Creative Guidelines & Advertising Examples

For Retail Media campaigns at Redcare

The advertising examples shown are for illustrative purposes only. Layouts, placements and design elements may vary depending on the format, campaign objective and best practice.

2026/2027

Table of Contents

1. Creative Guidelines
2. Onsite Ads
3. CRM & APP
4. General Design Guidelines
5. Offsite Social Media
6. Offsite Shopping
7. Offsite Display
8. Offsite Video

Guidelines - Text & Typography

- Headlines and sublines are written in mixed case.
- We address customers formally. Exception: On social media, we use informal wording.
- Only Redcare Accessible is used as the font.
- Headlines are generally displayed in black.
- Individual positive benefits can be highlighted in red, italic and underlined. Highlights should be used selectively and sparingly – not for entire headlines or sentences.



Guidelines - Layout & Design

- Products are displayed on one of the defined Redcare background colours.
- CTAs are generally displayed in red and aligned to the right. In app banners, the CTA may be placed centered or left-aligned below the headline, depending on the layout.
- Badges are generally yellow and round. Voucher codes are displayed inside the badge.
- Manufacturer logos are only displayed if they have been provided by the manufacturer. The position is usually top right.
- Logos are only integrated into banner formats that offer sufficient space for harmonious placement. These include: Superbanner, Superbanner Category, App Slider, Search Banner and Header Banner.

Guidelines - Product Display

- The key visual can be designed freely and may show products, usage scenarios and/or brand worlds, for example.
- Details on dosage form or pack size (e.g. ml, tablets, gel or units) are generally not displayed. **Exception:** For Native Cross Sell Banners and Search Hero Banners, the dosage form is shown in addition to the product name.
- Inbox and pop-up banners can be designed using a landscape or portrait format of the key visual or product.

Available CTA Texts: DE + AT + CH

- For the advertising materials, we recommend the following CTA texts. If no CTA is specified, Redