retailers



eComm

SECONDARY

Reinforce awareness and consideration of Canon



Online video (20s, 10s, 6s)

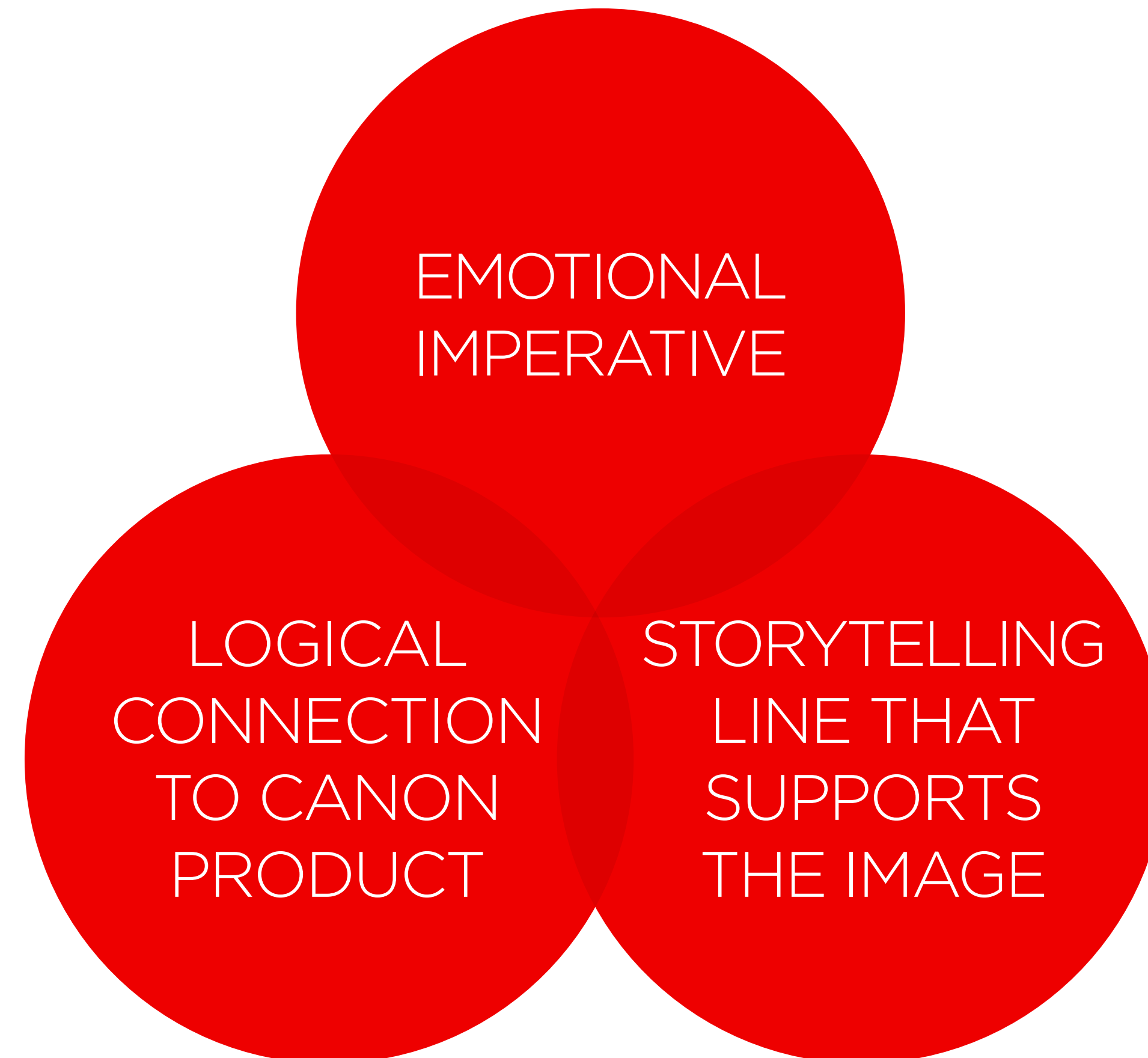
Base comms

WITH THE MOST RELEVANT / APPROPRIATE ASSETS FOR AN OPTIMISED RETAIL JOURNEY

		Explore	Buy		
		Inspire	Locate	Try	Buy
Shopper Mindset Barrier (B) Trigger (T)		(B) Why a camera? (T) Making memories	(B) Why a Canon camera? (T) Be ready for next year	(B) Too much choice (T) The right gifts for my needs	(B) Is it the right choice? (T) Clear product benefit
MASS & Specialist	Online	eNewsletter (CRM) Dynamic / Static Banners Social Posts	Dynamic / Static Banners	ATL Video Adapt Microsite - adapted Hub content Shop-in-Shop	Product Page Content incl. Video, Image
	Offline	Retailer Store Front Window Poster Magazine Co-Ad	Window Poster Pull-up Banner	Tent Card / Leaflet	Tent Card / Leaflet Product Tag

WE'VE BUILT OUR RETAIL EXECUTIONS AROUND THREE GUIDING PRINCIPLES

1. 95% of purchasing decisions are driven by desire and emotion and this is the focus of our creative executions.*
2. Whether we are focusing on product, cashback or added value we are always providing a clear link between the campaign line and the emotional visual.
3. Through relevant product pairings, all communications have a clear connection to Canon products bringing through the product benefits.



AND A WINTER CAMPAIGN ALL ABOUT THE GIFTS AND THE YEAR AHEAD...




We've added visual gifting cues to use before and around the holiday period that can be easily removed from Boxing Day, allowing the campaign to continue into January




In the year's busiest cluttered retail environment we avoid "me too" Christmas clichés to stand out from the competition

CORE CAMPAIGN ASSETS


For mass market communication



**NEXT YEAR IS COMING.
BE READY FOR EVERY FIRST.**



EOS 200D EF 50mm f/1.8 STM




SHOOT > REMEMBER > SHARE


Canon

Live for the story_

For cashback led communication



**BE READY FOR NEXT YEAR'S HEROICS.
UP TO €150 CASHBACK.**




EOS M6 EF-S 10-18mm f/4.5-5.6 IS STM

SHOOT > REMEMBER > SHARE


Canon

Live for the story_

For specialist communication



**NEXT YEAR IS COMING.
BE READY FOR THE SHOT.**



EOS 7D Mark II EF-S 10-18mm f/4.5-5.6 IS STM

SHOOT > REMEMBER > SHARE

Canon

Live for the story_

Note: Products are examples only

EXAMPLE ADDED VALUE PROMOTIONS

This page includes examples of added value promotions for each of our three themes. To be as impactful as possible, work with the retailer to understand the theme which would work best for their audience. This will show the retailer we are tailoring promotions to them and be more impactful.

As best practice, we do not recommend trying to communicate more than one lead prize as part of the promotion.

Please find more information on creating added value promotions on page 47.

Adventure



**BE READY TO SHARE
EVERY STEP NEXT YEAR.
WIN A HOLIDAY.**



Get an HD Photobook too.
Buy a Canon EOS 1300D and claim an HD Photobook. Plus enter our Waynabox prize draw for a holiday to a surprise destination.

SHOOT > REMEMBER > SHARE



Live for the story_

Family & Friends



**BE READY FOR NEXT
YEAR'S DISCOVERIES.
WIN A SPOTIFY FAMILY ACCOUNT.**



Get an HD Photobook too.
Buy a Canon EOS 77D and claim an HD Photobook. Plus enter our Spotify prize draw to win a family account for a year.

SHOOT > REMEMBER > SHARE



Live for the story_

Amazing Everyday



**BE READY FOR EVERY
FIRST NEXT YEAR.
WIN A SOFT TOY.**



Get an HD Photobook too.
Buy a Canon EOS 1300D and claim an HD Photobook. Plus enter our prize draw for your chance to win a soft toy.

SHOOT > REMEMBER > SHARE


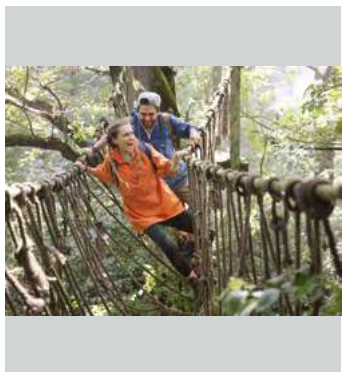

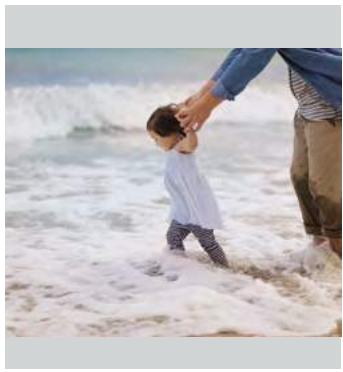

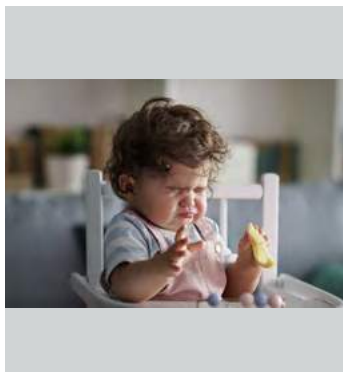







Live for the story_

Added value promotional mechanics along with proposed alternative imagery should be submitted to CEL to ensure consistency. Please contact francesca.iodice@canon-europe.com













CORE CAMPAIGN ASSETS – IMAGERY

When choosing an asset, please ensure consistency across in store and online.

Theme	Mass market shot variations	
Adventure	 Lake.tif	 Rope bridge.tif
Family and Friends	 Swing.tif	 Waves.tif
Amazing Everyday	 Snowball.tif	 Lemon.tif






Theme	Specialist shot variations
General Everyday	 Dodgems.tif
Speed / Action	 Basketball.tif
Macro / Close-up	 Winter Campaign 2017 Specialist Macro Frog.jpg
Reportage / Street	 Winter Campaign 2017 Specialist Street Reportage Hands.jpg
Getting close to the action	 Winter Campaign 2017 Specialist Getting Closer to the Action.jpg

MESSAGING MATRIX: MASS (NEXT YEAR IS COMING)

Theme	Mass market	Cashback	Suggested products
Adventure	 <p>NEXT YEAR IS COMING. BE READY FOR EVERY IMPULSE.</p>	 <p>BE READY FOR EVERY IMPULSE NEXT YEAR. UP TO €XX CASHBACK.</p>	<ol style="list-style-type: none"> 1. EOS 1300D 2. EF-S 10-18mm f/4.5-5.6 IS STM 3. Canon Backpack BP10* <p>*Not applicable with Cashback offer</p>
	 <p>NEXT YEAR IS COMING. BE READY TO SHARE EVERY STEP.</p>	 <p>BE READY TO SHARE EVERY STEP NEXT YEAR. UP TO €XX CASHBACK.</p>	
Family and Friends	 <p>NEXT YEAR IS COMING. BE READY FOR HEROICS.</p>	 <p>BE READY FOR NEXT YEAR'S HEROICS. UP TO €XX CASHBACK.</p>	<ol style="list-style-type: none"> 1. EOS 77D 2. EF-S 10-18mm f/4.5-5.6 IS STM
	 <p>NEXT YEAR IS COMING. BE READY FOR DISCOVERIES.</p>	 <p>BE READY FOR NEXT YEAR'S DISCOVERIES. UP TO €XX CASHBACK.</p>	
Amazing Everyday	 <p>NEXT YEAR IS COMING. BE READY FOR EVERY FIRST.</p>	 <p>BE READY FOR EVERY FIRST NEXT YEAR. UP TO €XX CASHBACK.</p>	<ol style="list-style-type: none"> 1. EOS 200D 2. EF 50mm f/1.8 STM 3. EF-S 10-18mm f/4.5-5.6 IS STM 4. Lifecake
	 <p>NEXT YEAR IS COMING. BE READY FOR SURPRISES.</p>	 <p>BE READY FOR NEXT YEAR'S SURPRISES. UP TO €XX CASHBACK.</p>	





MASS: PRODUCT BENEFITS RECOMMENDED TONE OF VOICE

Please find below some examples of how to best portray our products and their benefits in a retail environment. These are just to demonstrate the tone of voice rather than the prescriptive copy you should be using.









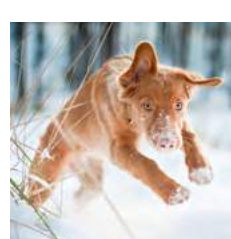
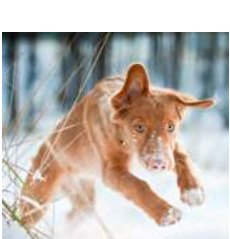
Product name	Product image	Product benefits
EOS M6		<ul style="list-style-type: none"> > DSLR performance with go-anywhere portability > Always-on Bluetooth® for easy smartphone pairing > Utilise with any compatible EF lenses with the optional mount adapter
EOS M5		<ul style="list-style-type: none"> > Best Canon Mirrorless > DSLR performance and handling > Go-anywhere portability > Always-on Bluetooth® for easy smartphone pairing > Utilise with any compatible EF lenses with optional mount adapter
EOS 1300D		<ul style="list-style-type: none"> > Perfect for your first step into DSLR photography > Wi-Fi connectivity for smartphones, sharing and backing up > Record Full HD movies and play back on TV
EOS 200D		<ul style="list-style-type: none"> > Smallest Canon DSLR for go-anywhere portability > Easy to use with guided menus > Shoot with viewfinder or Vari-angle touchscreen - it's your choice > Always-on Bluetooth® for easy smartphone pairing
EOS 800D		<ul style="list-style-type: none"> > Best entry level DSLR camera that will keep up with whatever life throws at you > Easy to use with guided menus > Responsive AF through the viewfinder or the vari-angle touchscreen > Always-on Bluetooth® for easy smartphone pairing

SPECIALIST: PRODUCT BENEFITS RECOMMENDED TONE OF VOICE

Please find below some examples of how to best portray our products and their benefits in a retail environment. These are just to demonstrate the tone of voice rather than the prescriptive copy you should be using.

Product name	Product image	Product benefits
EOS 77D		<ul style="list-style-type: none"> > Award winning compact all-rounder DSLR > Intuitive, instant exposure control > Responsive AF through the viewfinder or the vari-angle touchscreen > Always-on Bluetooth® for easy smartphone pairing
EOS 80D		<ul style="list-style-type: none"> > Canon’s best all rounder DSLR – a photo, video powerhouse > Accurate focus tracking for capturing the action > Engineered to withstand bad weather > Full HD video and wireless sharing for instant uploads
EOS 7D Mark II		<ul style="list-style-type: none"> > Ultimate enthusiasts’ camera for sports and wildlife photography > Capture the moments others miss with 10 frames per second, with full autofocus and auto exposure > Fine-tunable 65 point AF system to adapt to different fast-moving subject > 20.2 megapixel sensor gives uncompromising image quality, even in low lighting > Customisable controls to shoot the way you like it
EOS 5D Mark IV		<ul style="list-style-type: none"> > Ultimate all-round camera for pros > Extraordinary image detail, even in poor lighting > Engineered to perform, thanks to resilient weatherproofing and tough magnesium-alloy body > Focus like a pro and capture cinematic footage in 4K, thanks to Dual Pixel technology

MESSAGING MATRIX: SPECIALIST (NEXT YEAR IS COMING)

Shot type	Specialist	Cashback	Suggested products
General Everyday	 <p>NEXT YEAR IS COMING. BE READY FOR A SMASH HIT.</p>	 <p>BE READY WITH THE RIGHT LENS. UP TO €XX CASHBACK.</p>	<ol style="list-style-type: none"> 1. All cameras i.e. DSLR: EOS 77D, EOS 800D. Mirrorless: EOS M5, EOS M6 2. EF 24-105mm f/4L IS II USM and EF 24-70mm f/4L IS USM 3. Canon irista
Speed / Action	 <p>NEXT YEAR IS COMING. BE READY FOR THE SHOT.</p>	 <p>BE READY WITH MORE KIT. UP TO €XX CASHBACK.</p>	<ol style="list-style-type: none"> 1. EOS 7D Mark II 2. EF-S 10-18mm f/4.5-5.6 IS STM
Macro / Close-up	 <p>NEXT YEAR IS COMING. BE READY FOR THE CLOSE UP.</p>	 <p>BE READY WITH THE RIGHT LENS. UP TO €XX CASHBACK.</p>	<ol style="list-style-type: none"> 1. All DSLR 2. EF 100mm f/2.8L Macro IS USM
Reportage / Street	 <p>NEXT YEAR IS COMING. BE READY FOR OPPORTUNITY.</p>	 <p>BE READY WITH MORE KIT. UP TO €XX CASHBACK.</p>	<ol style="list-style-type: none"> 1. EOS M5, EOS M6 and EOS 5D Mark IV
Getting close to the action	 <p>NEXT YEAR IS COMING. BE READY TO SPRING INTO ACTION.</p>	 <p>BE READY WITH THE RIGHT LENS. UP TO €XX CASHBACK.</p>	<ol style="list-style-type: none"> 1. EOS 7D Mark II 2. EF 100-400mm f/4.5-5.6L IS II USM and EF 70-300mm f/4-5.6L IS USM 3. Battery Grip BG-E16

CORE ASSETS

This page provides details of the role of core assets. Assets have been laid out based on messaging hierarchy for retail and should not be altered.

Image

Alternate images are available. Please see core assets on page 41.

Do not alter the crop of the image - please use as supplied and visualised.



Headline

Ensure the headline and corresponding image are always used together. Do not mix and match. Please refer to the messaging matrix on page 42.

The call to action should not be altered only adapted to local language.

Product shot

Product beauty shots are interchangeable depending on lead product offer in market.

Canon / Live for the story_

These should always be used together as sign off for the campaign.

Canon logo and line should be red. **Live for the story_** should be black.

NEXT YEAR IS COMING.
BE READY FOR EVERY FIRST.



EOS 200D



EF 50mm f/1.8 STM



SHOOT > REMEMBER > SHARE

Canon

Live for the story_

Shoot > Remember > Share

This should always be used as a lockup and in uppercase. Please see guidelines on usages page titled 'SHOOT, REMEMBER, SHARE' on page 48.

Terms & Conditions

To be localised based on product and offer availability.

ADDED VALUE PROMOTIONS

This page provides details of how to create added value promotion assets. The visual shown is an example only.

Image
Canon's new brand positioning is all about getting out there and living for the stories we experience in life. Images should be cool, cinematic and slightly candid rather than posed or cliché stock photos.

Product shot
Product beauty shots are interchangeable depending on lead product offer in market.

Canon / Live for the story_
These should always be used together as sign off for the campaign.

Canon logo and line should be red. **Live for the story_** should be black.

**BE READY TO SHARE
EVERY STEP NEXT YEAR.
WIN A HOLIDAY.**

EOS 1300D

Get an HD Photobook too.
Buy a Canon EOS 1300D and claim an HD Photobook. Plus enter our Waynabox prize draw for a holiday to a surprise destination.

SHOOT > REMEMBER > SHARE

waynabox

Canon

Live for the story_

Headline
Keep the headline clear and concise to clearly communicate the added value promotion. Try to include campaign language where possible.

Shoot > Remember > Share
This should always be used as a lockup and in uppercase. Please see guidelines on usages page titled 'SHOOT, REMEMBER, SHARE' on page 48.

Partner Logos
Partner logo's relevant to the prize should always appear between SHOOT > REMEMBER > SHARE and the Canon logo.

Terms & Conditions
To be localised based on product and offer availability.

Added value promotional mechanics along with proposed alternative imagery should be submitted to CEL to ensure consistency. Please contact francesca.iodice@canon-europe.com

SHOOT > REMEMBER > SHARE

The conversion message expresses the ecosystem benefit of Canon's unique portfolio of products and services. To show how this might be utilised in retail we have applied it to the design in the assets you see presented in this toolkit.

What are the design principles?

It is a communication tag on retail point of sale and sits just above the Canon and **Live for the story_** lock up.

The words should not be divided or one word should not be attributed to a specific product, service or offer.

Where possible, Shoot > Remember > Share should be written out on a single line as demonstrated throughout the in store and online executions. In the worst case scenario, where there is limited space or long wording, please use the stacked version provided.

Shoot > Remember > Share

Should not be translated except in Russia and France, where it should be in English (with an asterisk after), with the French or Russian translation then appearing as a footnote. This requirement is for legal reasons.

Arrows have been deliberately used to deliver the following;

- > Acts as a divider for the wording
- > Serves as a graphical device, often used in the photographic world
- > Most importantly, invites a feeling of action to **Live for the story_** and Shoot > Remember > Share

Single line lock up

SHOOT > REMEMBER > SHARE

Stacked lock up

SHOOT >
REMEMBER >
SHARE >

Always ensure that there is a safe area 3X the height of the Shoot > Remember > Share lock up, above and below.

SHOOT > REMEMBER > SHARE
SHOOT > REMEMBER > SHARE
SHOOT > REMEMBER > SHARE
SHOOT > REMEMBER > SHARE



Dont's

- ✗ **SHOOT** > REMEMBER > SHARE
Do not change the weight of the words or arrows
- ✗ **SHOOT** > REMEMBER > SHARE
Do not change the colour of the words or arrows
- ✗ **SHOOT** > REMEMBER > SHARE
Do not change the size of the words or arrows

CORE CAMPAIGN ASSETS DOS & DON'TS

We've curated the appropriate imagery and messaging for retail (offline and online) and guidelines should be followed to ensure omni-channel consistency across out of home, above the line, public relations, social and digital.

Do

- > Use the images selected for in store, online and social retail items.
- > Ensure to use the recommended messaging and brand assets (local language adaptation will be required).
- > There's creative freedom to go 'off grid' and move image placement – even if it runs off the canvas if it produces creative standout.

Don't

- > Use imagery outside of this document on in store and online formats. Exception to this is added value promotions. Please see page 47.
- > Alter the crop, layout, font, messaging and imagery provided unless required by retailer guideline restrictions.

WINDOW POSTERS

Mass



Guidelines

- > Images and CTA are interchangeable – please see matrix on page 42.
- > Ensure headline and corresponding image are always used together. Do not mix and match.
- > Product beauty shots are interchangeable depending on lead product offer in market.

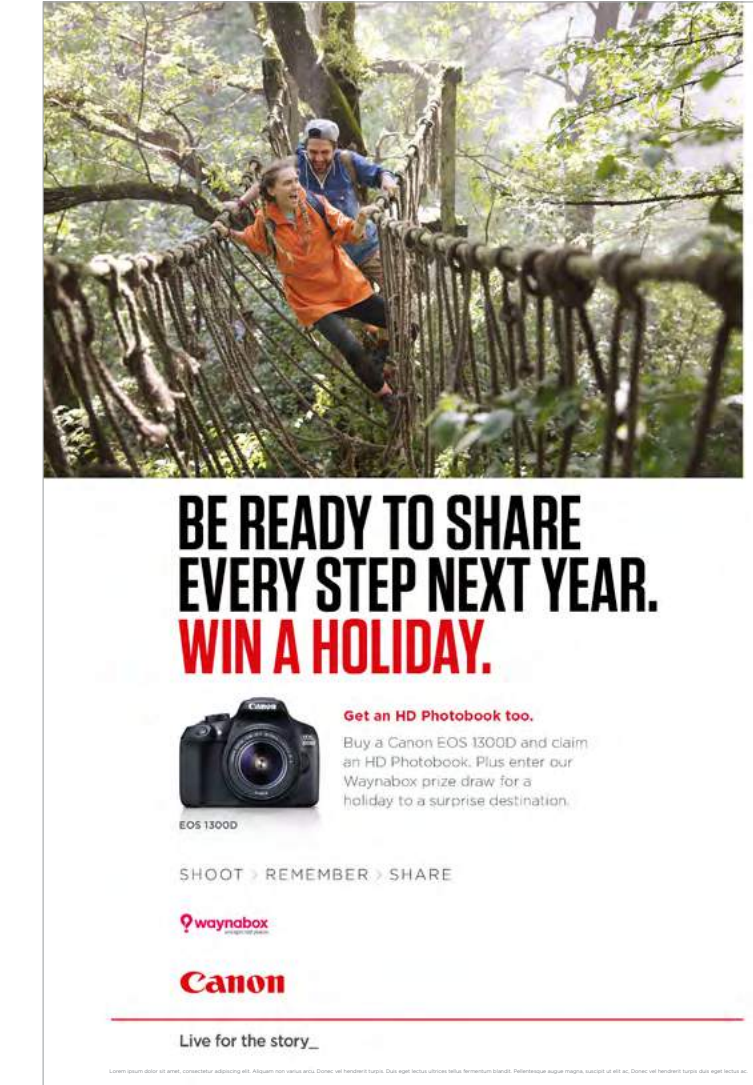
Specialist



Guidelines

- > Images and CTA are interchangeable – please see matrix on page 45.
- > Ensure headline and corresponding image are always used together. Do not mix and match.
- > Product beauty shots are interchangeable depending on product lead offer in market.

Added value



Guidelines

- > Added value messaging placeholder only. Please adjust for your localised promotion using same format. Please see page 47 for guidance.
- > Product beauty shots are interchangeable depending on product lead offer in market.

Note: Terms and Conditions to be localised based on product and offer availability.

TENT CARDS

Mass



Guidelines

- > Images and CTA are interchangeable – please see matrix on page 42.
- > Ensure headline and corresponding image are always used together. Do not mix and match.
- > Product beauty shots are interchangeable depending on lead product offer in market. Please include 3-4 key product benefits. Refer to matrix on page 43.

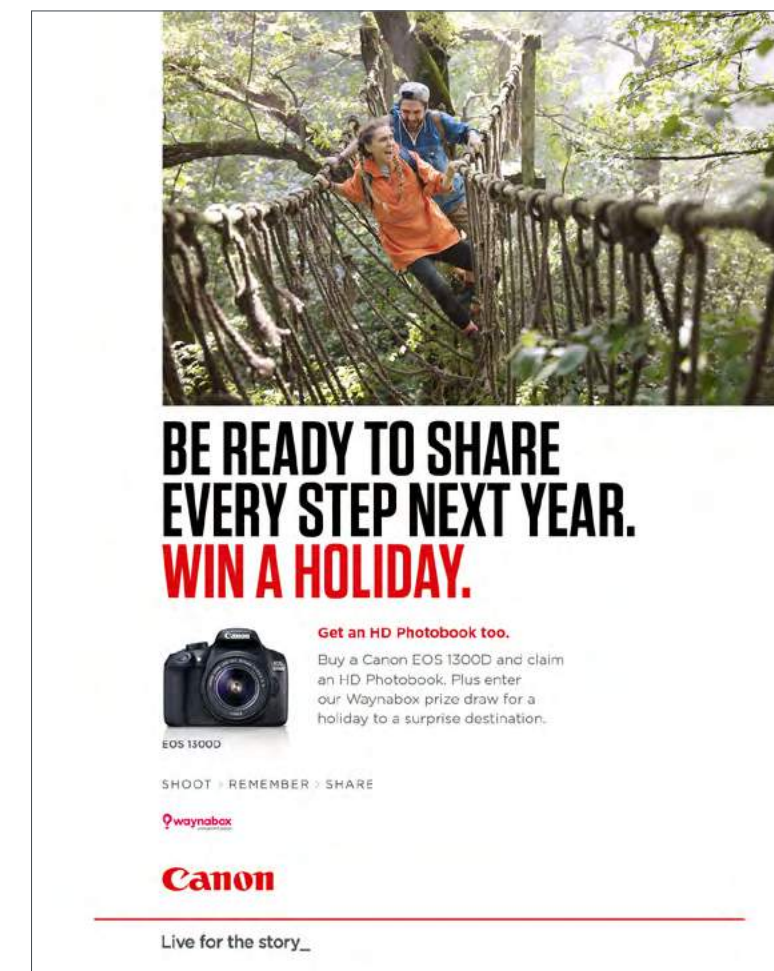
Specialist



Guidelines

- > Images and CTA are interchangeable – please see matrix on page 45.
- > Ensure headline and corresponding image are always used together. Do not mix and match.
- > Product beauty shots are interchangeable depending on lead product offer in market. Refer to matrix on page 44.

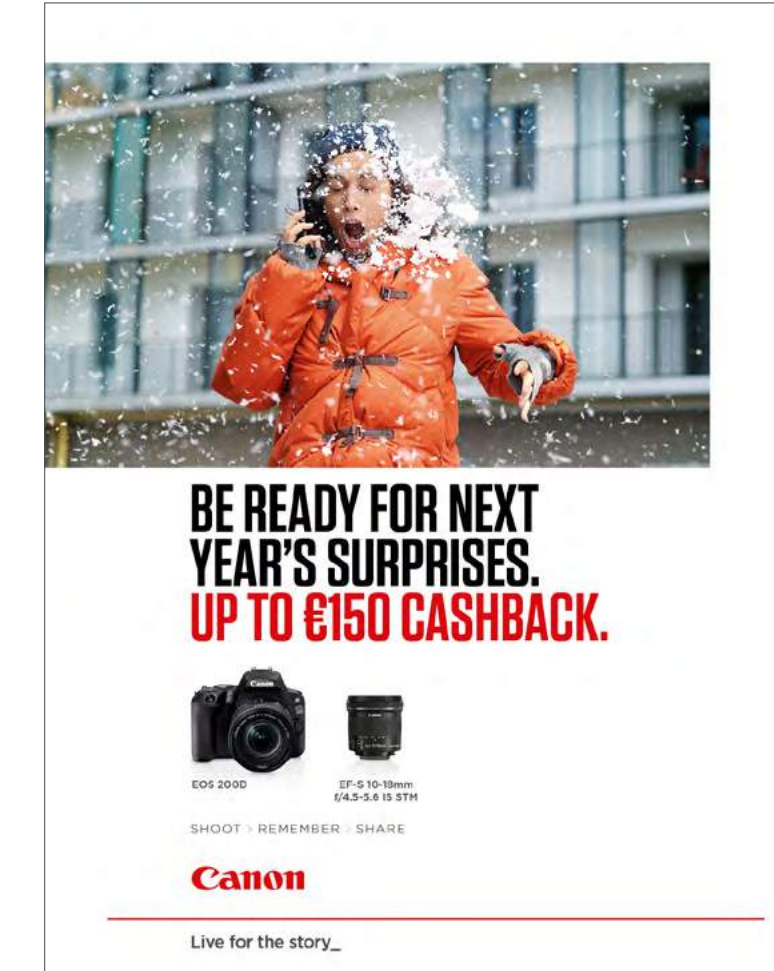
Added value



Guidelines

- > Added value messaging placeholder only. Please adjust for your localised promotion using same format. Please see page 47 for guidance.
 - > Product beauty shots are interchangeable depending on lead product offer in market.
- Note:** Terms and Conditions to be localised based on product and offer availability.

Cashback



Guidelines

- > Cashback messaging placeholder only. Please adjust for your localised promotion using same format.
 - > Images and CTA are interchangeable – please see matrix on page 42.
 - > Ensure headline and corresponding image are always used together. Do not mix and match.
 - > Product beauty shots are interchangeable depending on lead product offer in market.
- Note:** Terms and Conditions to be localised based on product and offer availability.

PRODUCT TAGS

Guidelines

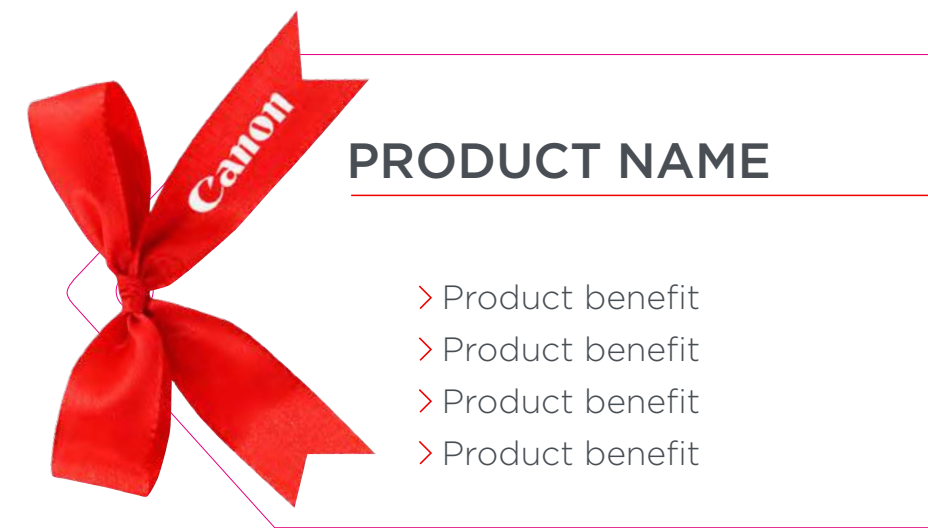
- > Gifting cues to be used pre-Christmas. Can be easily removed post-Christmas.
- > The product tag should provide concise benefits and features (found on page 43). Copy should be laid out as visualised.
- > The design is modular so we can make sure there is only one bow on each product (for examples, not both the tag and standalone bow on one camera).



Bow on product



Bow & ribbon added to plinth



Front of tag



Back of tag

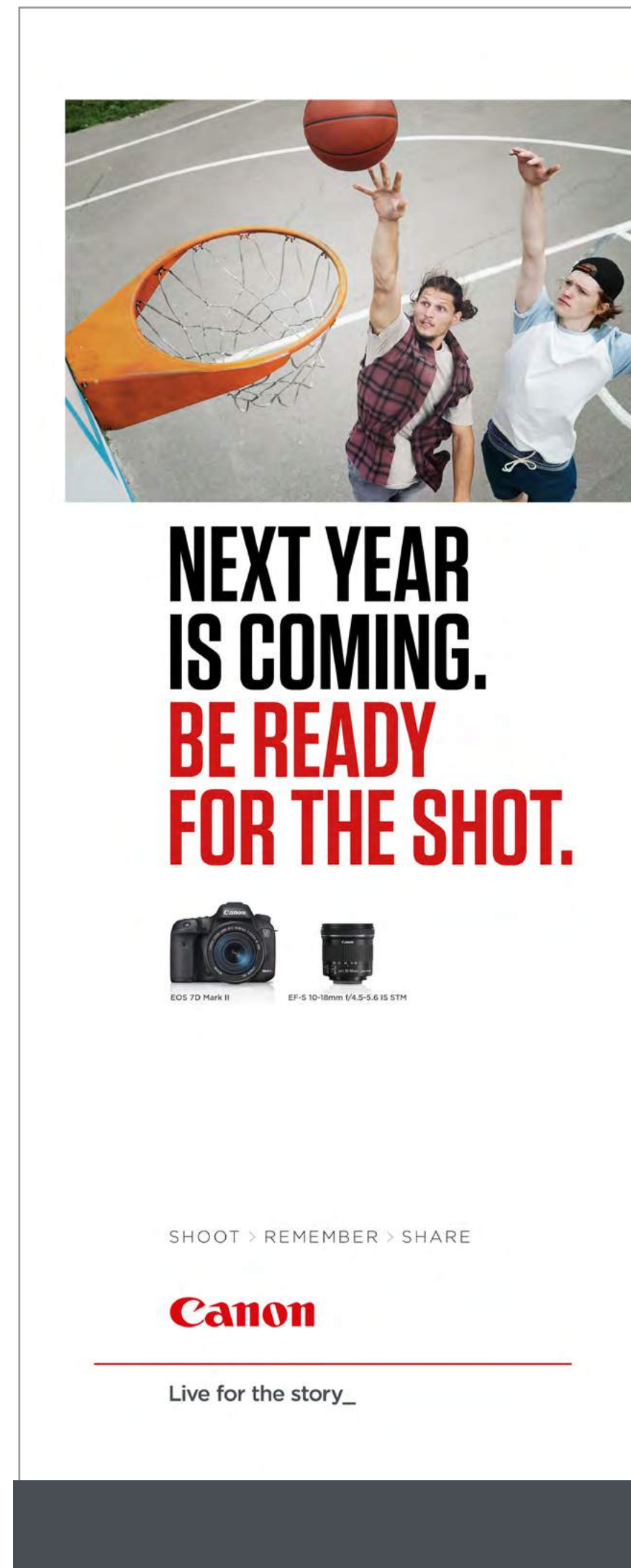


Bow & tag to be placed in front of camera

PULL UP BANNER SPECIALIST – PRODUCT

Guidelines

- > Images and CTA are interchangeable – please see matrix on page 45.
- > Ensure headline and corresponding image are always used together. Do not mix and match.
- > Product beauty shots are interchangeable depending on product lead offer in market.




CASHBACK LEAFLET & DISPENSER GENERIC

Guidelines

- > Images and CTA are interchangeable - please see matrix on page 42.
- > Ensure headline and corresponding image are always used together. Do not mix and match.

Note: Terms and Conditions to be localised based on product and offer availability.

Front



**UP TO €XXX
CASHBACK.
BE READY
TO SHARE
EVERY STEP.**

On selected **Canon products**
at participating retailers.

SHOOT > REMEMBER > SHARE

Canon

Live for the story_

Back

**CASHBACK
TO BE READY
FOR NEXT
YEAR'S
STORIES.**

Lorem ipsum dolor sit
amet consectetur.

Photo

XXXXXX €XXX/€XXX
XXXXXX €XXX/€XXX
XXXXXX €XX/€XX
XXXXXX €XX/€XX
XXXXXX €XX/€XX

Video

XXXXXX €XX/€XX
XXXXXX €XX/€XX
XXXXXX €XX/€XX
XXXXXX €XX/€XX

Print


XXXXXX €XX/€XX
XXXXXX €XX/€XX
XXXXXX €XX/€XX
XXXXXX €XX/€XX

Lorem ipsum dolor
sit amet, consectetur
adipiscing elit orbi scele.
[canon.co.uk/XXXXXX](#)

Canon

Lorem ipsum dolor sit amet, penatibus in lobortis turpis ultricies lacus. Porttitor tristique, turpis sit tempus phasellus eu, aliquam etiam risus faucibus laoreet morbi at, in placerat libero maecenas nulla dictumst, molestie mattis proin. Lobortis justo ut orci metus egestas, lacinia morbi sit donec eget, vitae habitant arcu duis, vivamus nunc quis sed hac, nonummy vel vestibulum proin posuere quis dictum. Cursum viverra, lorem at hendrerit ante conubia eu, velit pra et ao lorem ipsum dolor sit amet, penatibus Lorem ipsum dolor sit amet, penatibus in lobortis turpis ultricies lacus. Porttitor tristique, turpis sit tempus

Leaflet dispenser



**UP TO €XXX
CASHBACK.
BE READY
TO SHARE
EVERY STEP.**

On selected **Canon products**
at participating retailers.

SHOOT > REMEMBER > SHARE

Canon

Live for the story_

MAGAZINE CO-AD

Guidelines

When developing retail editorial content, use a combination of campaign imagery and product beauty shot appropriate to the imagery shown.

The key messages to land:

- > Next year is coming with new stories to be told.
- > Canon can help you tell these stories.
- > Inspire shoppers to consider Canon as a gift or self-gift.
- > Products and services beyond cameras i.e. storage, printing and video.

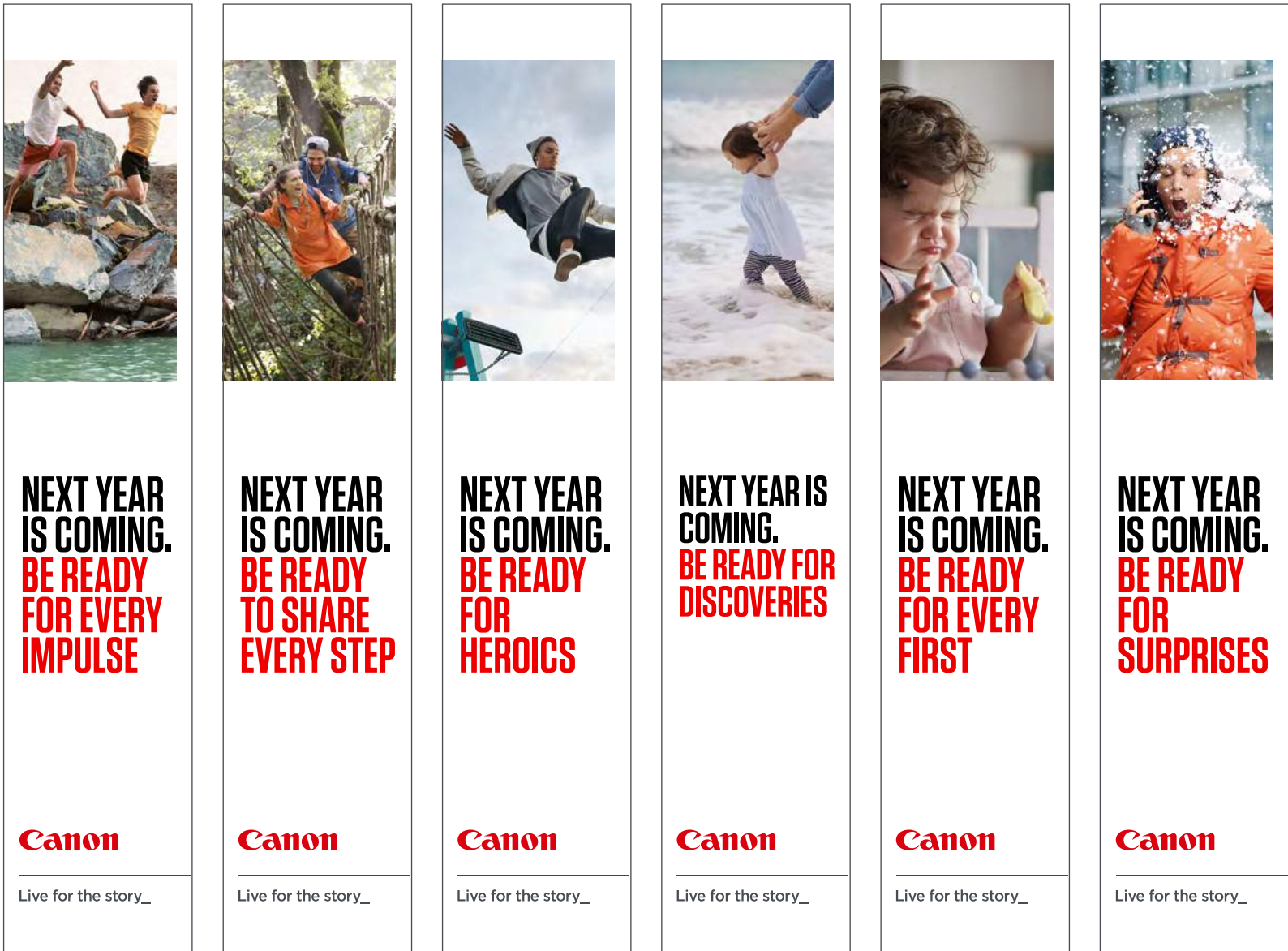
Note: Due to the exclusion zone around the Canon **Live for the story_** lock up, the retailer logo is to be placed in the top corner, aligned with Canon **Live for the story_** lock up.



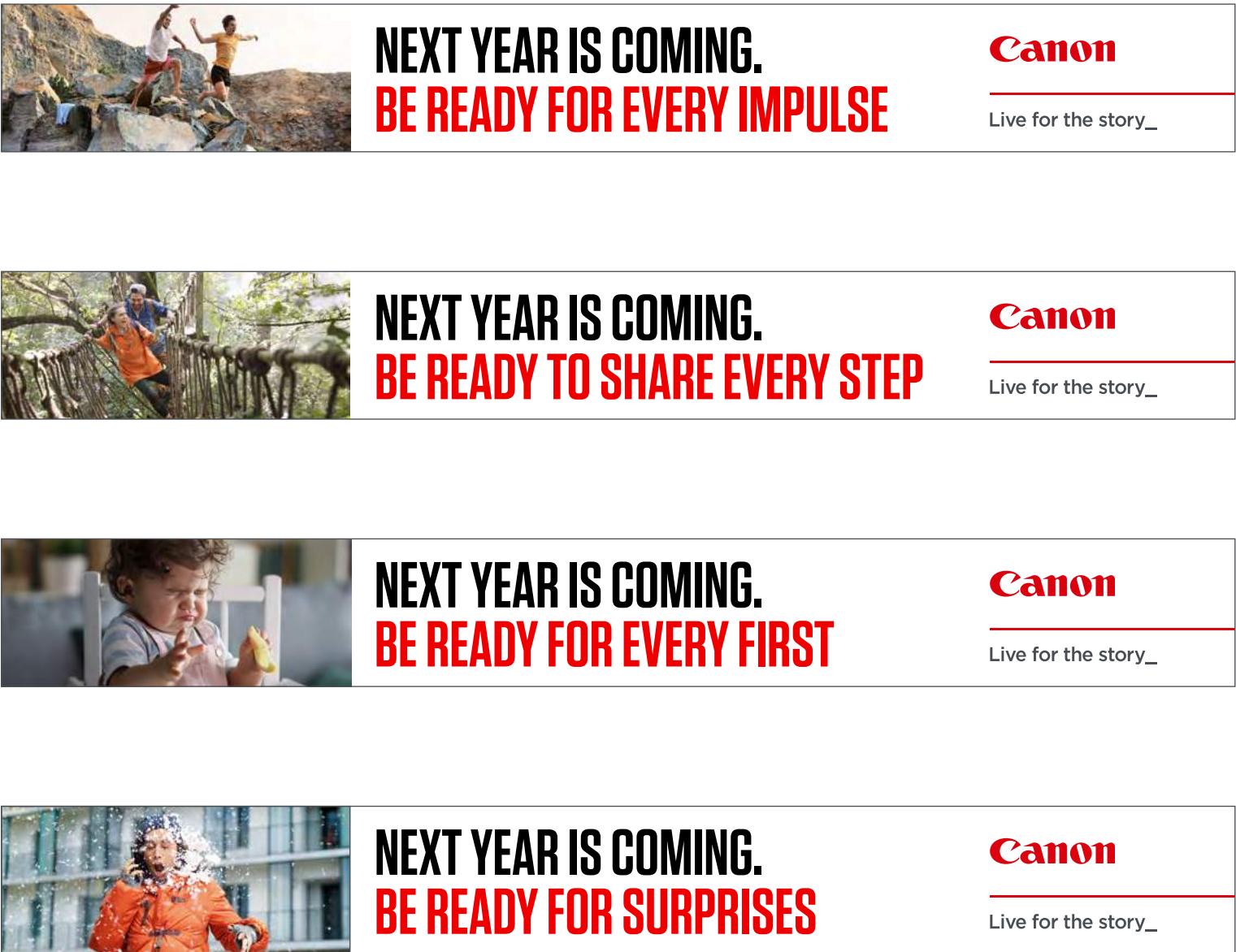
ASSETS AND CROPS ONLINE MASS

Guidelines

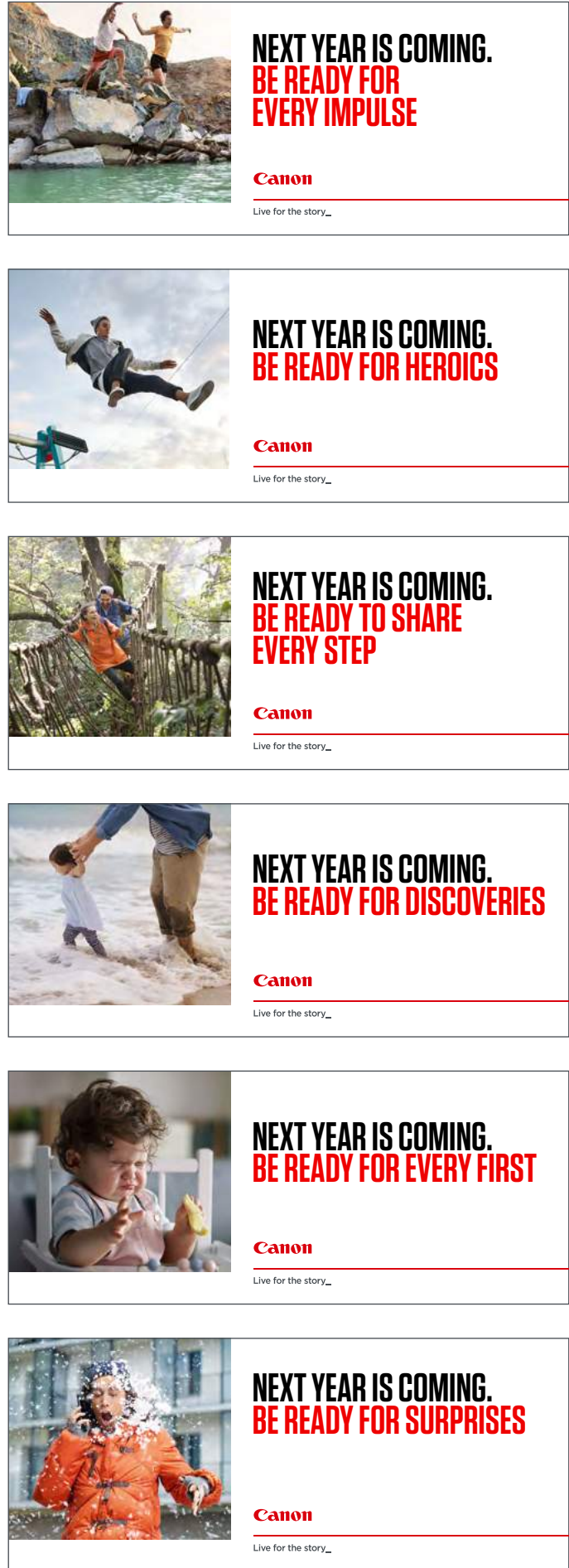
- > The image placements shown on this page are guidance for where to crop the photos in different online formats.
- > Ensure the image is always cropped in the way that the 'story' is still recognisable.



Skyscrapers



Leaderboards




Pop-unders

Note: Only use the images shown in each format

ASSETS AND CROPS ONLINE SPECIALIST

Guidelines


- > The image placements shown on this page are guidance for where to crop the photos in different online formats.
- > Ensure the image is always cropped in the way that the 'story' is still recognisable.



**NEXT YEAR IS COMING.
BE READY FOR THE SHOT**

Canon


Live for the story_



**NEXT YEAR IS COMING.
BE READY FOR THE CLOSE UP**

Canon

Live for the story_




**NEXT YEAR IS COMING.
BE READY TO SPRING INTO ACTION**

Canon

Live for the story_


Skyscrapers



**NEXT YEAR IS COMING.
BE READY FOR A SMASH HIT**

Canon


Live for the story_



**NEXT YEAR IS COMING.
BE READY FOR THE CLOSE UP**

Canon

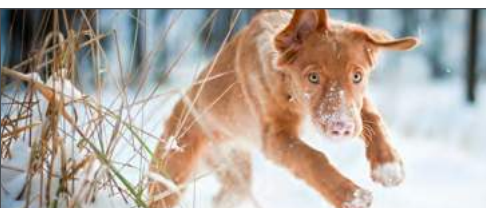
Live for the story_



**NEXT YEAR IS COMING.
BE READY FOR OPPORTUNITY**

Canon

Live for the story_




**NEXT YEAR IS COMING.
BE READY TO SPRING INTO ACTION**

Canon

Live for the story_


Leaderboards



**NEXT YEAR IS COMING.
BE READY FOR A SMASH HIT**

Canon


Live for the story_



**NEXT YEAR IS COMING.
BE READY FOR THE SHOT**

Canon


Live for the story_



**NEXT YEAR IS COMING.
BE READY FOR A CLOSE UP**

Canon


Live for the story_



**NEXT YEAR IS COMING.
BE READY FOR OPPORTUNITY**

Canon

Live for the story_



**NEXT YEAR IS COMING.
BE READY FOR THE SHOT**

Canon

Live for the story_

Pop-unders

Note: Only use the images shown in each format

ONLINE DOS & DON'TS

Due to retailer guideline restrictions full campaign branding is not always possible. Here are some principles to follow when restrictions apply:

Do

- > Ensure the **Canon logo** and **Live for the story_** lock-up always appear on all communication.



- > Overlay campaign images with any logos (including Canon), product shots or text.



- > Don't crop images in a way that the 'story' is unrecognisable. See page 41 for guidance.



- > Do not use campaign image on its own without corresponding copy. Where images and aligned copy can't be used together to tell the story use a product shot instead.

ONLINE CTA BUTTON

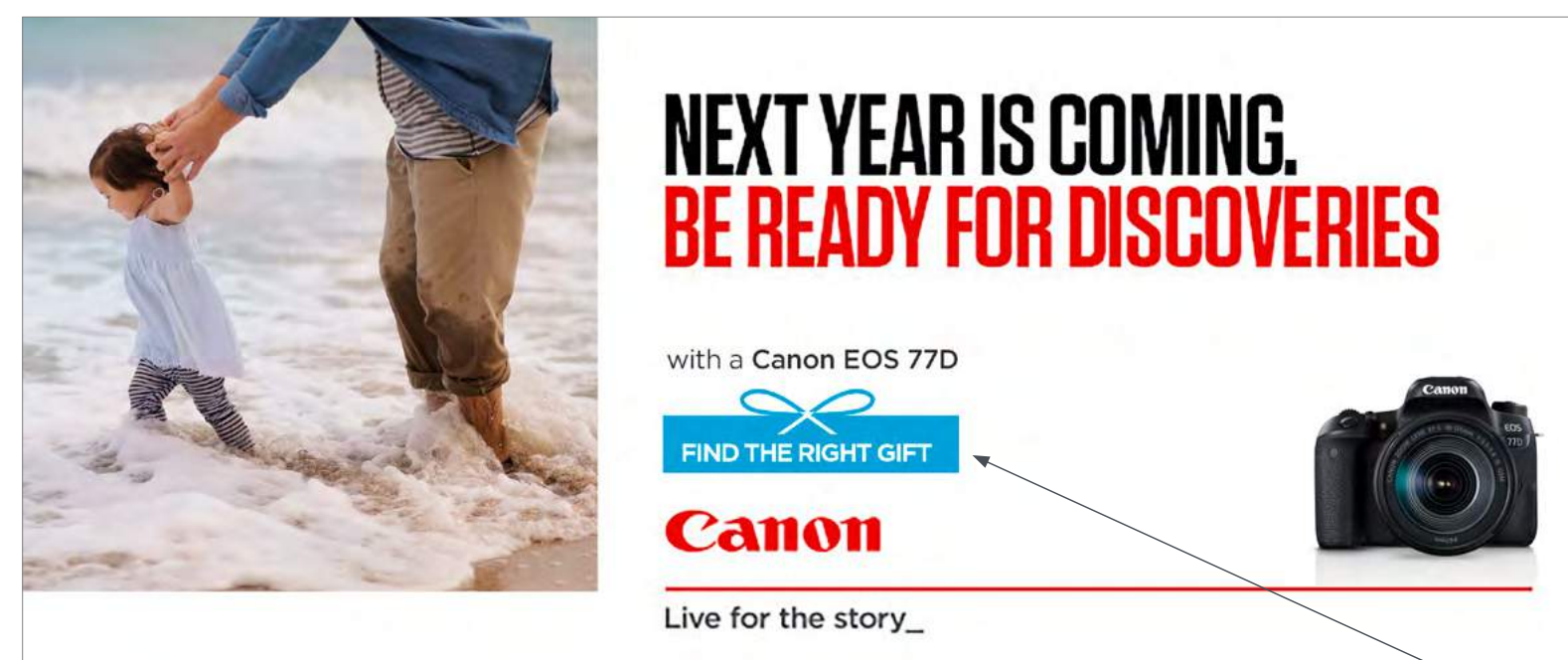
Guidelines

- > Online CTA gifting button to be used pre-Christmas.
- > It is recommended to do testing to see if the standard CTA button 'FIND OUT MORE' or gifting CTA button 'FIND THE RIGHT GIFT' is more effective in driving conversion.

Option 1 - Standard CTA button



Option 2 - Gifting 'bow' button



DYNAMIC BANNERS CASHBACK

Guidelines

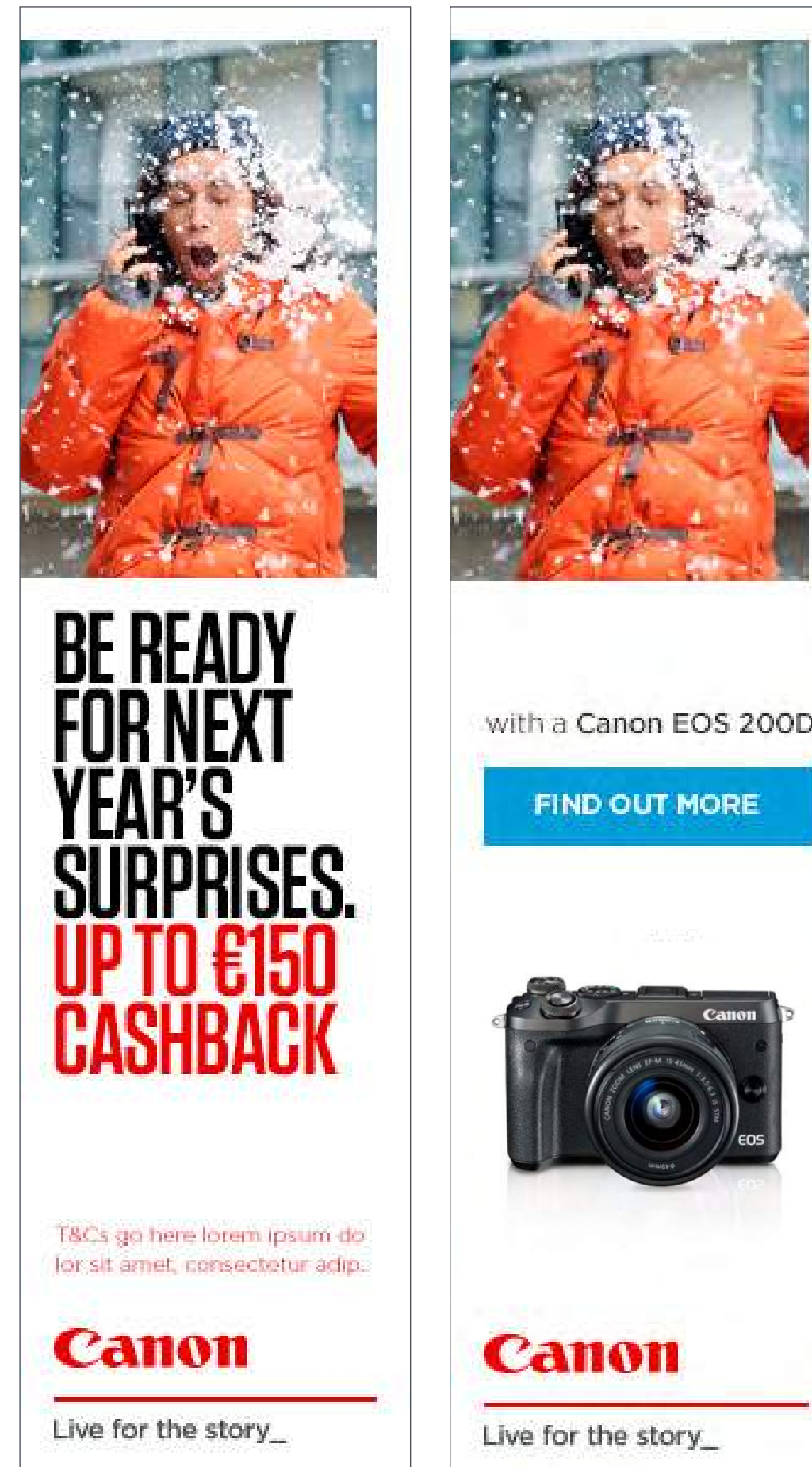
Banner Guidelines

- > Where possible, please include the click through CTA within the banner.
- > Ensure when click through CTA is used it takes shopper to product page, category page or Canon shop-in-shop (where relevant).
- > For image crops see page 58.

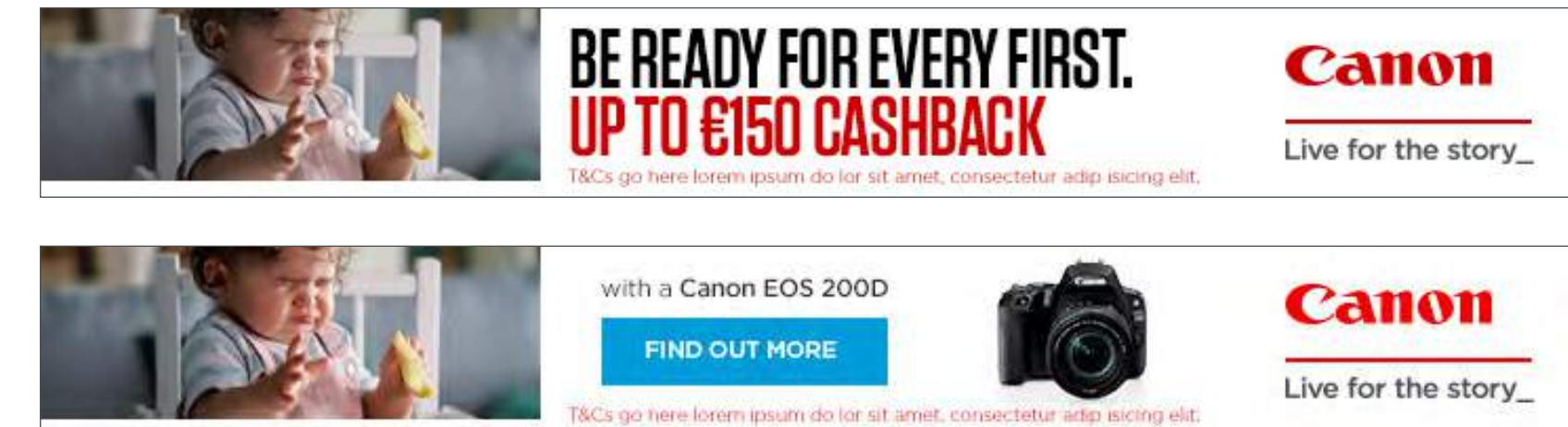
General Guidelines

- > Image and message are interchangeable. Please see matrix on page 42.
- > Ensure headline and corresponding image are always used together. Do not mix and match.
- > Product beauty shots are interchangeable depending on product lead offer in market.

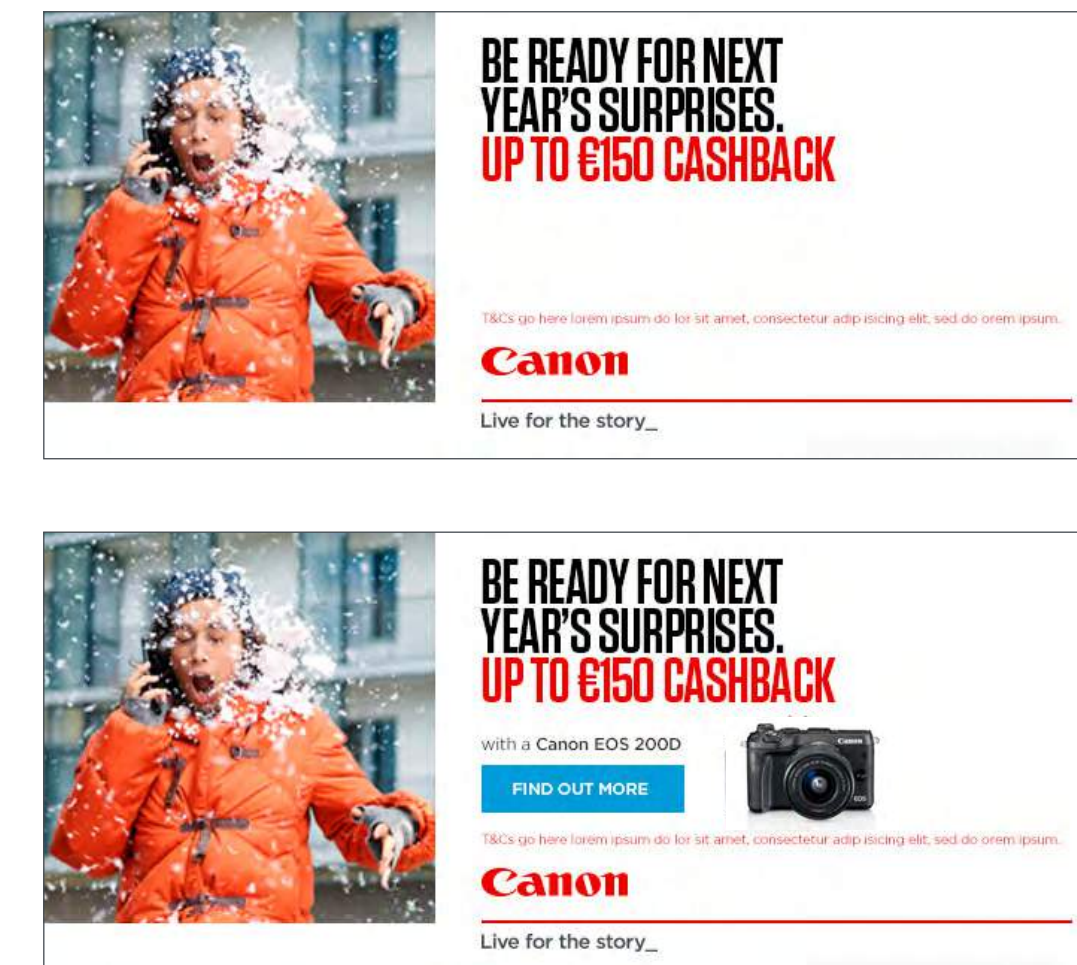
Note: Terms and Conditions to be localised based on product and offer availability.



Skyscraper



Leaderboard



Pop-under

STATIC BANNERS MASS – PRODUCT

Guidelines

Banner Guidelines

- > Where possible, please include the click through CTA within the banner.
- > Ensure when click through CTA is used it takes shopper to product page, category page or Canon shop-in-shop (where relevant).
- > For image crops see page 58.

General Guidelines

- > Image and message are interchangeable. Please see matrix on page 42.
- > Ensure headline and corresponding image are always used together. Do not mix and match.
- > Product beauty shots are interchangeable depending on product lead offer in market.

Skyscraper

Leaderboard

Pop-under

STATIC BANNERS MASS – CASHBACK

Guidelines

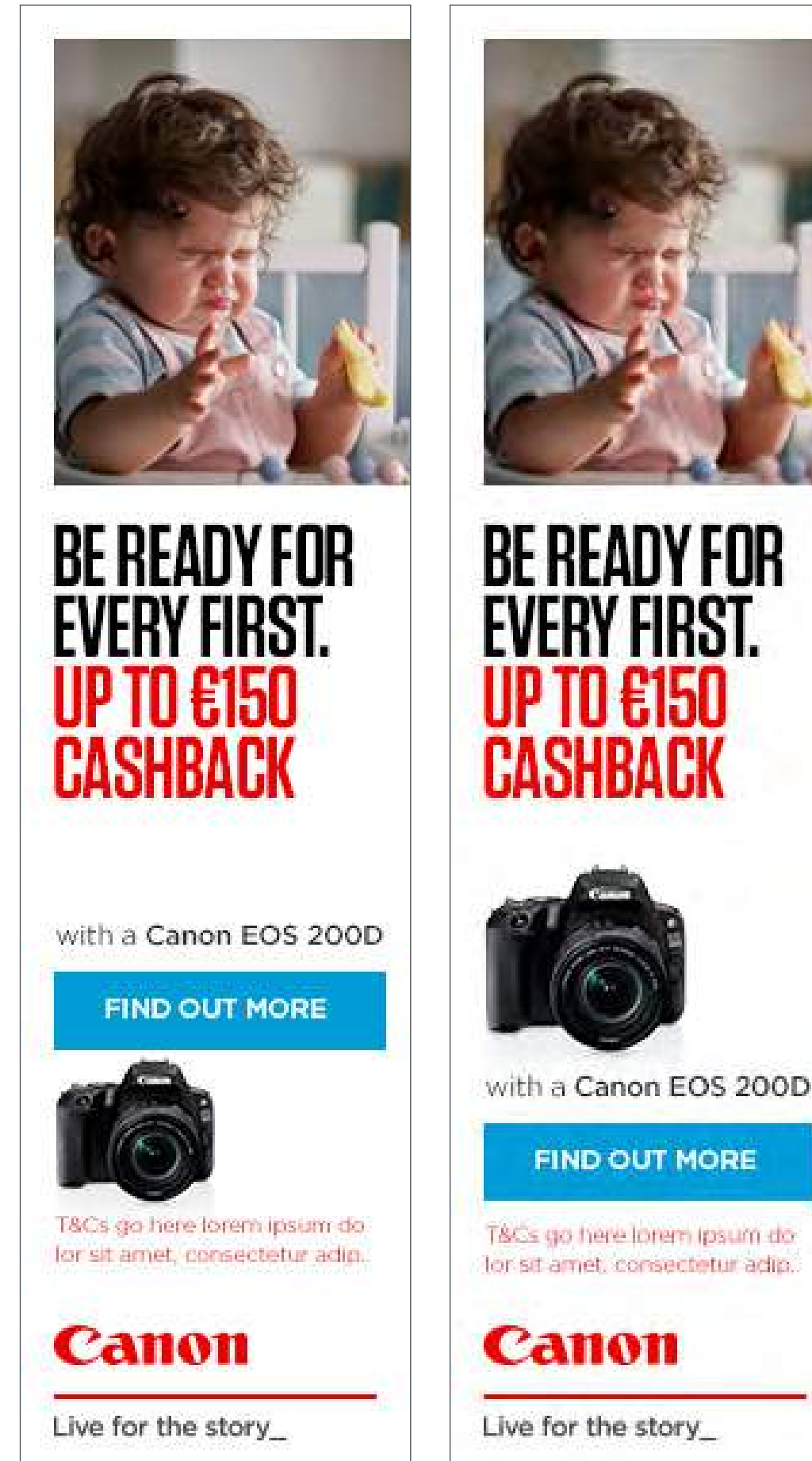
Banner Guidelines

- > Where possible, please include the click through CTA within the banner.
- > Ensure when click through CTA is used it takes shopper to product page, category page or Canon shop-in-shop (where relevant).
- > For image crops see page 58.

General Guidelines

- > Image and message are interchangeable. Please see matrix on page 42.
- > Ensure headline and corresponding image are always used together. Do not mix and match.
- > Product beauty shots are interchangeable depending on product lead offer in market.

Note: Terms and Conditions to be localised based on product and offer availability.



Skyscraper



Leaderboard



Pop-under

STATIC BANNERS

MASS – ADDED VALUE

Guidelines

Banner Guidelines

- > Example of added value promotions only give two options.
- > Where possible, please include the click through CTA within the banner.
- > Ensure when click through CTA is used it takes shopper to product page, category page or Canon shop-in-shop (where relevant).
- > For image crops see page 58.

General Guidelines

- > Added value messaging placeholder only. Please adjust for your localised promotion using same format. Please see page 47 for guidance.
- > Product beauty shots are interchangeable depending on product lead offer in market.

Note: Terms and Conditions to be localised based on product and offer availability.



Skyscraper



Leaderboard



Pop-under

STATIC BANNERS SPECIALIST – PRODUCT

Guidelines

Banner Guidelines


- > Where possible, please include the click through CTA within the banner.
- > Ensure when click through CTA is used it takes shopper to product page, category page or Canon shop-in-shop (where relevant).
- > For image crops see page 41.

General Guidelines

- > Image and message are interchangeable. Please see matrix on page 45.
- > Ensure headline and corresponding image are always used together. Do not mix and match.
- > Product beauty shots are interchangeable depending on product lead offer in market.

Note: Terms and Conditions to be localised based on product and offer availability.

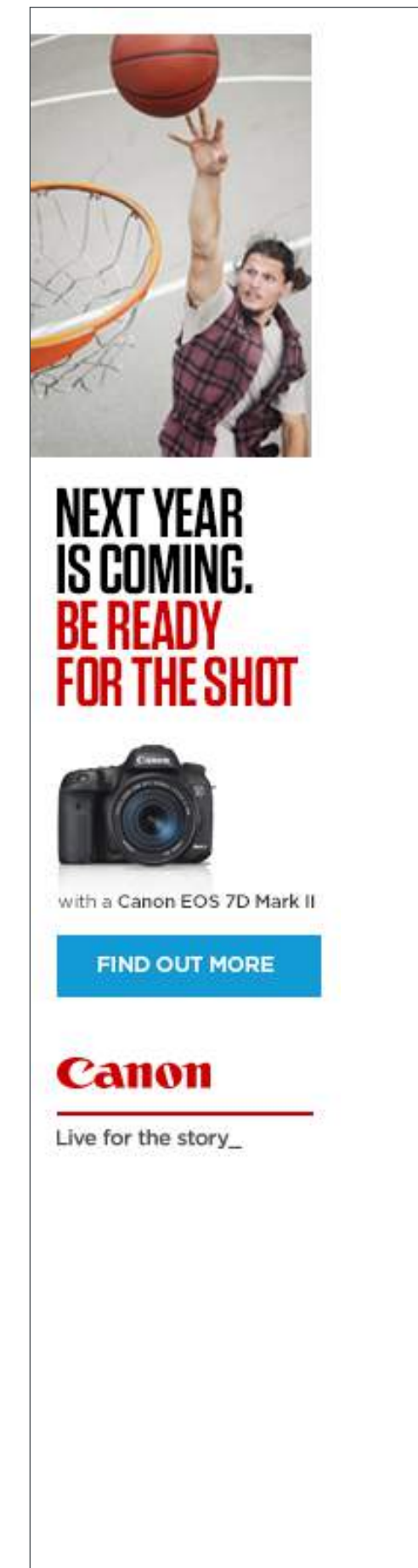
Option 1



Option 1 is a vertical skyscraper banner. It features a top image of a woman jumping for a basketball. Below the image is the headline "NEXT YEAR IS COMING. BE READY FOR THE SHOT" in bold black and red text. Underneath the headline is the text "with a Canon EOS 7D Mark II" and a blue "FIND OUT MORE" button. At the bottom, there is a product image of the Canon EOS 7D Mark II camera, the Canon logo, and the slogan "Live for the story_".

Skyscraper

Option 2



Option 2 is a vertical skyscraper banner. It features a top image of a woman jumping for a basketball. Below the image is the headline "NEXT YEAR IS COMING. BE READY FOR THE SHOT" in bold black and red text. Underneath the headline is the text "with a Canon EOS 7D Mark II" and a blue "FIND OUT MORE" button. At the bottom, there is the Canon logo and the slogan "Live for the story_".



Option 3 is a horizontal pop-under banner. It features a large image of two women jumping for a basketball. To the right of the image is the headline "NEXT YEAR IS COMING. BE READY FOR THE SHOT" in bold black and red text. Below the headline is the text "with a Canon EOS 7D Mark II" and a blue "FIND OUT MORE" button. At the bottom right, there is a product image of the Canon EOS 7D Mark II camera, the Canon logo, and the slogan "Live for the story_".

Pop-under

RETAILER ENEWSLETTER

Guidelines

Retailer eNewsletter Guidelines

- > Where possible include content on storytelling, product and cashback offer. Where only a small amount of content is available, ensure the individual section has a call to action to click through to the retailer product page.

- > **Subject Line:** Use 45-60 characters in the subject line. Questions are generally considered to be among the most effective e.g. **Next Year Is Coming. Are You Ready?**

Personalisation can be really effective too e.g. **NAME, Next Year Is Coming. Are You Ready?**

- > Fonts: Where possible, please use the Canon web friendly fonts below when Tungsten & Gotham are not available.

Tungsten > **Impact** Gotham > **Arial**

General Guidelines

- > Images and CTA are interchangeable - please see matrix on page 42.
- > Ensure headline and corresponding image are always used together. Do not mix and match.
- > Products are interchangeable depending on lead product offer in market. Please include 3-4 key product benefits. Refer to matrix on page 43.

Note: Set text not visual/mock-up

Individual modules



NEXT YEAR IS COMING. BE READY.

Dear Name,

With a new year comes new possibilities. Unmissable stories, just waiting to be told.

Discoveries. Heroics. Surprises. What will 2018 have in store for you?

Because there's no better gift to be ready for all the stories that next year brings than a Canon camera or accessory.

From the professional quality of their exclusive EOS mirrorless cameras, smarter storage with irista, to printers that bring stories to life in stunning clarity. You'll find everything you need in store to help you **Shoot > Remember > Share.**

2018 is coming. Be ready to capture it.


[FIND OUT MORE](#)

Canon

Live for the story_

BE READY FOR EVERY FIRST

with the EOS 200D




- > Product benefit
- > Product benefit
- > Product benefit
- > Product benefit

[FIND OUT MORE](#)

Canon

Live for the story_



BE READY WITH AN EXTRA CHRISTMAS GIFT. UP TO €150 CASHBACK

on the EOS 200D

[FIND OUT MORE](#)

Canon

Live for the story_

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USING HUB CONTENT IN RETAIL - TO FOLLOW 22.09.17

CTA END FRAMES – TO FOLLOW 22.09.17

OBJECTIVES OF RETAILER SOCIAL CONTENT

- 1 Inspire** social media crowd (following a selected retailer(s)) to consider Canon the perfect (self-) gift.
- 2** Convert traffic from retailers' social media into online or in store sales.
- 3** Drive retailer partnership and engagement with the brand.

What this will cover?

This section will look at key scenarios where retailers can utilise social media channels to engage with their shoppers. The following pages will provide guidance on how these scenarios can be best executed within the context and strategic framework of social media within the Winter campaign.

SOCIAL TEMPLATE MASS – FACEBOOK & INSTAGRAM

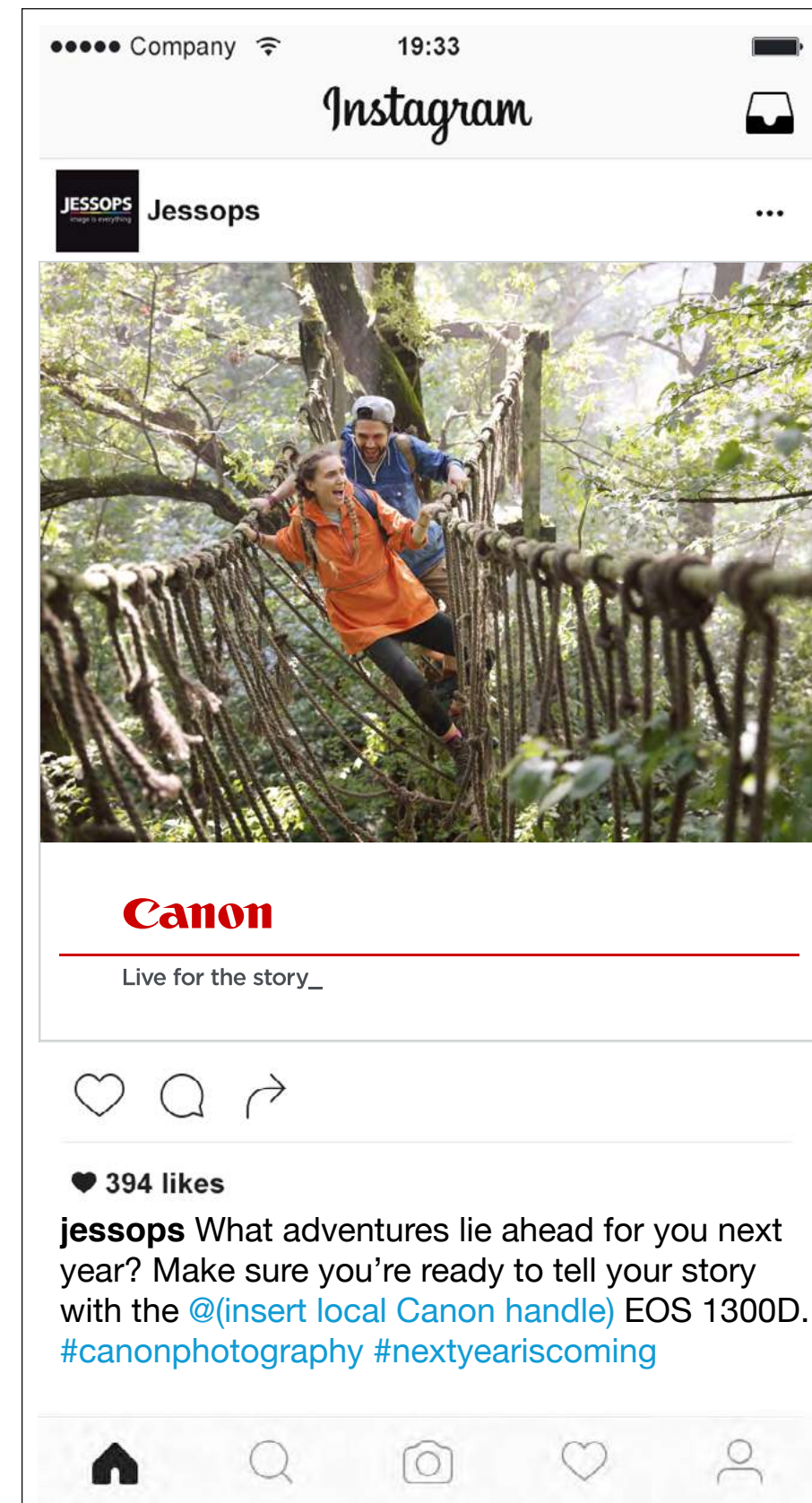
Guidelines

Social Guidelines

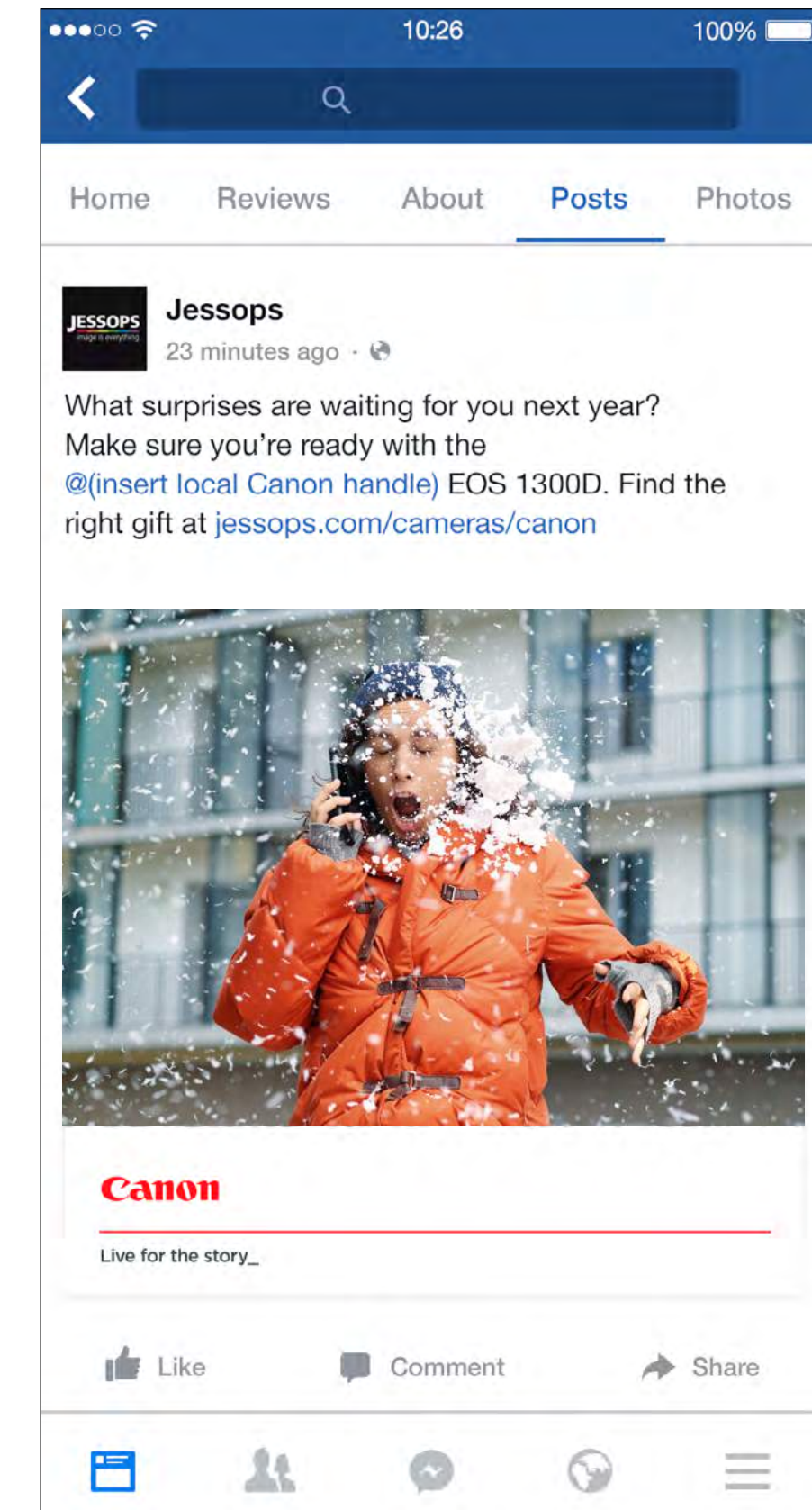
- > These are examples of how the dual-branded templates for retail partners should look across the two social channels: Facebook and Instagram.
- > Start with a question to encourage audience engagement with social post.
- > Include relevant #hashtags on Instagram. As best practice, do not use more than three.

General Guidelines

- > Images and CTA are interchangeable – please see matrix on page 42.
- > Ensure headline and corresponding image are always used together. Do not mix and match.



Mass market



Mass market

SOCIAL TEMPLATE SPECIALIST – FACEBOOK & INSTAGRAM

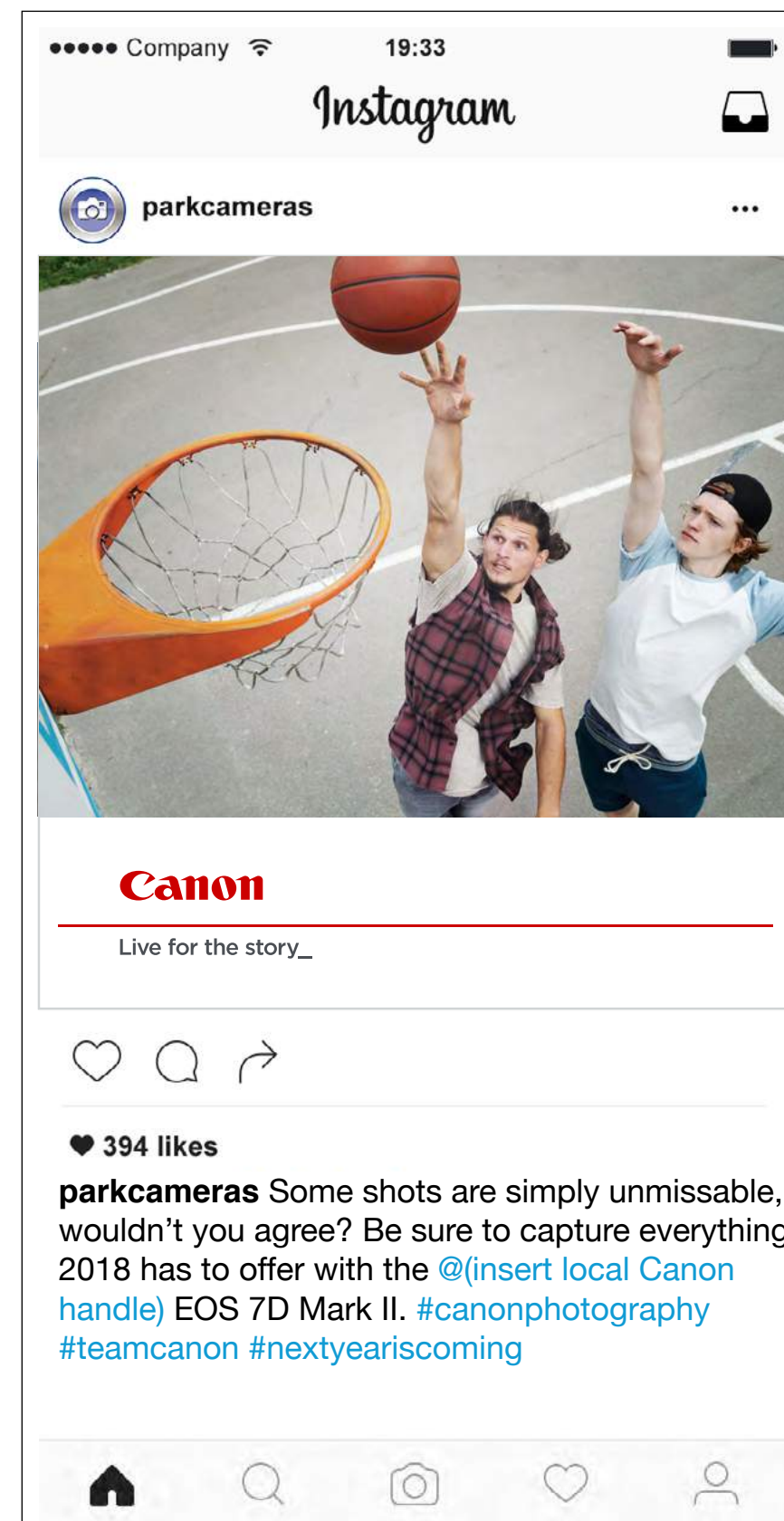
Guidelines

Social Guidelines

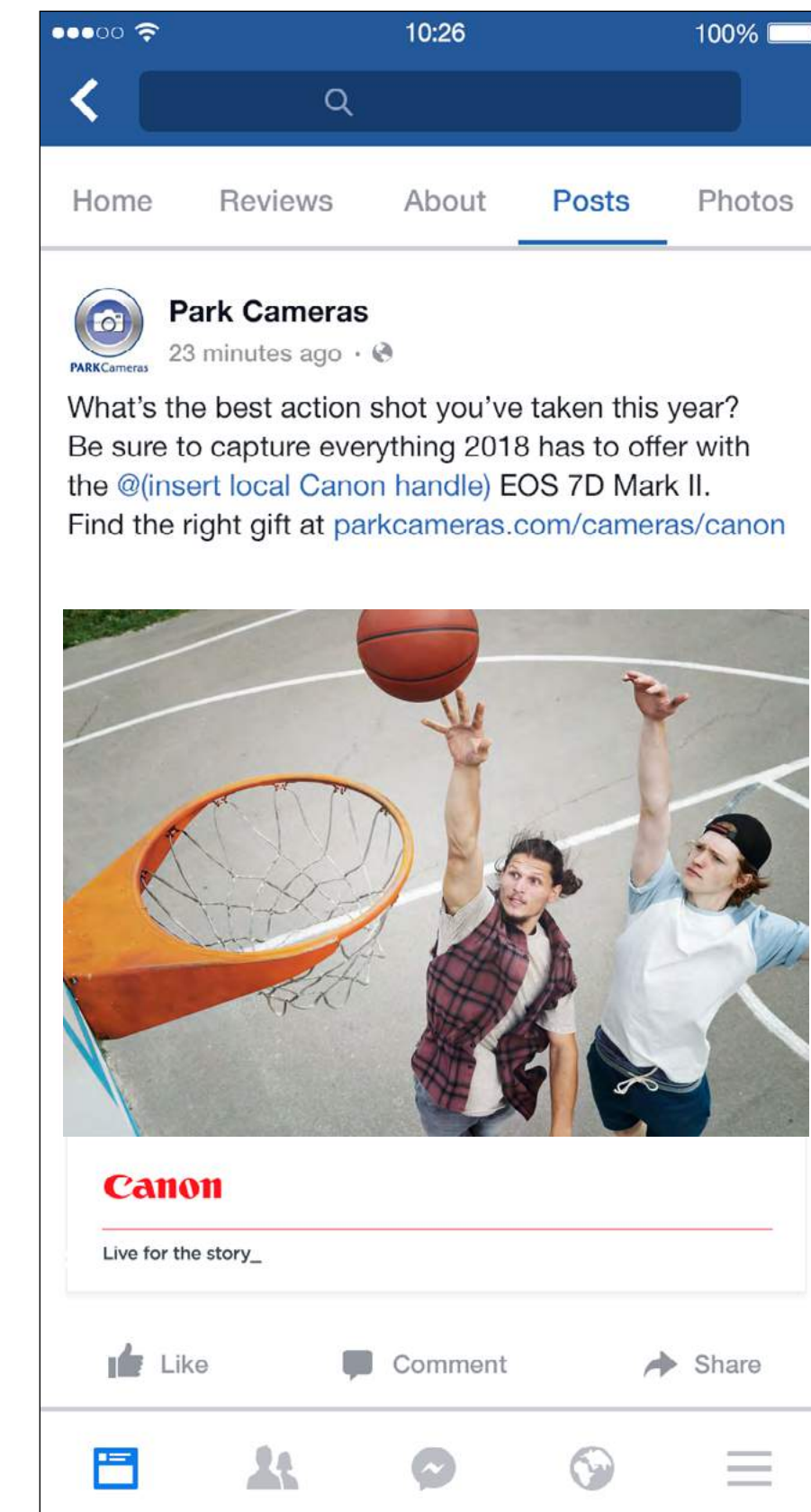
- > These are examples of how the dual-branded templates for retail partners should look across the two social channels: Facebook and Instagram.
- > Start with a question to encourage audience engagement with social post.
- > Include relevant #hashtags on Instagram. As best practice, do not use more than three.

General Guidelines

- > Images and CTA are interchangeable – please see matrix on page 45.
- > Ensure headline and corresponding image are always used together. Do not mix and match.



Specialist

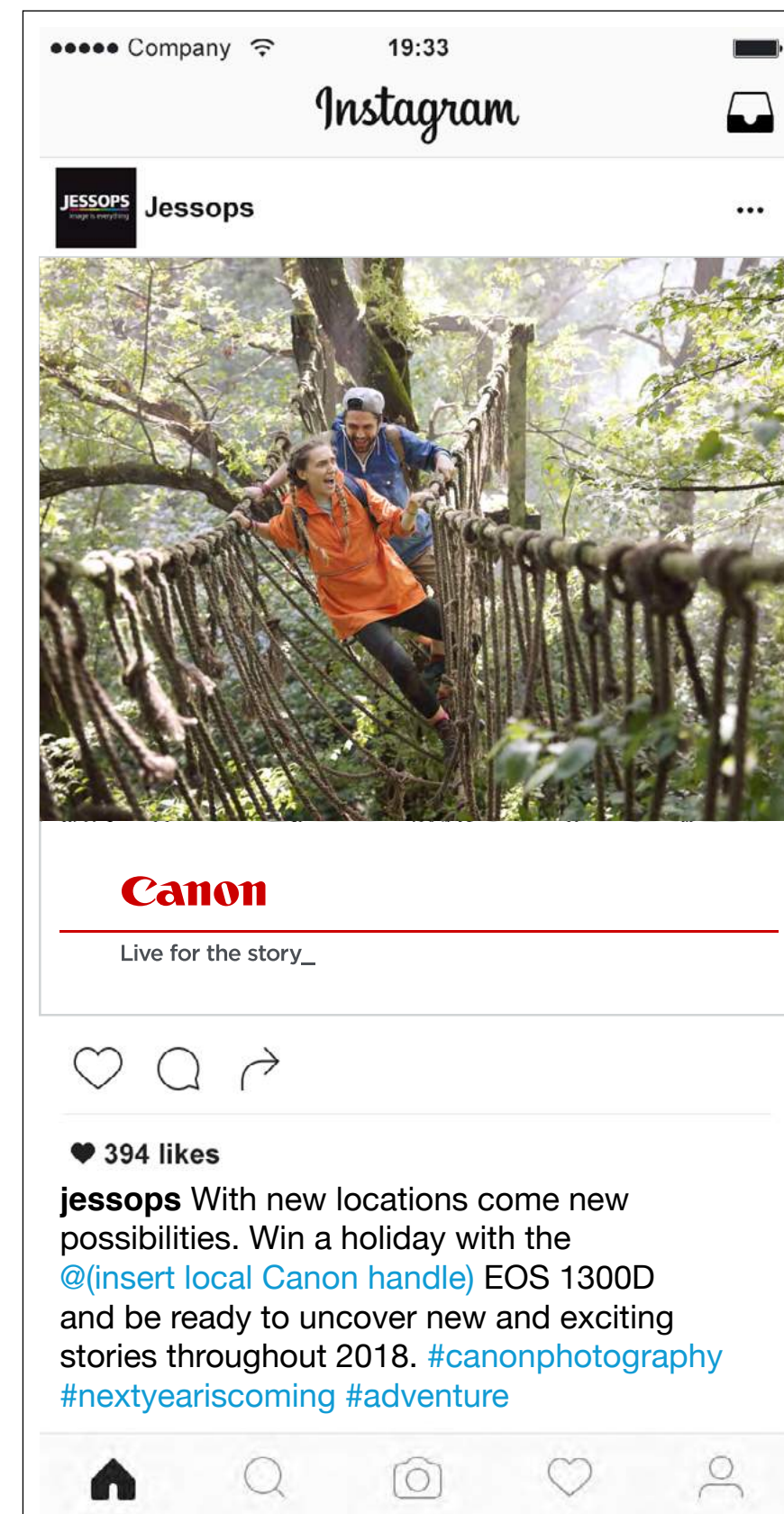


Specialist

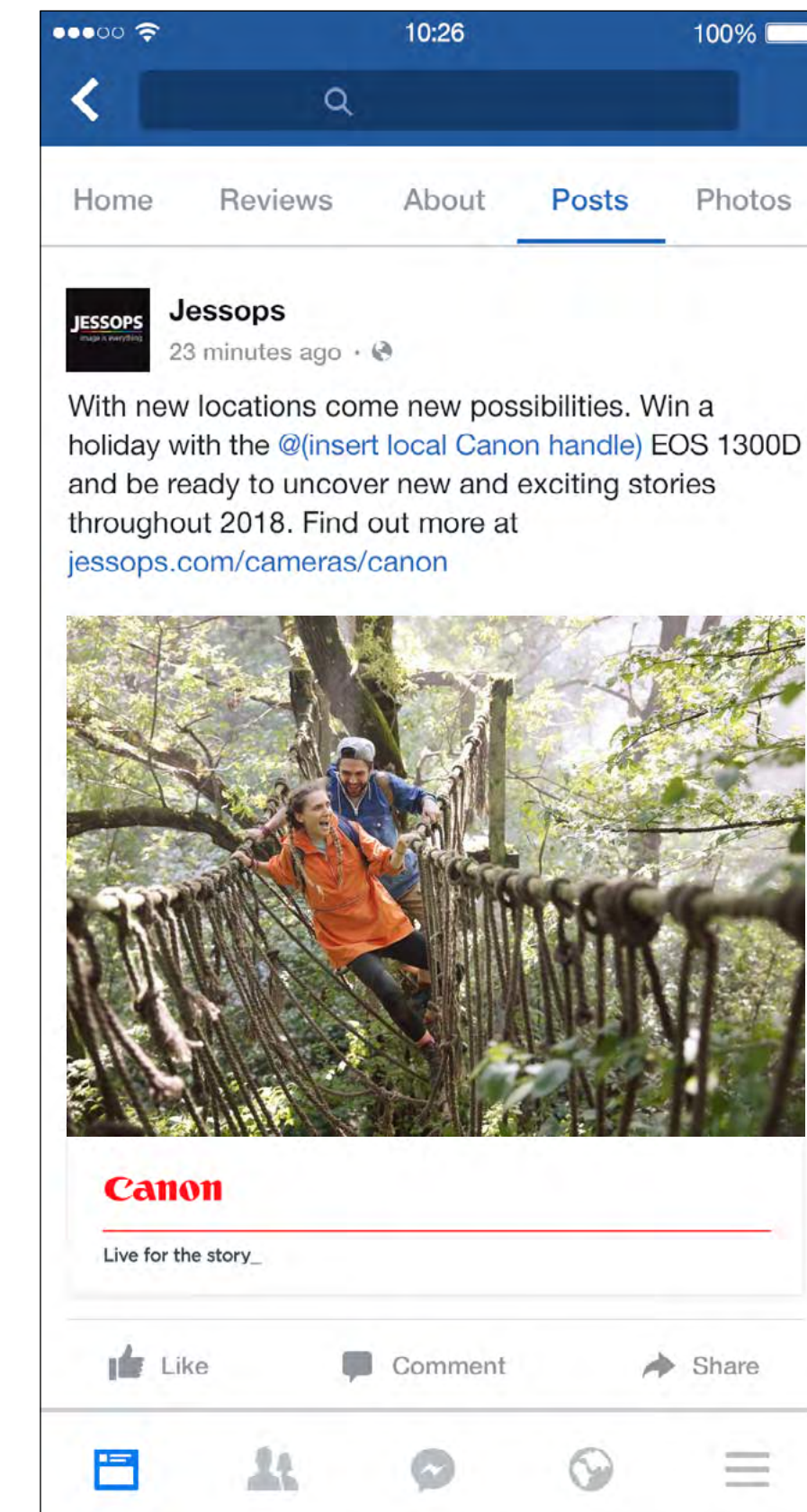
SOCIAL TEMPLATE ADDED VALUE - FACEBOOK & INSTAGRAM

Guidelines

- > Added value messaging placeholder only. Please adjust for your localised promotion using same format.
- > Products are interchangeable depending on lead product offer in market.



Added value



Added value

SOCIAL VIDEO HINTS AND TIPS

Creating localised bespoke content is encouraged to maximise engagement. The best practice for content creation bears five key principles in mind:

The 3 second rule

To stand out and engage your target audience, you need to stop them in their timeline and engage within the first three seconds. This is contrary to more traditional formats, which can afford to build anticipation in the narrative.

Incentivise engagement

Provide a reason for someone to engage with your video. Is there something in it for them? A special offer or a limited time experience? This can be done within the body copy rather than video narrative, but provides an additional hook.

Be relevant

Remember why your target market are on social media in the first place. It's not because they're looking to buy products! Demonstrate how your product links to their personal interest areas and lifestyle choices to maximise interest.

Be succinct

People are time-poor. Entertain them or educate them in an easily digestible, snackable format and you'll be more likely to achieve social video success.

Drive further interest

Don't forget to provide easy ways for your engaged audience to discover your products. This includes best practice product naming, linking end frame to site etc.

WHY UNBOXING?

Unboxing works best for brands if being carried out by an influencer.*

It can provide an independent source of trust and validation in the product. It can provide greater understanding of what the consumer is getting for their money, however should always maintain an “independent” viewpoint or it may lack the impact.

We propose UGC unboxing content is briefed out to relevant market influencers and shared out from influencers’ owned channels should a retail partner wish to take advantage of this.

Please note influencers who Canon have briefed for the Winter activation cannot be engaged for product-focused content.

Canon recommends influencers with a history of doing unboxing videos, or alternatively those who fulfil a specific genre or topic relevant to the target consumer.



*Learning from the Canon social team

SHARING CANON OWNED OR INFLUENCER CONTENT

Please note: Canon owned social media content cannot be repurposed for use on retailer partner owned channels.

Canon are happy for partners to like, comment or share (via reposting, retweeting) any of their content and should be encouraged to do so. However saving assets and editing or posting them as an owned asset from channels is not permitted.

Influencer content adheres to the same process.


For example influencer content demonstrating Canon product unboxing cannot be used as part of retailer comms.

SOCIAL VIDEO CREATION CHEAT SHEET

Below are the standard guidelines for social video creation for channels. Please follow these when creating any assets.


	Facebook	Instagram	Twitter	YouTube
Length	120 minutes max	60 seconds	140 seconds	Up to 15 mins (longer if account verified)
Max file size	4 GB	4 GB	512 MB	128 GB
Minimum resolution	600 x 315 (1.9:1 landscape) / 600 x 600 (square)	600 x 315 (landscape) / 600 x 600 (square) / 600 x 750 (vertical)	32 x 32	426 x 240
Aspect ratio	1.77:1, 16:9, 2:39:1 or 2:40:1 (HDTV), Widescreen 9:16, 1:1, 1.33:1, 4:3, 1.375:1 (SDTV), 1.91:1 (landscape) 1.85:1 (film)	1.91:1 (landscape) / 1:1 (Square) 4:5 (vertical)	1:2.39 to 2.39:1	16:9
Container	MP4 or MOV	MP4	MP4 & MOV	MP4
Max Frames	30 FPS	30 FPS	40 FPS	24, 25, 30, 48, 50, 60 FPS

PRINT: SINGLE PAGE



**NEXT YEAR
IS COMING.
BE READY.**

Get the right gift.
canon.co.uk/christmas



Canon

Live for the story_

PRINT: DOUBLE PAGE SPREAD



**NEXT YEAR
IS COMING.
BE READY.**


Get the right gift.
canon.co.uk/christmas



Canon



Live for the story_

OOH: 6 SHEET



**NEXT YEAR
IS COMING.
BE READY.**

Get the right gift.
canon.co.uk/christmas



Canon

Live for the story_

OOH: 48 SHEET



**NEXT YEAR
IS COMING.
BE READY.**

Get the right gift.
canon.co.uk/christmas



Canon

Live for the story_

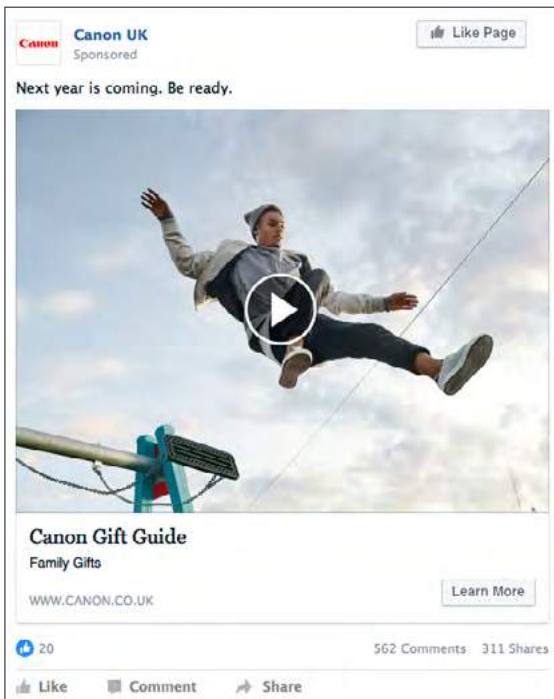
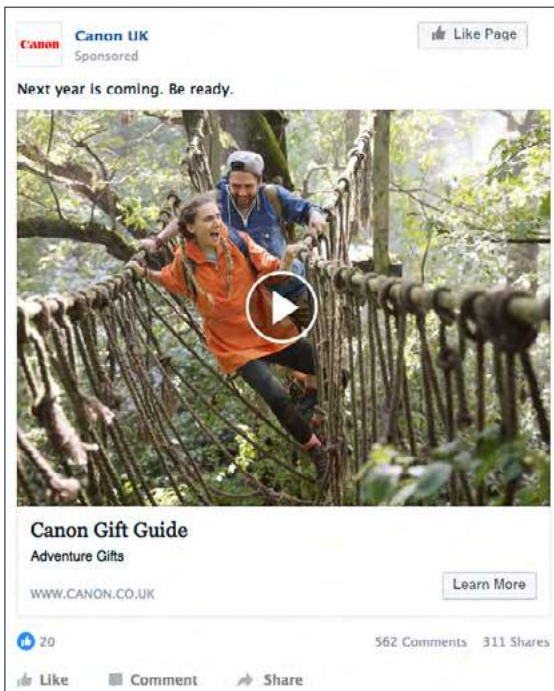
FACEBOOK AND INSTAGRAM: LINK POST – 20"

Adventure

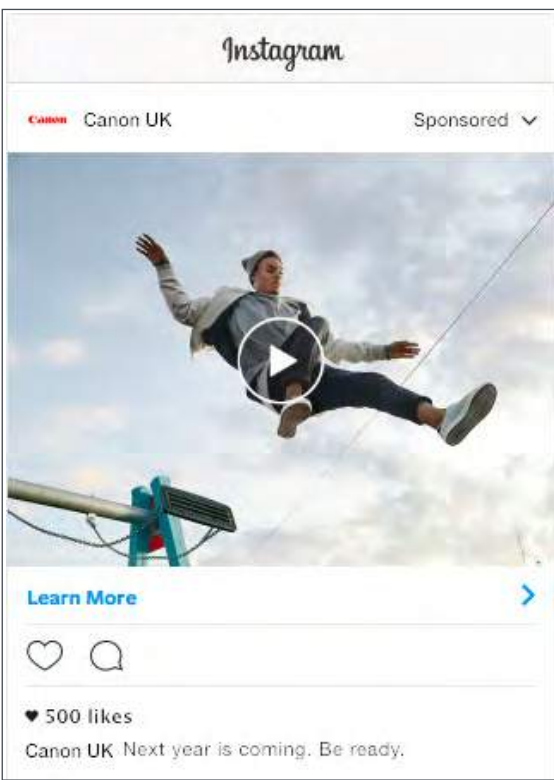
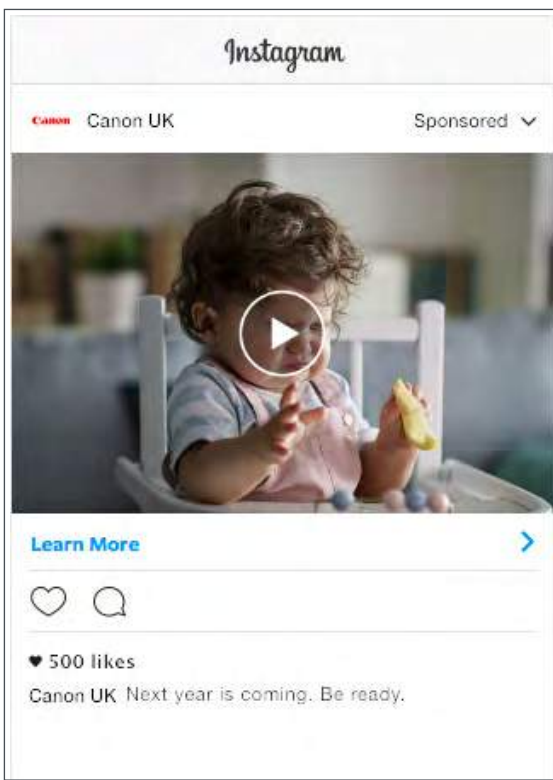
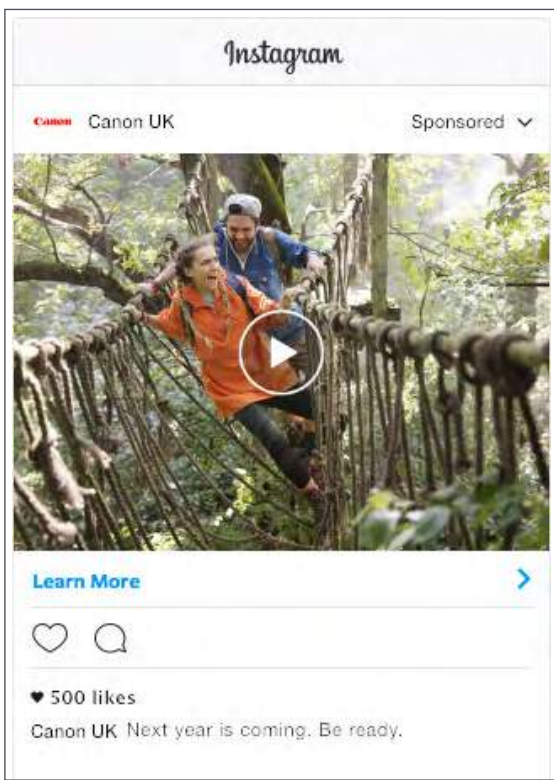
Everyday

Friends & family

Facebook



Instagram



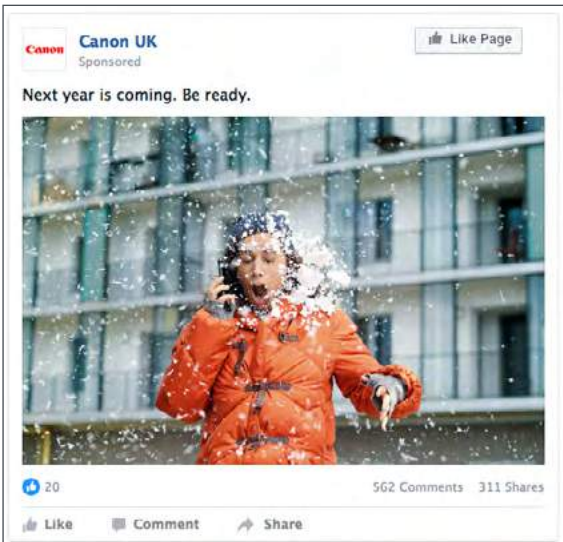
FACEBOOK AND INSTAGRAM: PHOTO POST

Adventure

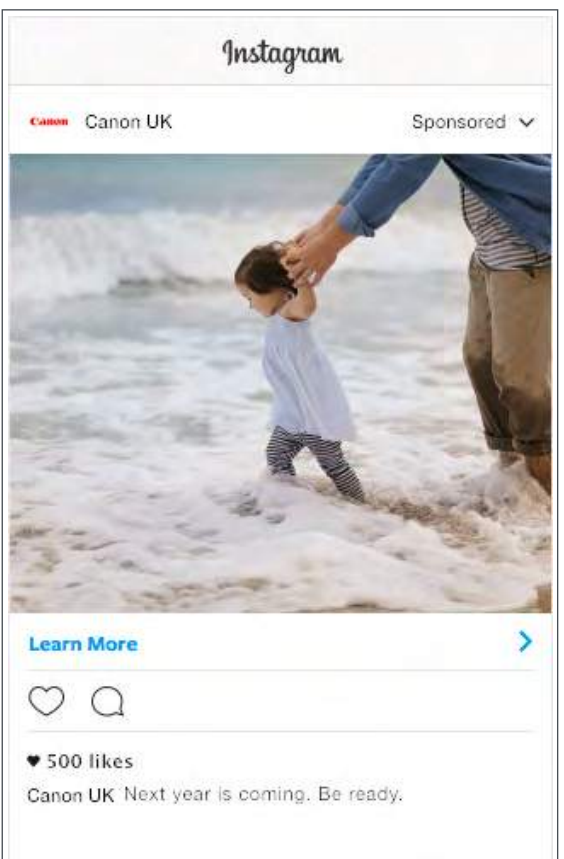
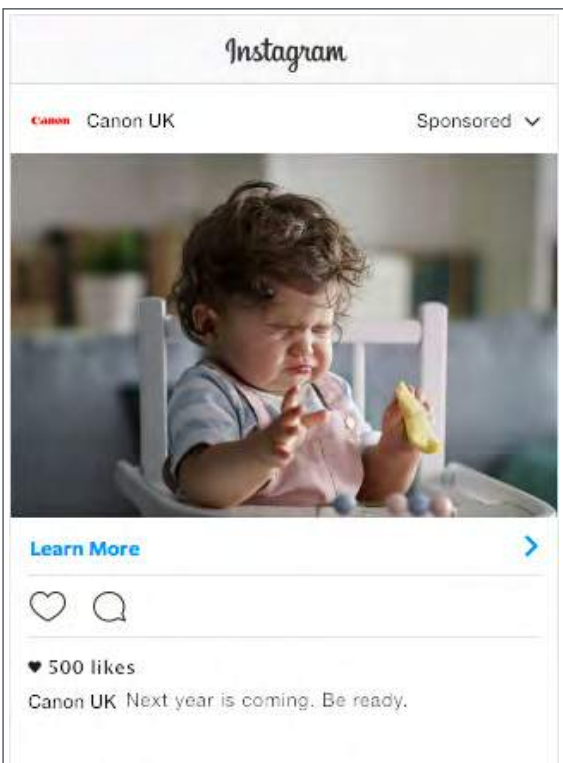
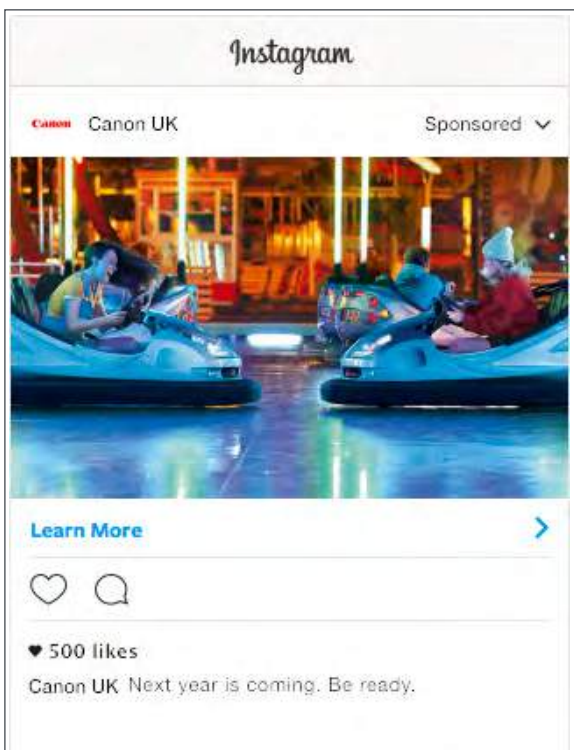
Everyday

Friends & family

Facebook



Instagram



FACEBOOK AND INSTAGRAM: PRODUCT PHOTO POST

Adventure

Everyday

Friends & family

Facebook



Instagram



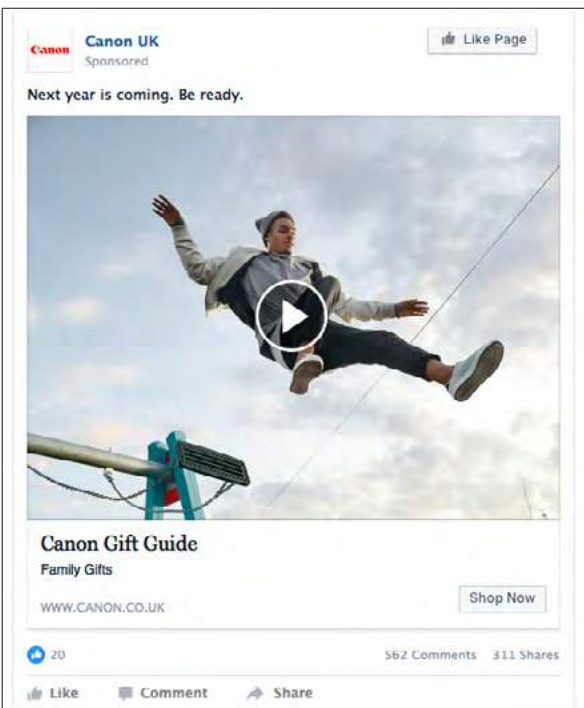
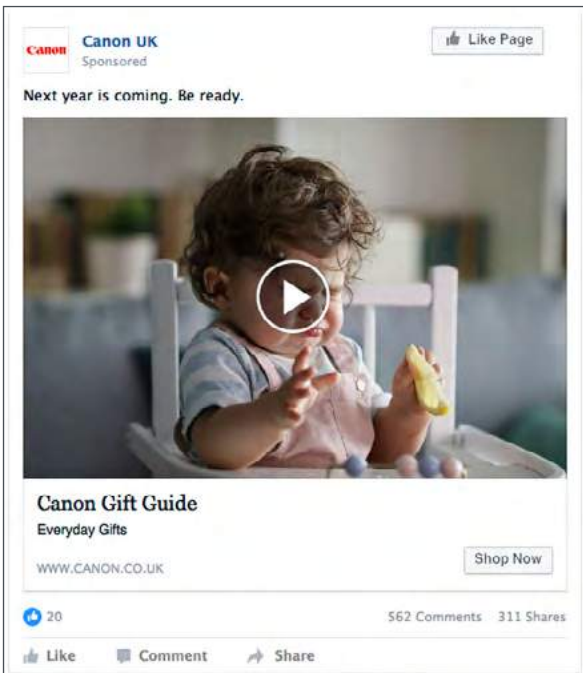
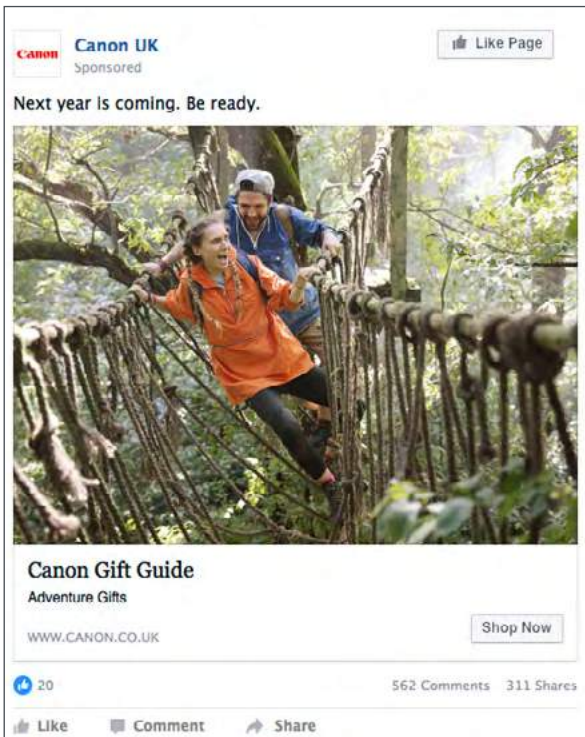
FACEBOOK AND INSTAGRAM: LINK POST – 10"

Adventure

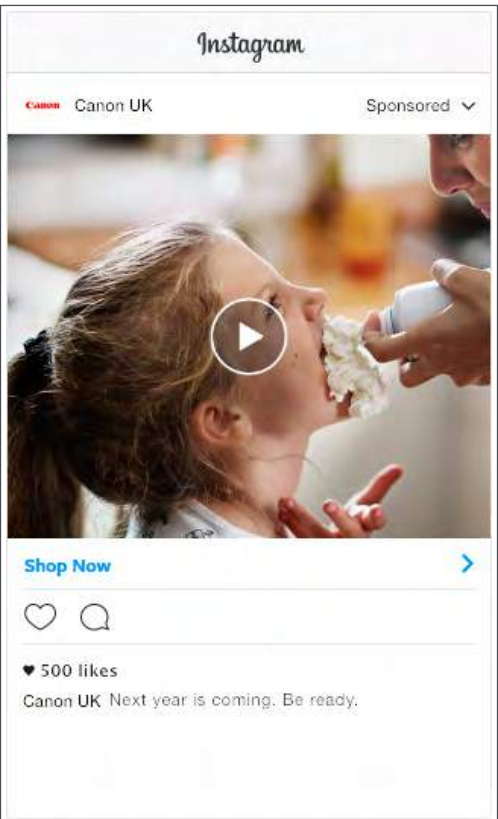
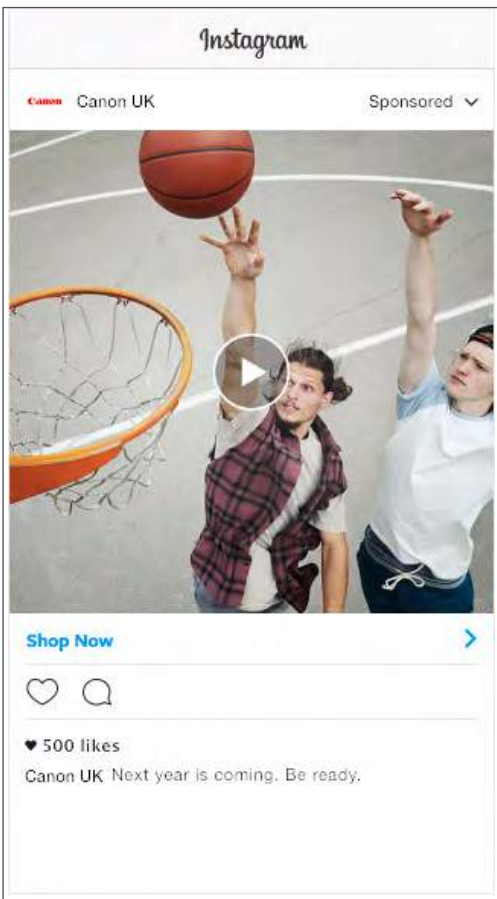
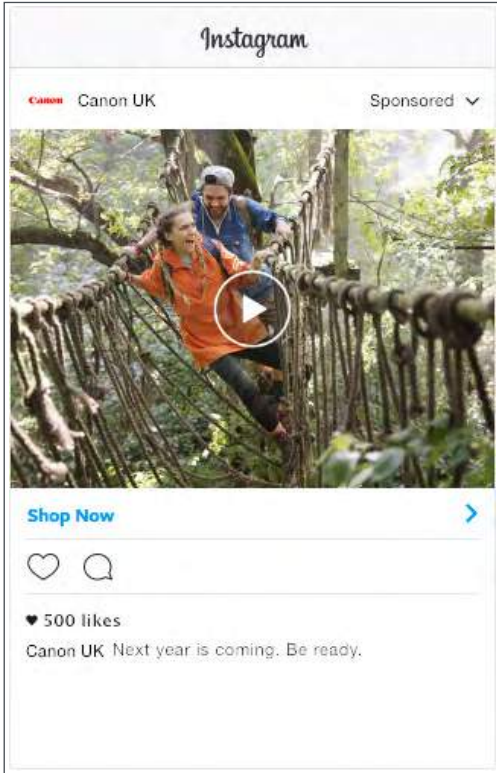
Everyday

Friends & family

Facebook



Instagram



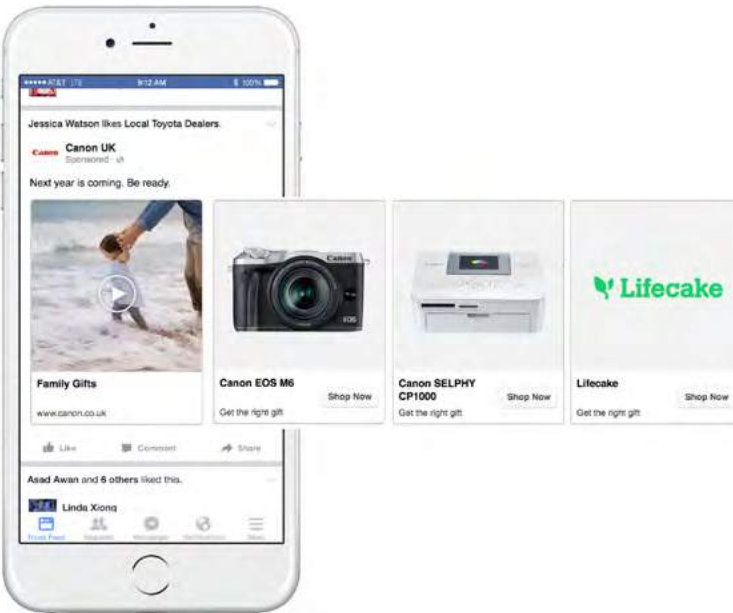
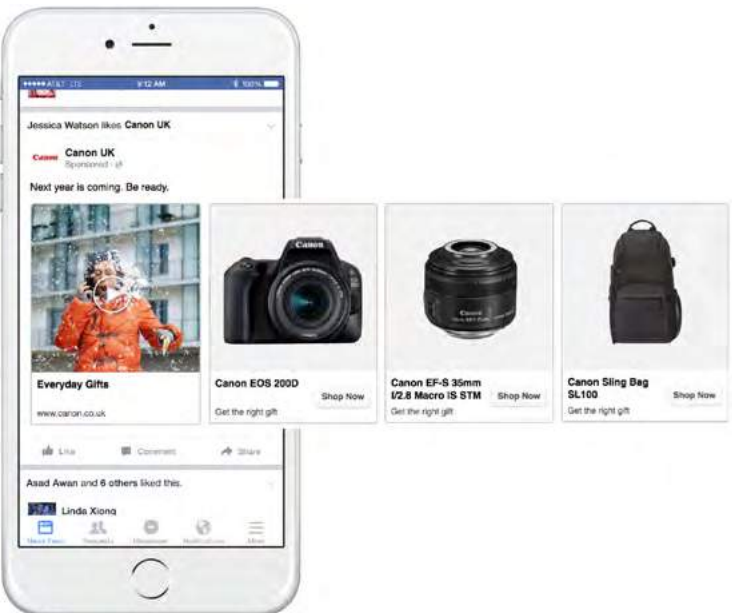
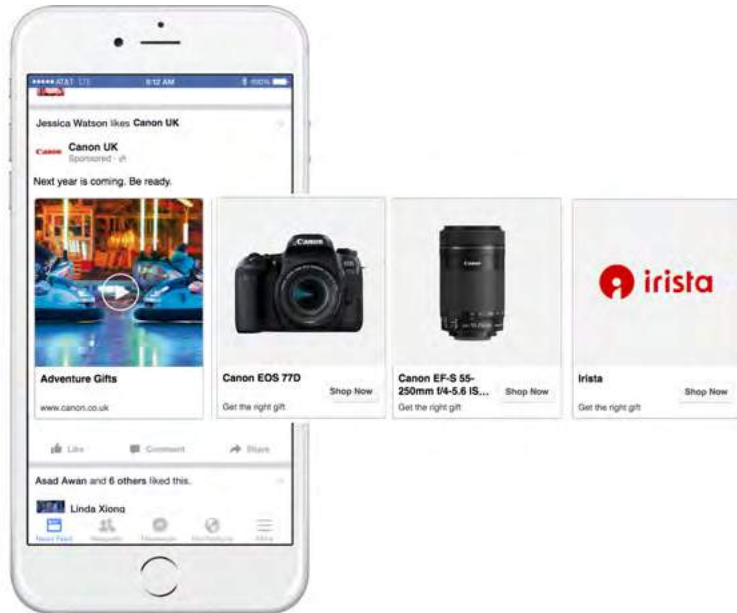
FACEBOOK AND INSTAGRAM: CAROUSEL POST

Adventure

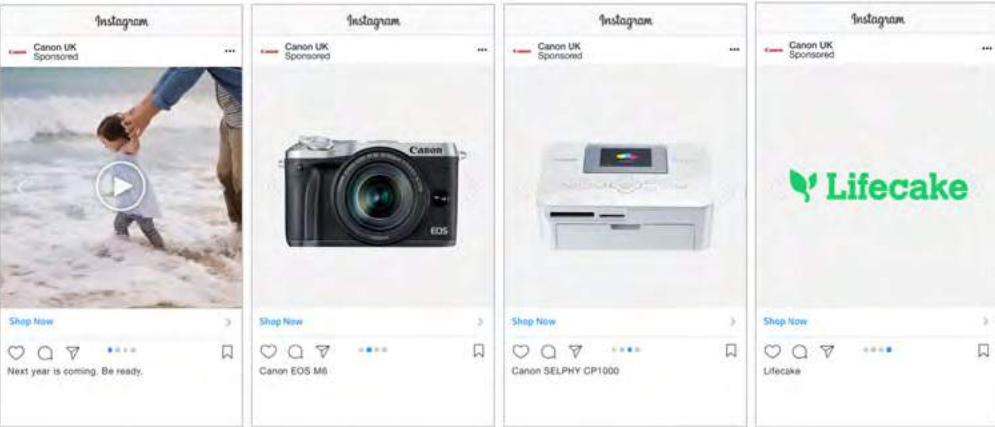
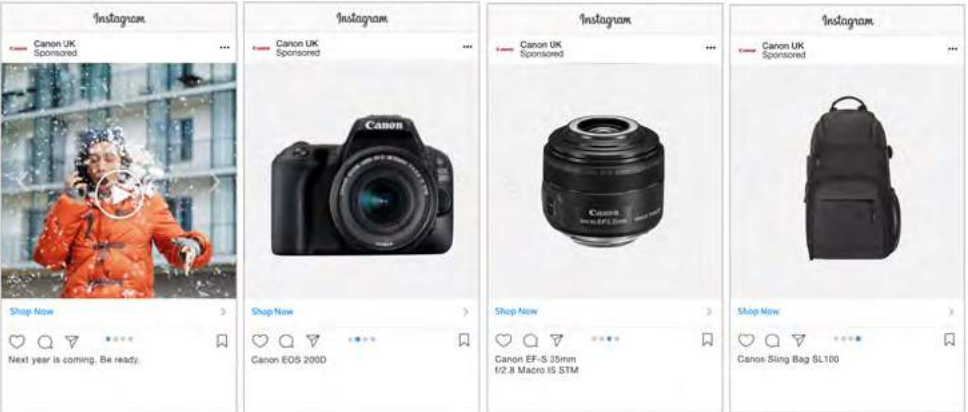
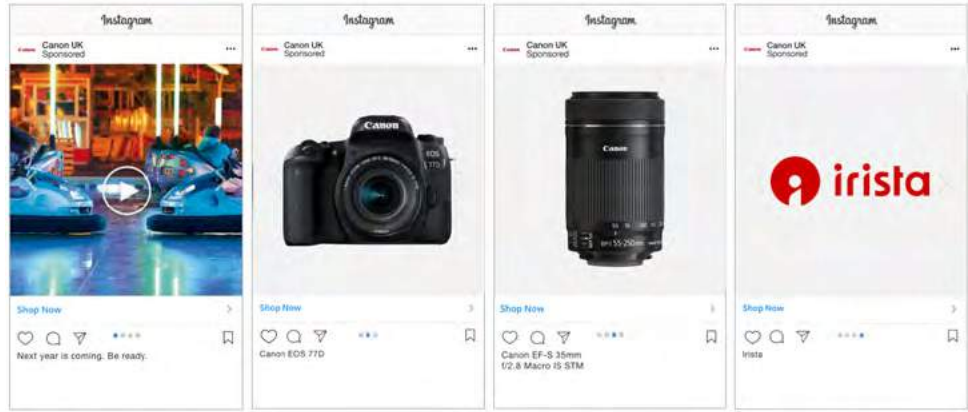
Everyday

Friends & family

Facebook

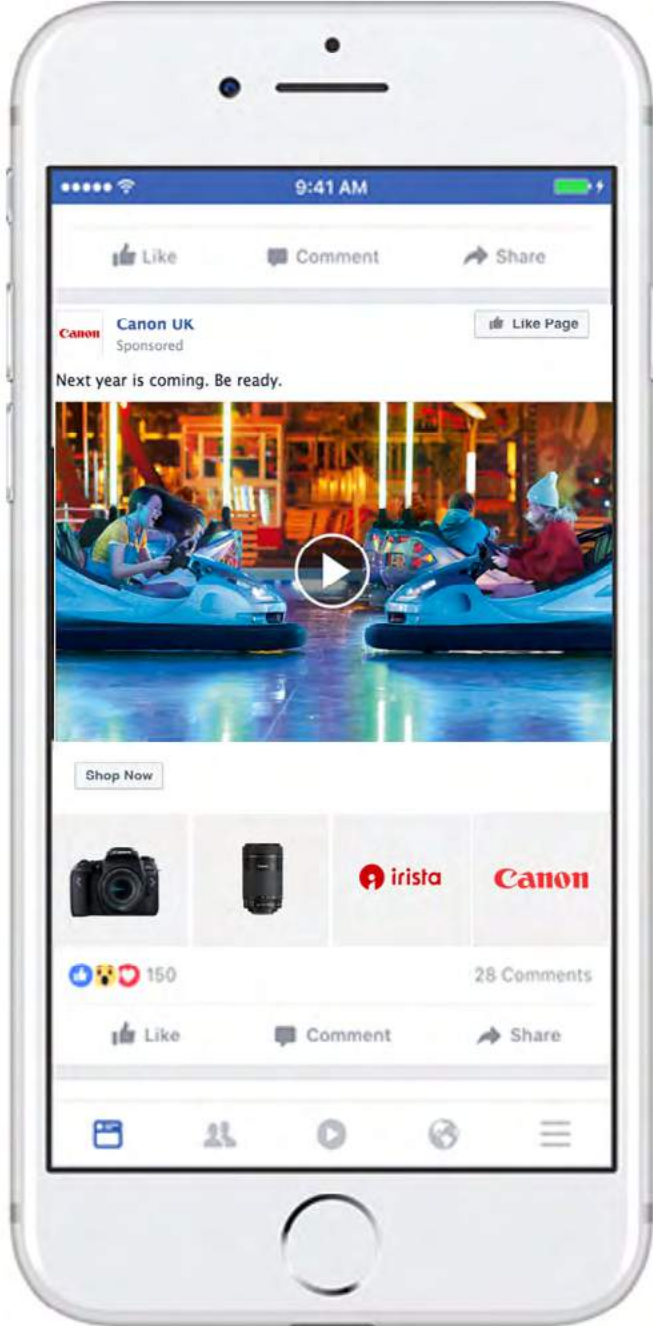


Instagram

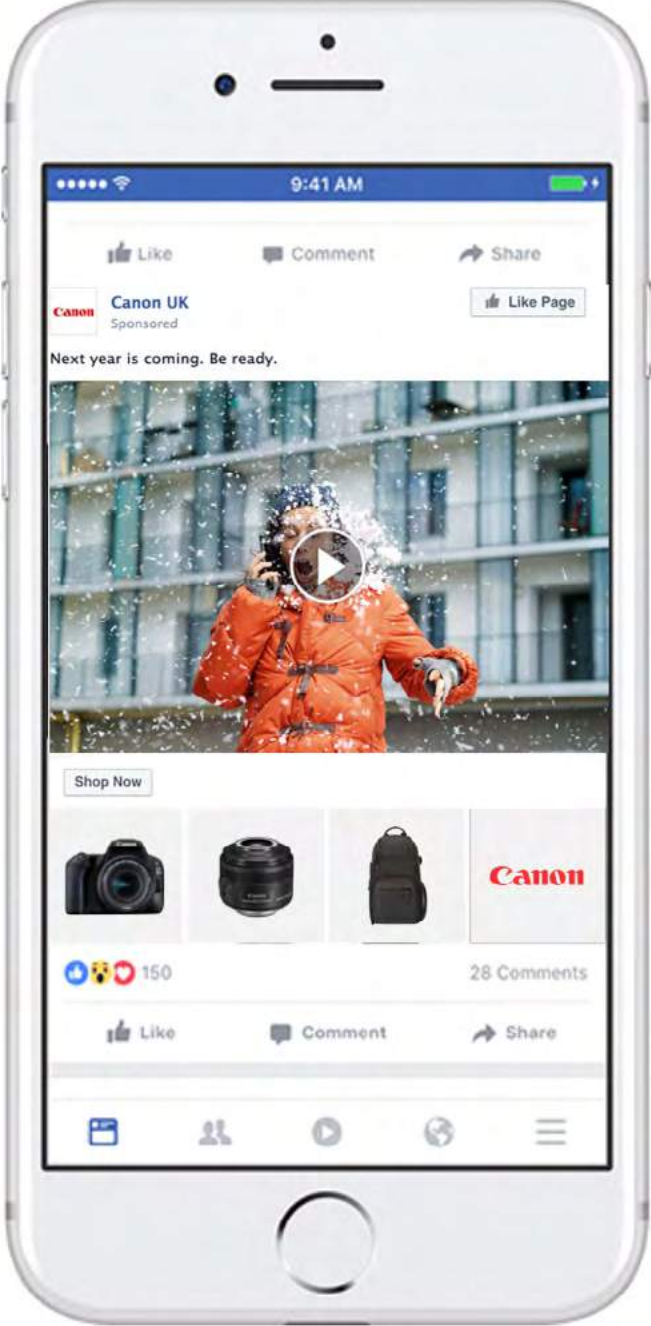


FACEBOOK COLLECTION AD

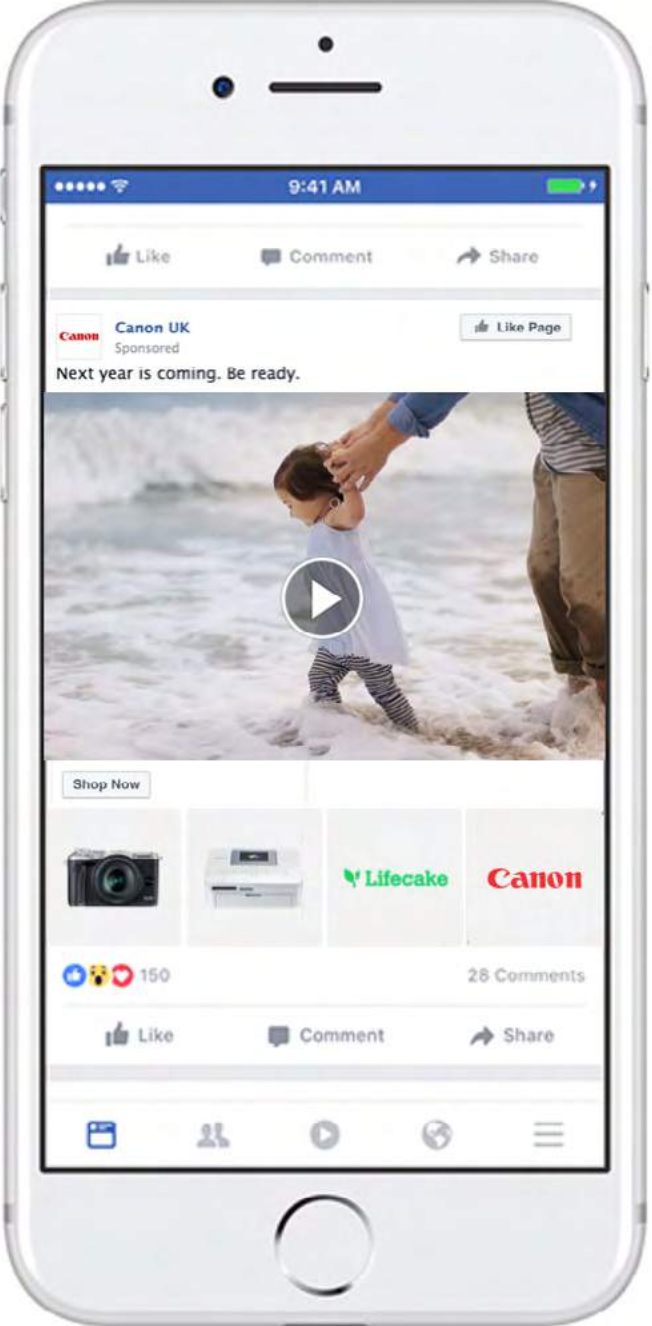
Adventure



Everyday



Friends & family



TWITTER: WEBSITE CARD

Adventure

Canon UK
@Canon

Next year is coming. Be ready.
6:09 PM - 7 Sep 2017



Get the right gift. [Shop](#)

416 647

Promoted

Everyday

Canon UK
@Canon

Next year is coming. Be ready.
6:09 PM - 7 Sep 2017



Get the right gift. [Shop](#)

416 647

Promoted

Friends & family

Canon UK
@Canon

Next year is coming. Be ready.
6:09 PM - 7 Sep 2017



Get the right gift. [Shop](#)

416 647

Promoted

TWITTER : PROMOTED VIDEO – 20"

Adventure



Everyday



Friends & family



PROMOTED TWEET

Canon **Canon UK and Ireland** @CanonUKandIE · 🌐
Next year is coming. Be ready. Get the right gift.
<http://bit.ly/2vOHhAh>

👤 416 ❤️ 647 ⋮

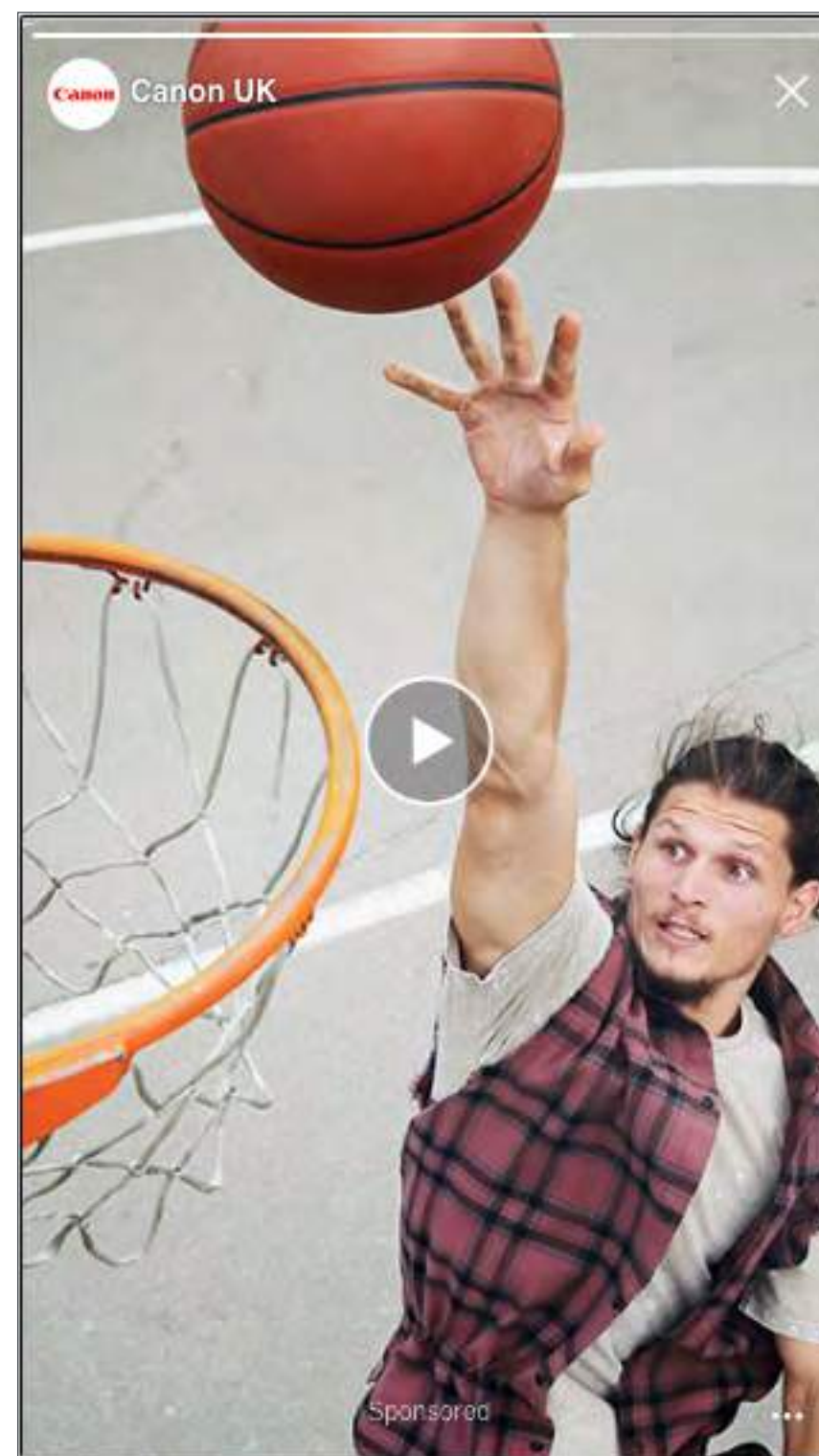
📌 Promoted

INSTAGRAM STORY

Adventure



Everyday

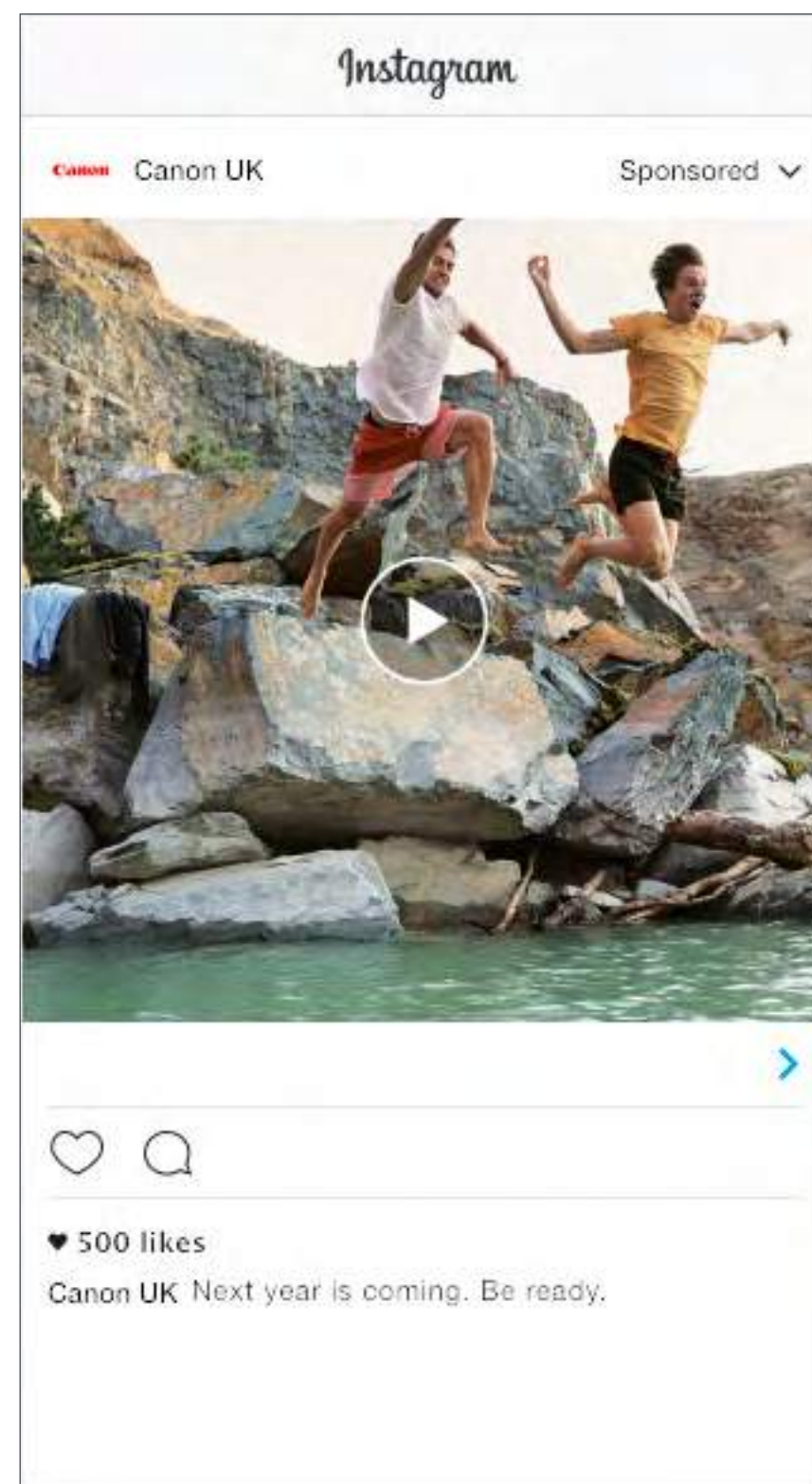


Friends & family

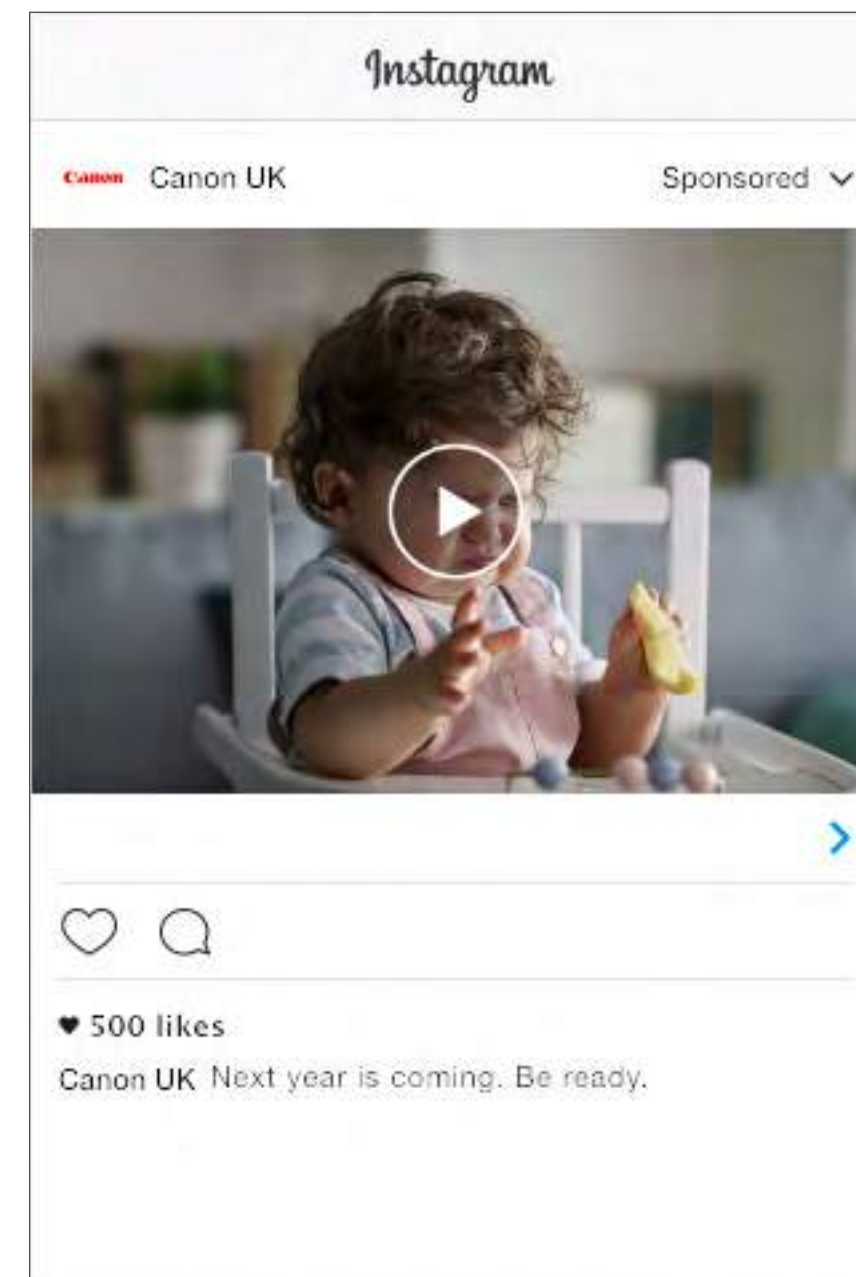


INSTAGRAM: VIDEO POST 20"

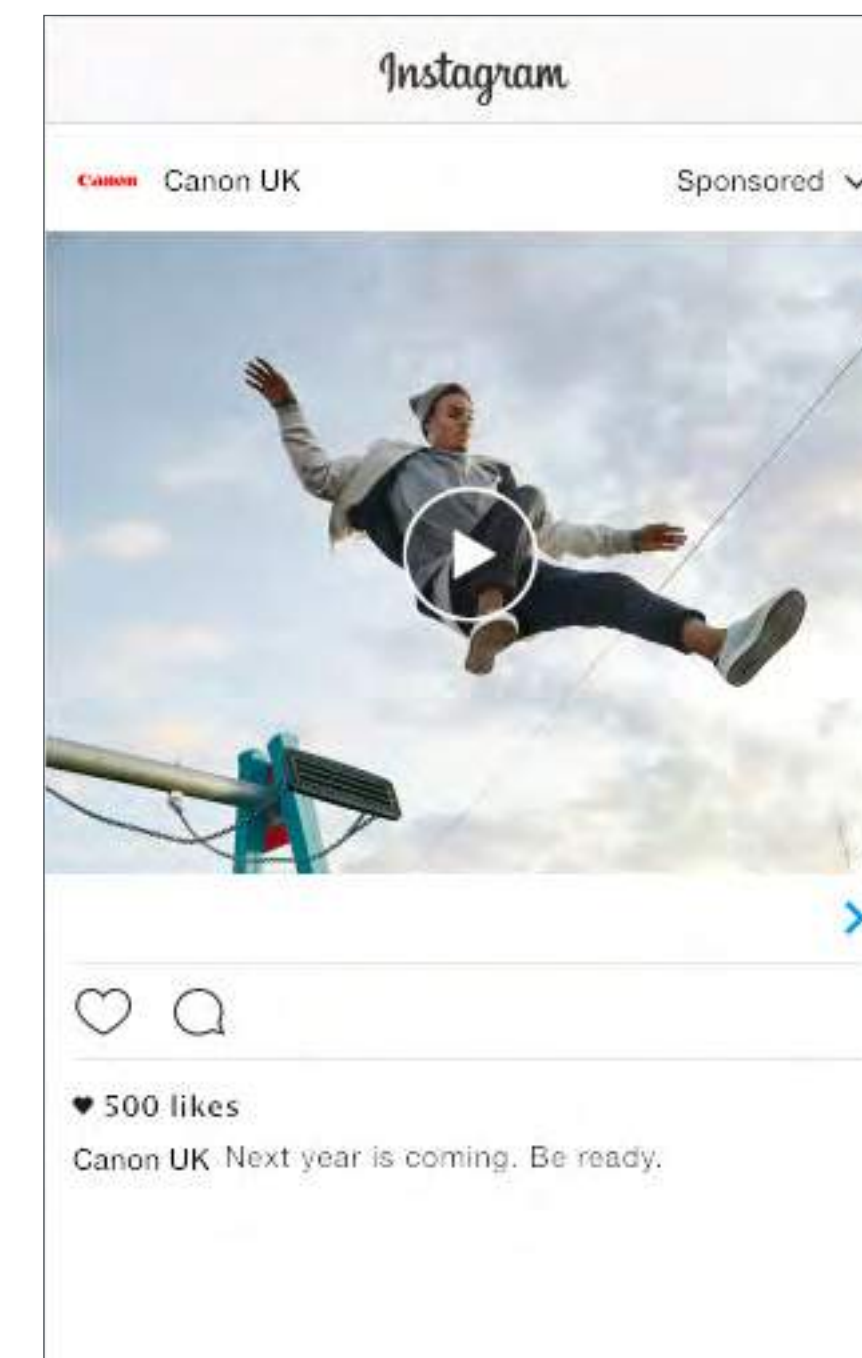
Adventure



Everyday



Friends & family



SNAPCHAT ASSETS: VIDEO

Adventure



Everyday









Friends & family









DIGITAL DISPLAY SUITE: AMAZING EVERYDAY

300x250 & 300x600

300x250

 <p>NEXT YEAR IS COMING.</p> <p>Canon</p> <p>Live for the story_</p>	 <p>NEXT YEAR IS COMING. BE READY_</p> <p>Canon</p> <p>Live for the story_</p>	 <p>FIND THE RIGHT GIFT</p>  <p>EOS 200D</p> <p>Canon</p> <p>Live for the story_</p>	 <p>FIND THE RIGHT GIFT</p>  <p>EOS 200D</p> <p>Canon</p> <p>Live for the story_</p>
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300x600

 <p>NEXT YEAR IS COMING.</p> <p>Canon</p> <p>Live for the story_</p>	 <p>NEXT YEAR IS COMING. BE READY_</p> <p>Canon</p> <p>Live for the story_</p>	  <p>EOS 200D</p> <p>FIND THE RIGHT GIFT</p> <p>Canon</p> <p>Live for the story_</p>	  <p>EOS 200D</p> <p>FIND THE RIGHT GIFT</p> <p>Canon</p> <p>Live for the story_</p>
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DIGITAL DISPLAY SUITE: AMAZING EVERYDAY

160x600 & 120x600

160x600

Four vertical digital display ads for Canon EOS 200D, each featuring a photo of a baby eating a slice of pineapple. The ads are arranged in a row.

- Ad 1:** Text: "NEXT YEAR IS COMING." (black), "BE READY_" (red). Canon logo and "Live for the story_" at the bottom.
- Ad 2:** Text: "NEXT YEAR IS COMING." (black), "BE READY_" (red). Canon logo and "Live for the story_" at the bottom.
- Ad 3:** Text: "EOS 200D" (black), "FIND THE RIGHT GIFT" (white on blue button). Canon logo and "Live for the story_" at the bottom.
- Ad 4:** Text: "EOS 200D" (black), "FIND THE RIGHT GIFT" (white on blue button). Canon logo and "Live for the story_" at the bottom.

120x600

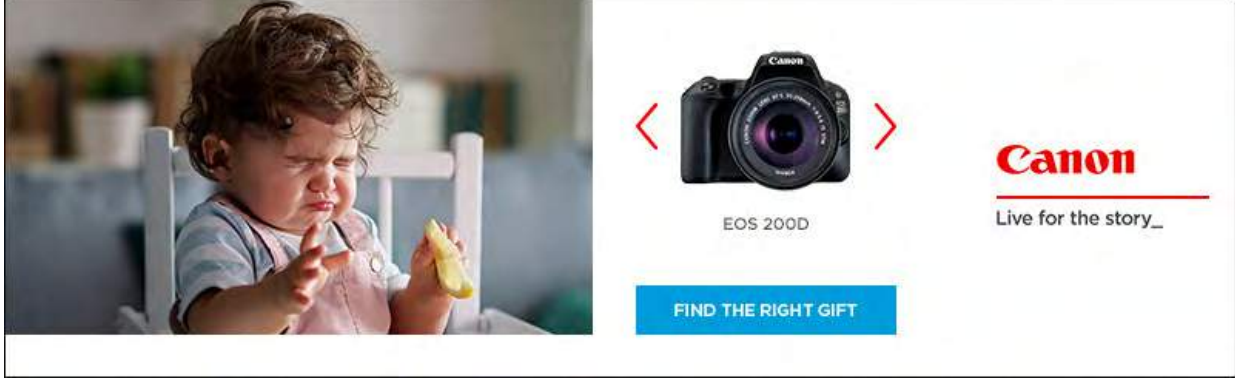
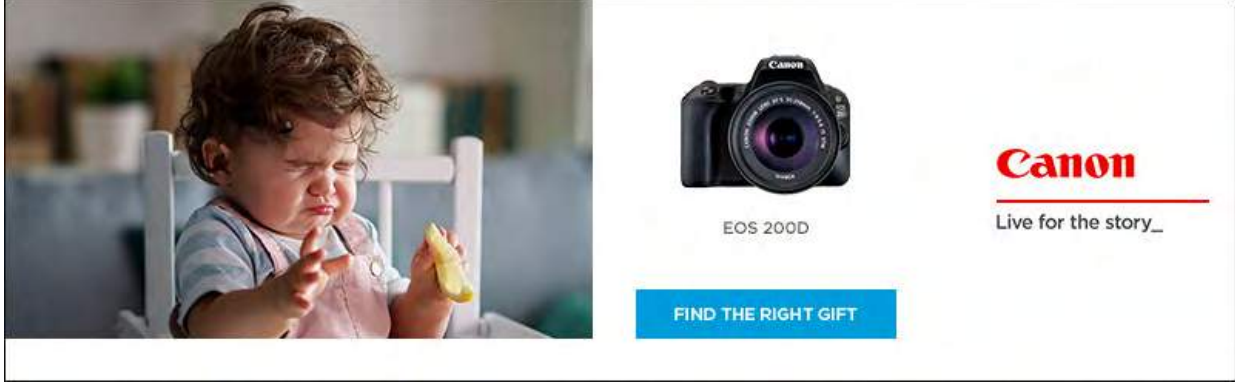
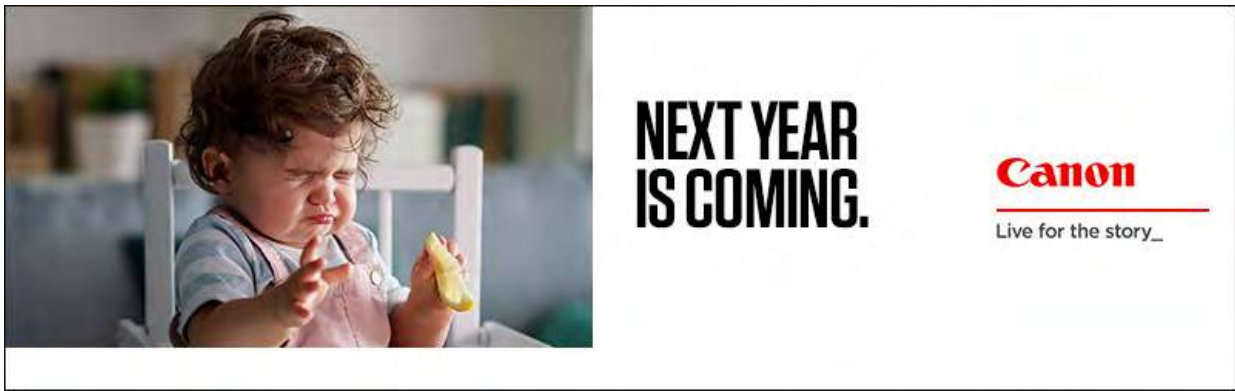
Four vertical digital display ads for Canon EOS 200D, each featuring a photo of a baby eating a slice of pineapple. The ads are arranged in a row.

- Ad 1:** Text: "NEXT YEAR IS COMING." (black). Canon logo and "Live for the story_" at the bottom.
- Ad 2:** Text: "NEXT YEAR IS COMING." (black), "BE READY_" (red). Canon logo and "Live for the story_" at the bottom.
- Ad 3:** Text: "EOS 200D" (black), "FIND A GIFT" (white on blue button). Canon logo and "Live for the story_" at the bottom.
- Ad 4:** Text: "EOS 200D" (black), "FIND A GIFT" (white on blue button). Canon logo and "Live for the story_" at the bottom.

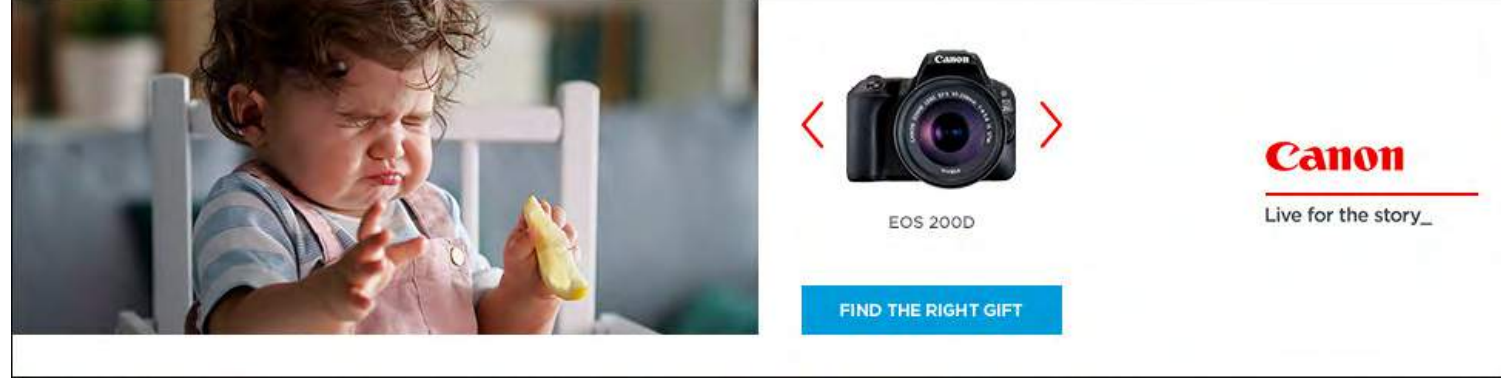
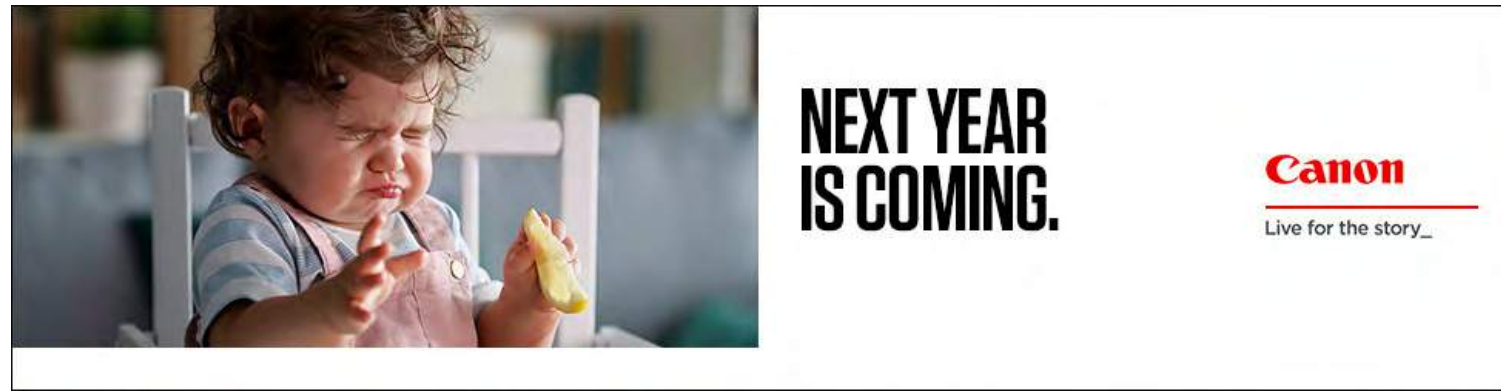
DIGITAL DISPLAY SUITE: AMAZING EVERYDAY

800x250 & 970x250

800x250



970x250



DIGITAL DISPLAY SUITE: AMAZING EVERYDAY

1000x200 & 728x90

1000x200



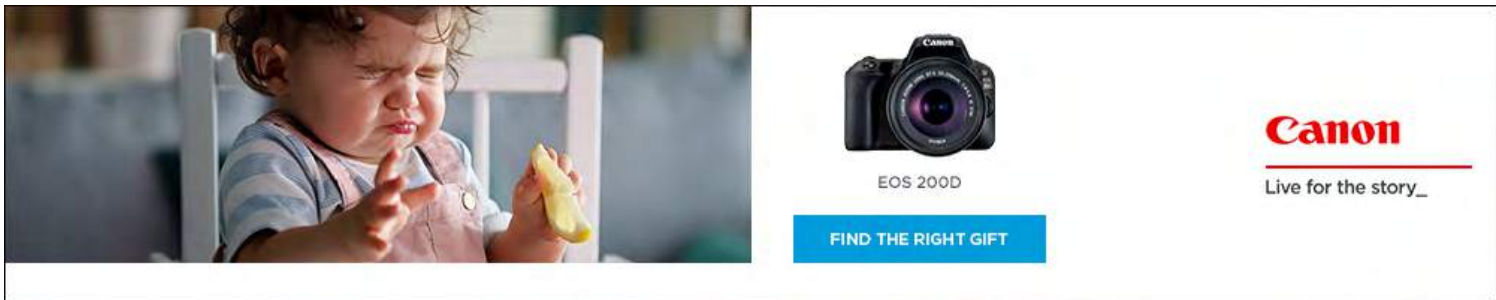
NEXT YEAR IS COMING.

Canon
Live for the story_



**NEXT YEAR IS COMING.
BE READY_**

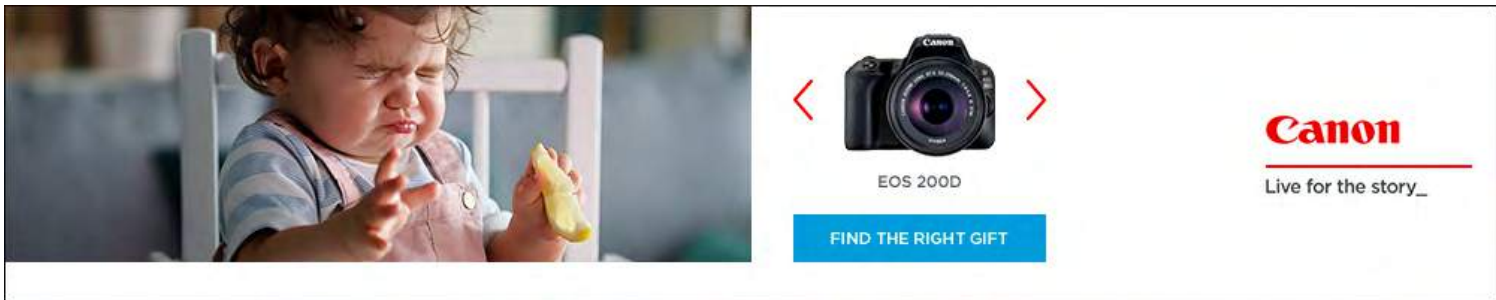
Canon
Live for the story_



EOS 200D

FIND THE RIGHT GIFT

Canon
Live for the story_



EOS 200D

FIND THE RIGHT GIFT

Canon
Live for the story_

728x90



NEXT YEAR IS COMING.

Canon
Live for the story_



**NEXT YEAR IS COMING.
BE READY_**

Canon
Live for the story_



EOS 200D

FIND THE RIGHT GIFT

Canon
Live for the story_



EOS 200D

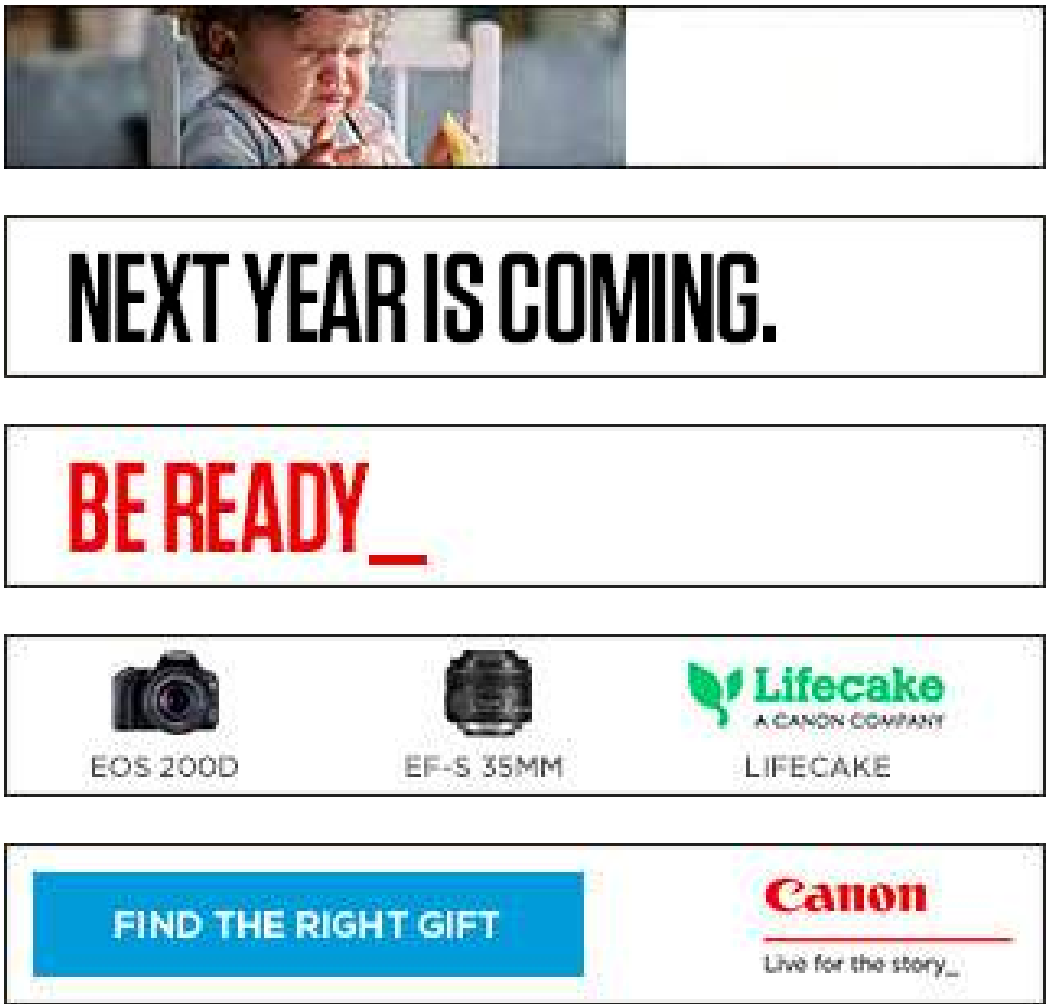
FIND THE RIGHT GIFT

Canon
Live for the story_

DIGITAL DISPLAY SUITE: AMAZING EVERYDAY

320x50 & 300x50

320x50



The 320x50 digital display layout consists of five stacked rectangular sections. The top section features a photograph of a baby sitting in a high chair, eating a piece of fruit. The second section contains the text "NEXT YEAR IS COMING." in a bold, black, sans-serif font. The third section contains the text "BE READY_" in a bold, red, sans-serif font. The fourth section displays three product icons: a camera labeled "EOS 200D", a lens labeled "EF-S 35MM", and the "Lifecake" logo with the text "A CANON COMPANY" and "LIFECAKE" below it. The bottom section features a blue button with the text "FIND THE RIGHT GIFT" and the Canon logo with the tagline "Live for the story_" to its right.

300x50



The 300x50 digital display layout is identical in content to the 320x50 version, consisting of five stacked rectangular sections: a baby eating, the text "NEXT YEAR IS COMING.", the text "BE READY_", product icons for EOS 200D, EF-S 35MM, and Lifecake, and a blue button "FIND THE RIGHT GIFT" next to the Canon logo and tagline "Live for the story_".

DIGITAL DISPLAY SUITE: FAMILY AND FRIENDS

300x250 & 300x600

300x250

300x600

DIGITAL DISPLAY SUITE: FAMILY AND FRIENDS

160x600 & 120x600

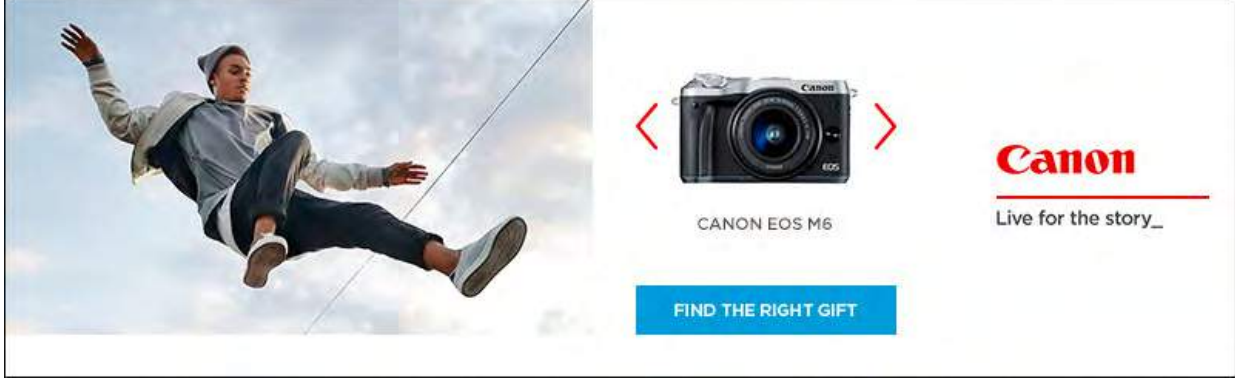
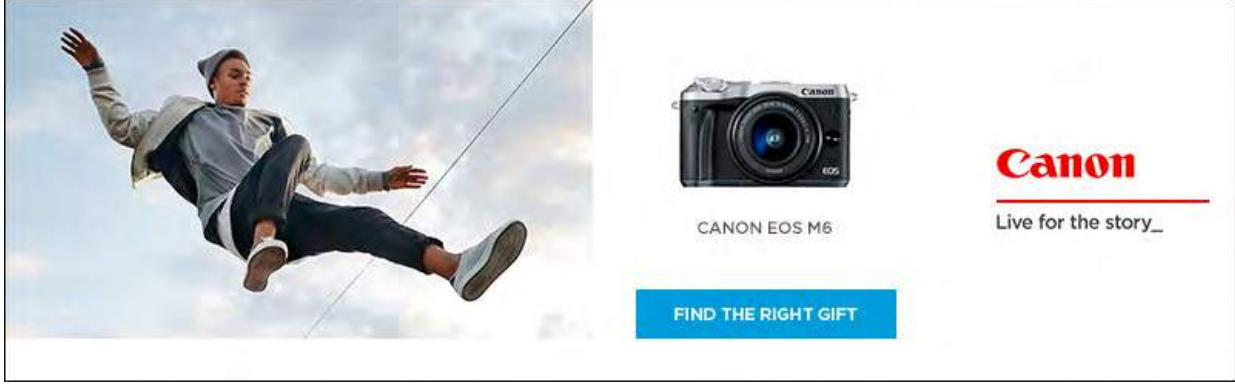
160x600

120x600

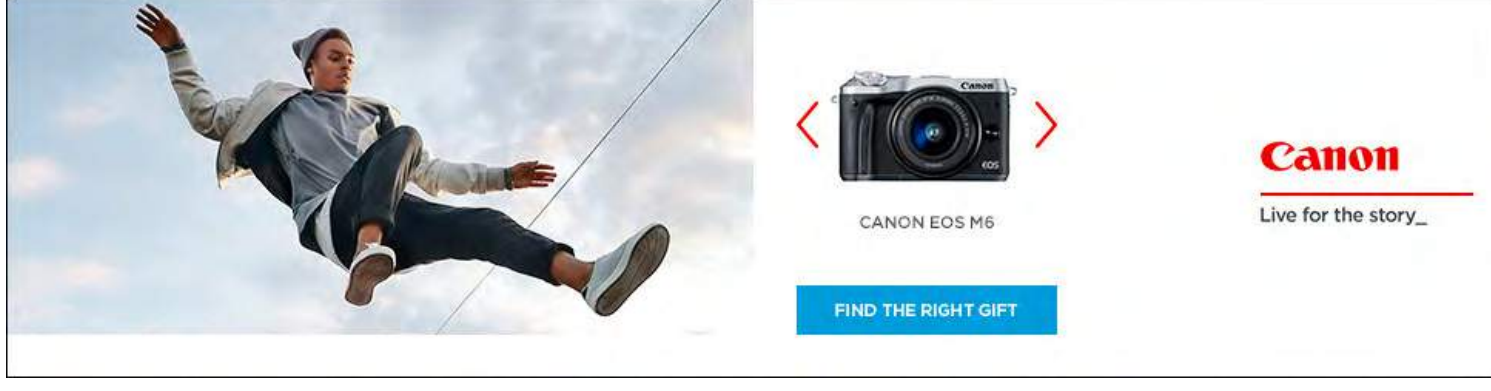
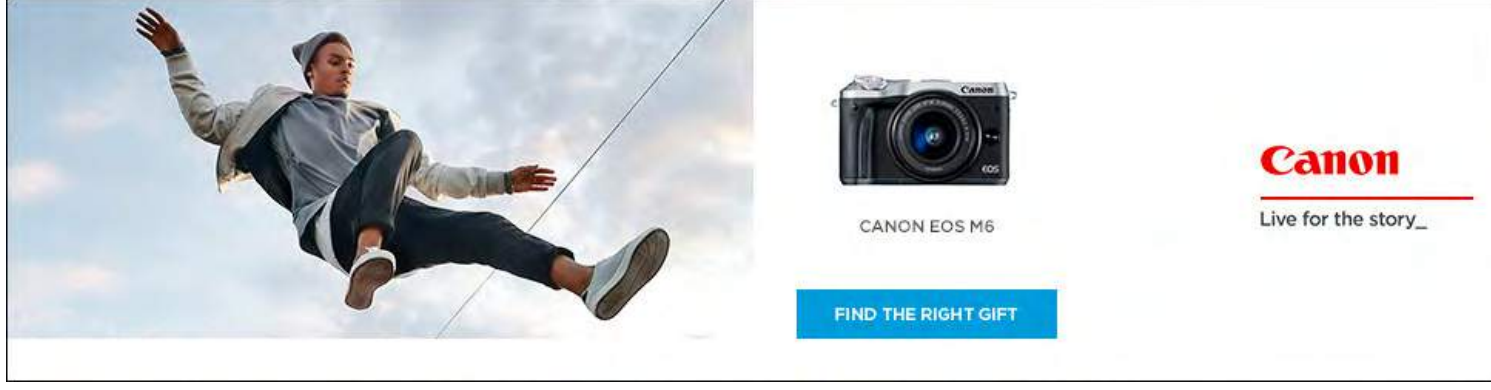
DIGITAL DISPLAY SUITE: FAMILY AND FRIENDS

800x250 & 970x250

800x250



970x250



DIGITAL DISPLAY SUITE: FAMILY AND FRIENDS

1000x200 & 728x90

1000x200



NEXT YEAR IS COMING.





Live for the story_



**NEXT YEAR IS COMING.
BE READY_**




Live for the story_






CANON EOS M6

FIND THE RIGHT GIFT




Live for the story_

CANON EOS M6

FIND THE RIGHT GIFT



Live for the story_

728x90



NEXT YEAR IS COMING.





Live for the story_



**NEXT YEAR IS COMING.
BE READY_**




Live for the story_





CANON EOS M6

FIND THE RIGHT GIFT



Live for the story_

CANON EOS M6

FIND THE RIGHT GIFT

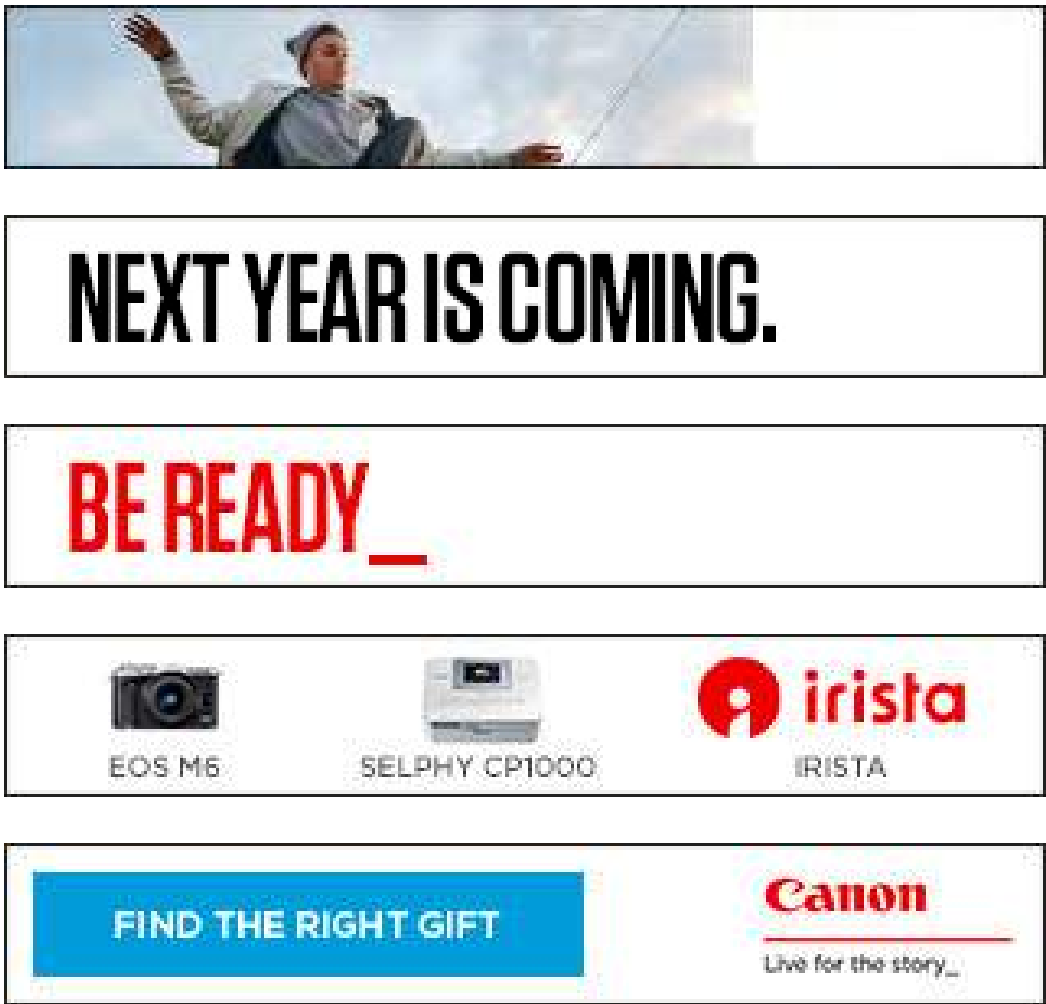


Live for the story_

DIGITAL DISPLAY SUITE: FAMILY AND FRIENDS

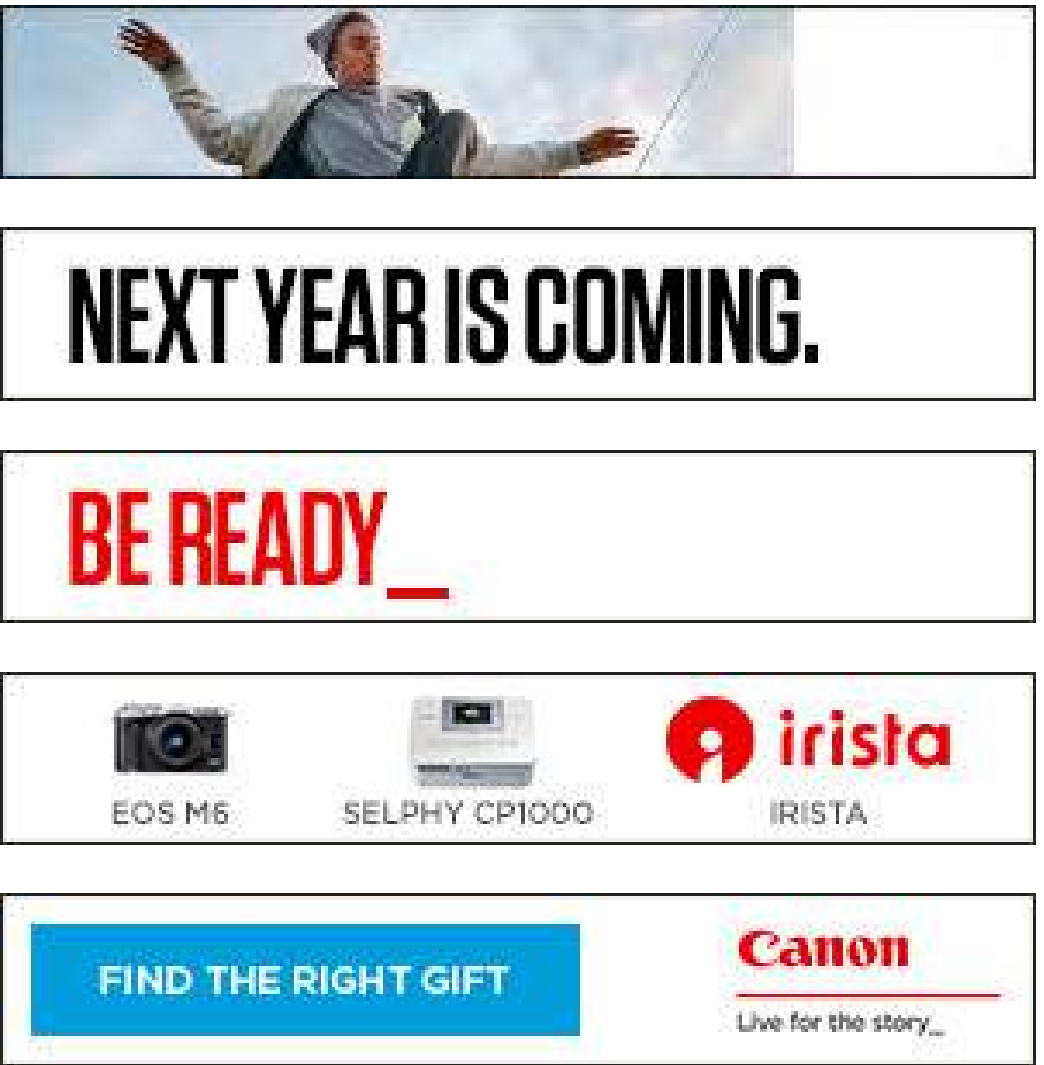
320x50 & 300x50

320x50



The 320x50 digital display layout consists of five stacked rectangular sections. The top section features a photograph of a person in winter gear with arms outstretched against a cloudy sky. The second section contains the text "NEXT YEAR IS COMING." in bold black font. The third section contains "BE READY_" in bold red font. The fourth section displays three product images: an EOS M6 camera, a SELPHY CP1000 printer, and the Irista logo. The bottom section features a blue button with the text "FIND THE RIGHT GIFT" and the Canon logo with the tagline "Live for the story..."

300x50









The 300x50 digital display layout is identical in content to the 320x50 version, featuring the same five stacked sections: a winter scene image, the text "NEXT YEAR IS COMING.", "BE READY_", product images of the EOS M6, SELPHY CP1000, and Irista, and a blue "FIND THE RIGHT GIFT" button with the Canon logo and tagline.







DIGITAL DISPLAY SUITE: ADVENTURE

300x250 & 300x600

300x250

 <p>NEXT YEAR IS COMING.</p> <p>Canon</p> <p>Live for the story_</p>	 <p>NEXT YEAR IS COMING. BE READY_</p> <p>Canon</p> <p>Live for the story_</p>	 <p>FIND THE RIGHT GIFT</p>  <p>EOS 77D</p> <p>Canon</p> <p>Live for the story_</p>	 <p>FIND THE RIGHT GIFT</p>  <p>EOS 77D</p> <p>Canon</p> <p>Live for the story_</p>
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300x600

 <p>NEXT YEAR IS COMING.</p> <p>Canon</p> <p>Live for the story_</p>	 <p>NEXT YEAR IS COMING. BE READY_</p> <p>Canon</p> <p>Live for the story_</p>	  <p>EOS 77D</p> <p>FIND THE RIGHT GIFT</p> <p>Canon</p> <p>Live for the story_</p>	  <p>EOS 77D</p> <p>FIND THE RIGHT GIFT</p> <p>Canon</p> <p>Live for the story_</p>
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DIGITAL DISPLAY SUITE: ADVENTURE

160x600 & 120x600

160x600

NEXT YEAR IS COMING.	NEXT YEAR IS COMING. BE READY_		
		EOS 77D	EOS 77D
		FIND THE RIGHT GIFT	FIND THE RIGHT GIFT
Canon Live for the story_	Canon Live for the story_	Canon Live for the story_	Canon Live for the story_

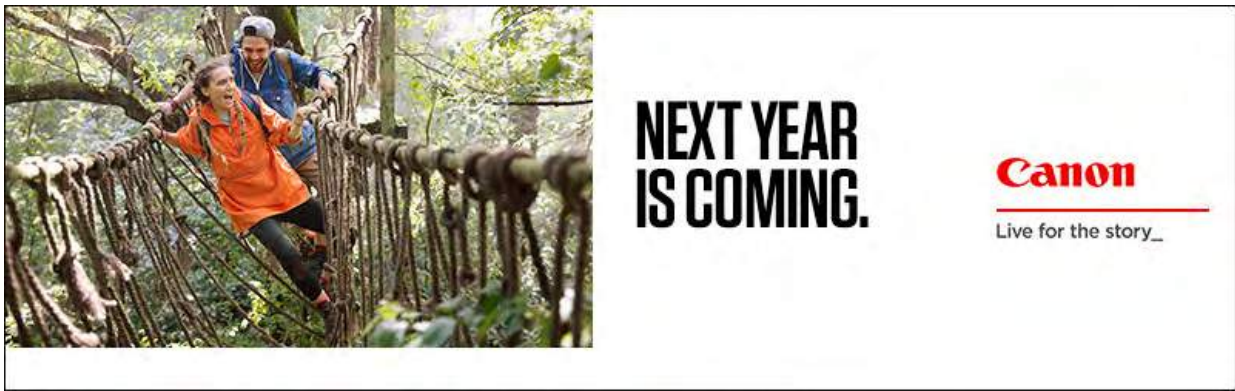
120x600

NEXT YEAR IS COMING.	NEXT YEAR IS COMING. BE READY_		
		EOS 77D	EOS 77D
		FIND A GIFT	FIND A GIFT
Canon Live for the story_	Canon Live for the story_	Canon Live for the story_	Canon Live for the story_

DIGITAL DISPLAY SUITE: ADVENTURE

800x250 & 970x250

800x250



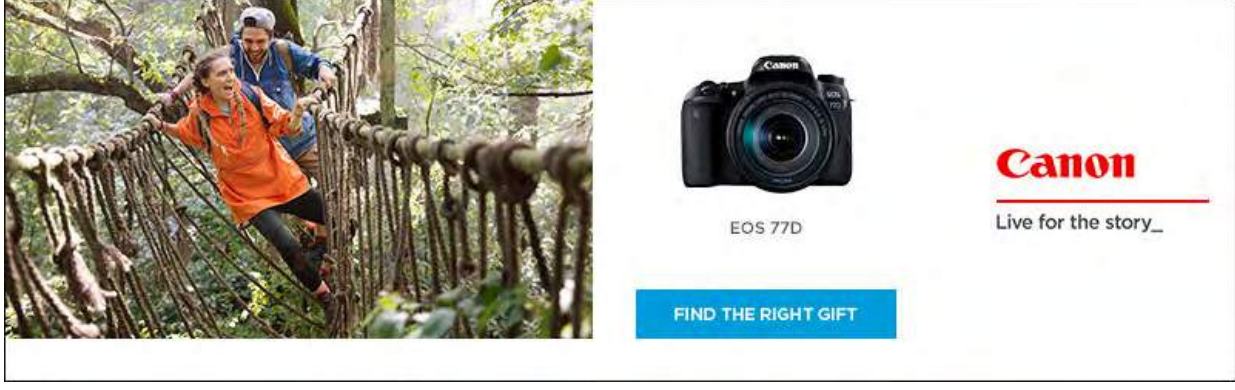
NEXT YEAR IS COMING.

Canon
Live for the story_



NEXT YEAR IS COMING. BE READY_

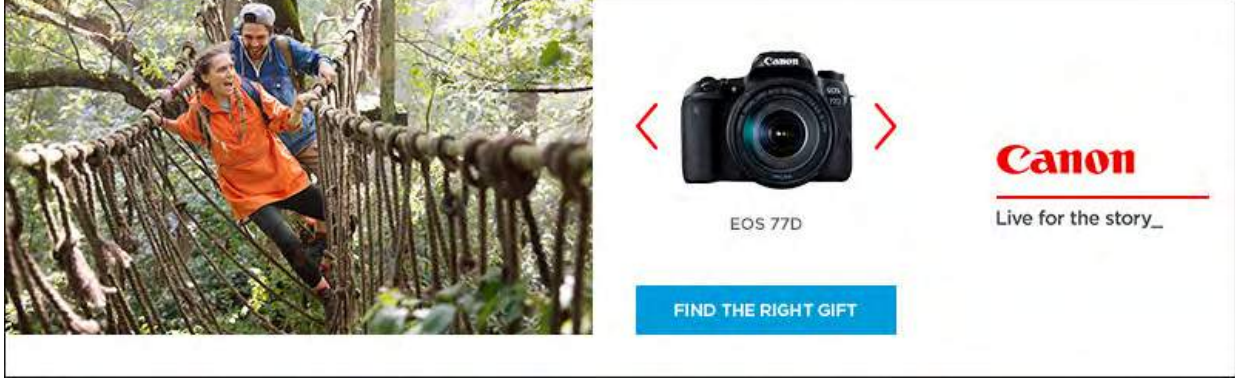
Canon
Live for the story_



EOS 77D

Canon
Live for the story_

FIND THE RIGHT GIFT

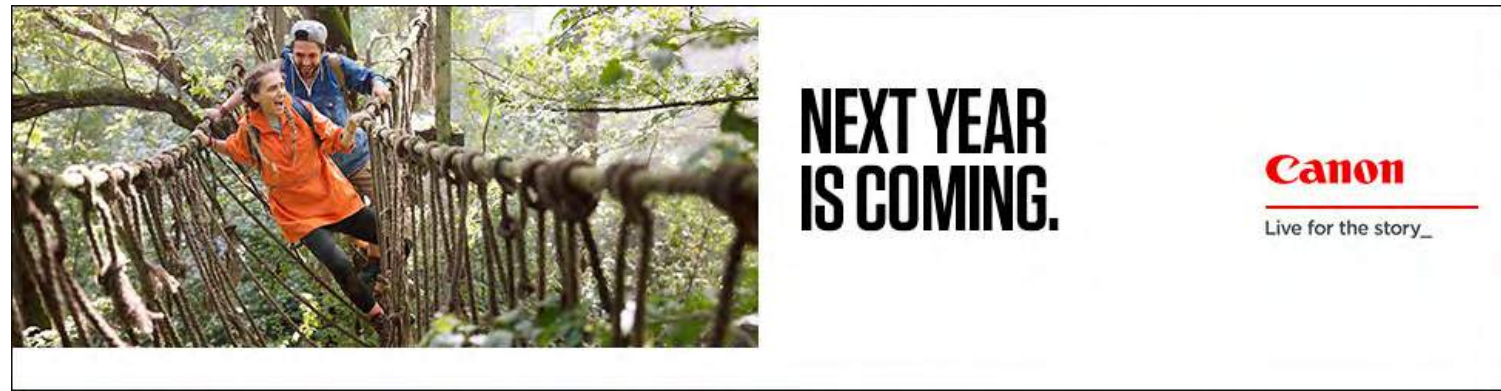


EOS 77D

Canon
Live for the story_

FIND THE RIGHT GIFT

970x250



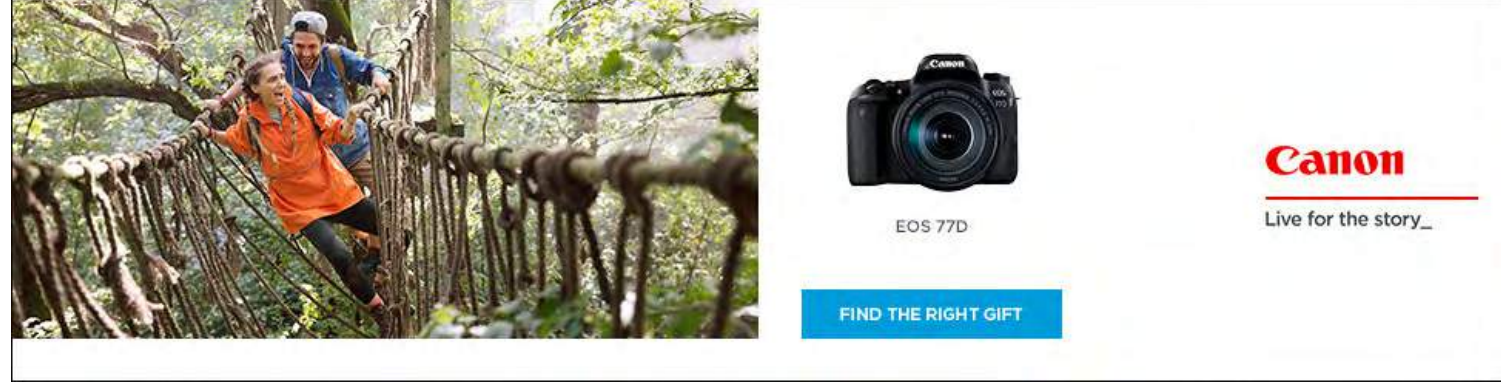
NEXT YEAR IS COMING.

Canon
Live for the story_



NEXT YEAR IS COMING. BE READY_

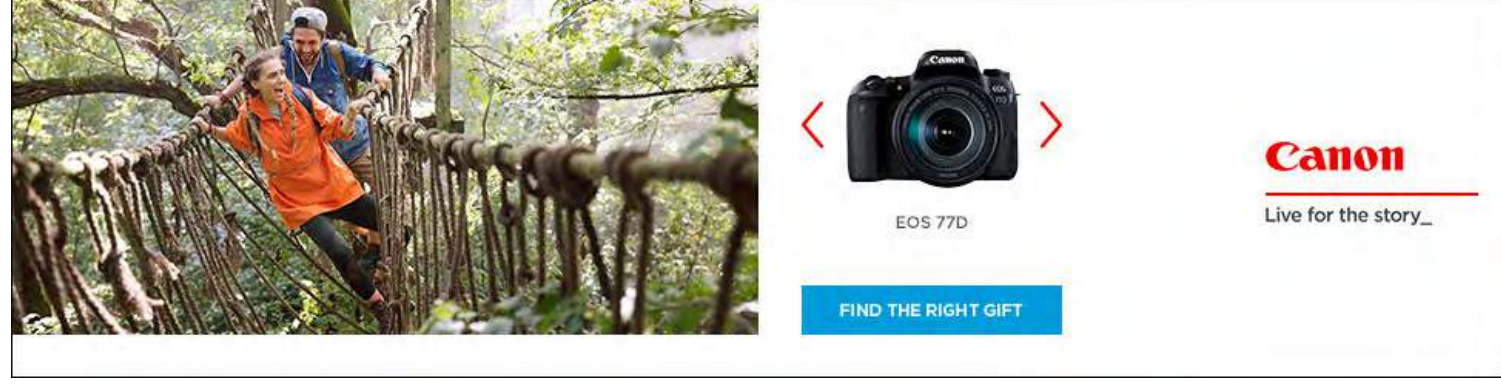
Canon
Live for the story_



EOS 77D

Canon
Live for the story_

FIND THE RIGHT GIFT



EOS 77D

Canon
Live for the story_

FIND THE RIGHT GIFT

DIGITAL DISPLAY SUITE: ADVENTURE

1000x200 & 728x90

1000x200



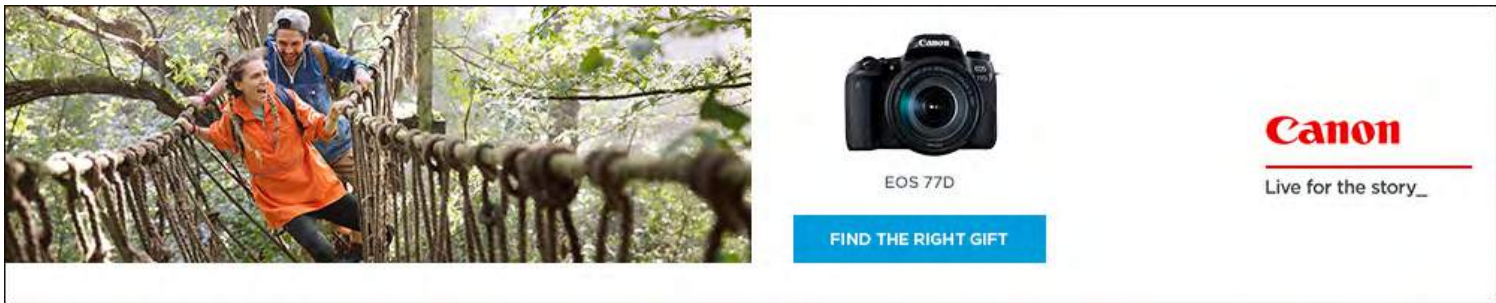
NEXT YEAR IS COMING.

Canon
Live for the story_



**NEXT YEAR IS COMING.
BE READY_**

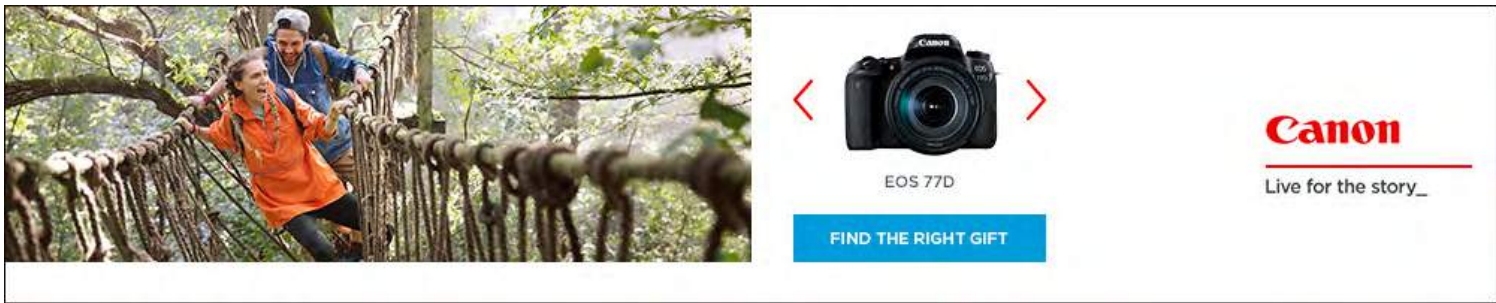
Canon
Live for the story_



EOS 77D

FIND THE RIGHT GIFT

Canon
Live for the story_



EOS 77D

FIND THE RIGHT GIFT

Canon
Live for the story_

728x90



NEXT YEAR IS COMING.

Canon
Live for the story_



**NEXT YEAR IS COMING.
BE READY_**

Canon
Live for the story_



EOS 77D

FIND THE RIGHT GIFT

Canon
Live for the story_



EOS 77D

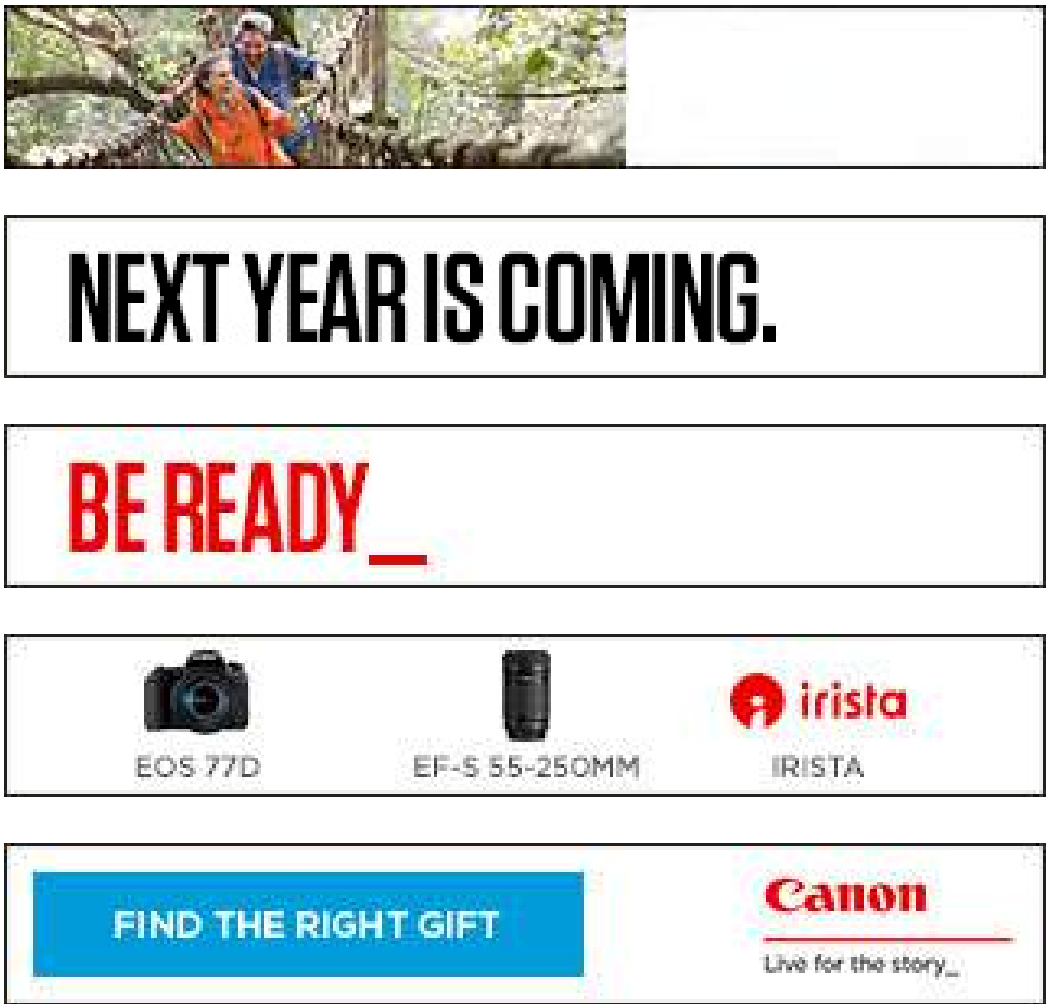
FIND THE RIGHT GIFT

Canon
Live for the story_

DIGITAL DISPLAY SUITE: ADVENTURE

320x50 & 300x50

320x50



The 320x50 digital display layout consists of five stacked rectangular sections. The top section features a photograph of a person in an orange jacket climbing a tree in a forest. The second section contains the text "NEXT YEAR IS COMING." in bold black font. The third section contains "BE READY_" in bold red font. The fourth section displays three product images: a camera (EOS 77D), a lens (EF-S 55-250MM), and the Irista logo (IRISTA). The bottom section features a blue button with the text "FIND THE RIGHT GIFT" and the Canon logo with the tagline "Live for the story..."

300x50



The 300x50 digital display layout is identical in content to the 320x50 version, featuring a forest climbing image, the text "NEXT YEAR IS COMING.", "BE READY_", product images of the EOS 77D camera, EF-S 55-250MM lens, and Irista logo, and a blue "FIND THE RIGHT GIFT" button with the Canon logo and tagline.

SOCIAL

We want our content to live beyond paid media for the Winter campaign, so we have devised a suite of assets that can be posted organically on our social channels.

It's important that our social feeds ladder up to the content our consumers will be engaging with through paid media. It's also key that we are talking to our current following organically, and in order to really engage this on Facebook and Instagram, so we have created GIFs and Cinemagraphs that are visually arresting and tie into the film and still creative that is part of this toolkit.

They are short, engaging pieces of content that bring to life the most entertaining moments of our three themes.

The full suite of assets, alongside English master copy will be available in the full toolkit on 22nd September. This version of the toolkit will include an overview of the idea, the assets and details of how to bring it to life on your social channels.

PR

Over time, people often change their style on Instagram and adapt to a new one, reflecting on past photographs and kick off the new year with a fresh presence online.

To enable 'Next year is coming. Be ready.' to be relevant for PR we have developed a concept to help people to keep their social channels story-ready.

The full toolkit will be available on 22nd September. It will include an overview of the idea, with details of how to bring it to life and land the messaging around transforming your Instagram through 2018.

ROLE OF CRM IN WINTER CAMPAIGN

Objectives

Inspire

Put Canon into the consideration set for gifting:

- Explore gifts (gift hub)
- Identify the right gift
- (Purchase)

Purchase

Validate the gift of Canon and convert to purchase:

- eComm (and/or retail)

Across three consumer mind sets

Gifters

Passing on my interest in image making, but in a way that is right for the recipient.

Recipients

Ensuring I get the right Canon kit, especially when others don't get the nuances.

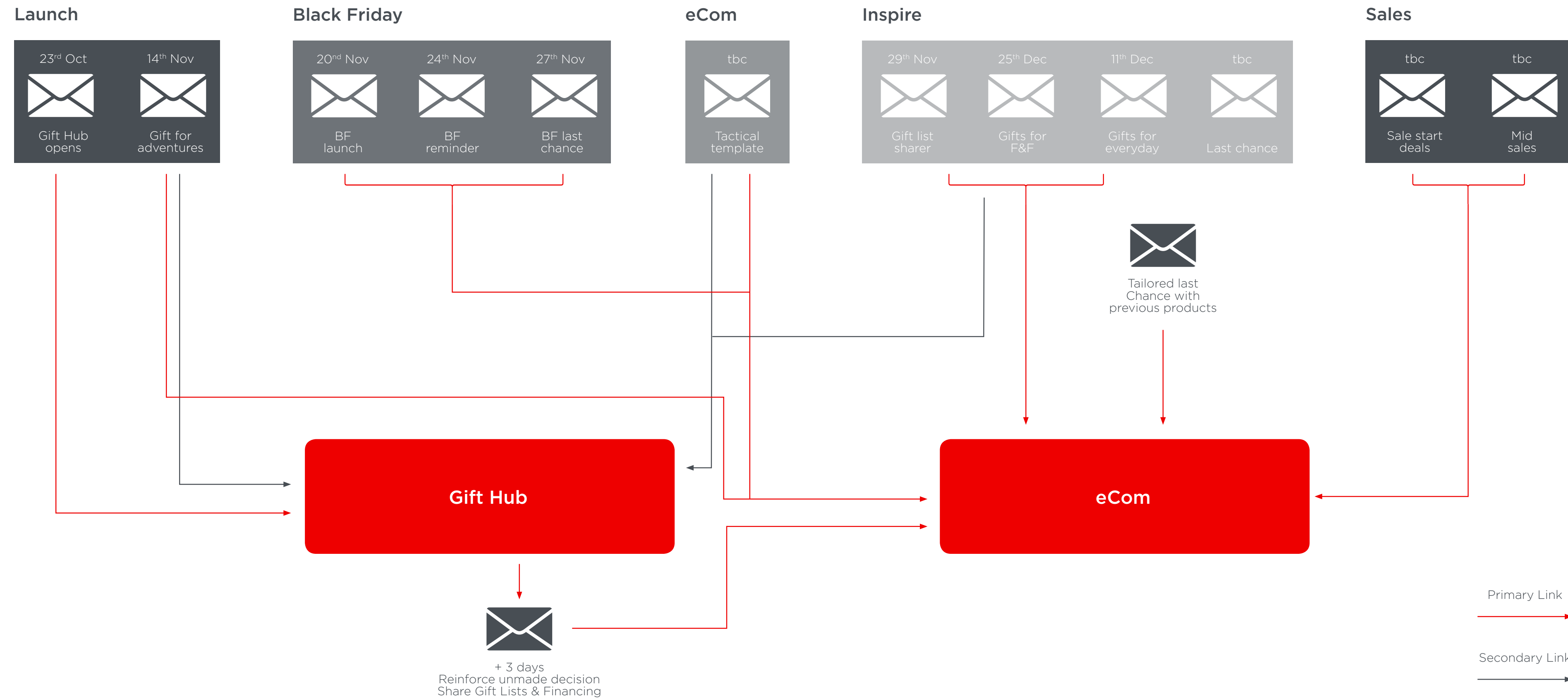
Self Gifters

Looking for the right excuse to treat myself, especially to that kit I've wanted all year.

CRM WINTER CAMPAIGN PHASED APPROACH

Phase	Launch / Inspire			Black Friday			Four weeks of Christmas			Sales		
Purpose	<ul style="list-style-type: none"> Inspire customers to put Canon into the consideration set for gifting Explore gift suggestions Identify the right gift for recipients Purchase 			<ul style="list-style-type: none"> Excite customers with the sale promotion Celebrate the base with an exclusive 24hr preview Drive purchase of products customers have thought about all year Urgency of sale period 			<ul style="list-style-type: none"> Connect and support eCom's 4 weeks of Xmas promotion Exact form of promotion tbc Drive purchase Packed by exploration with gift hub 			<ul style="list-style-type: none"> Excite customers with the sale promotion Drive purchase of products, especially those not received as a gifts but were on the list 		
Mindset	Gift	Recipient	Self Gifting	Gift	Recipient	Self Gifting	Gift	Recipient	Self Gifting	Gift	Recipient	Self Gifting

CRM WINTER CAMPAIGN LAYDOWN



CAMPAIGN CONTACTS

CANON

Steve Marsh

Campaign Lead
Steve.marsh@canon-europe.com

Reshma Chauhan

Campaign Professional
Reshma.chauhan@canon-europe.com

Media

Kate Perkins

EMEA CIG Media Manager
kate.perkins@canon-europe.com

Retail

Francesca Iodice

Channel Marketing Specialist
francesca.iodice@canon-europe.com

LEAD AGENCY: VCCP

(Advertising, Retail, Social, PR and CRM)

Helen Rae

Business Director
hrael@vccp.com

Emma Whitmarsh

Senior Account Director
emmaw@vccp.com

MEDIA AGENCY

Keita Shinokubo

Business Director
keita.shinokubo@phdmedia.com

Nolwen Rivet

Account Director
Nolwen.rivet@phdmedia.com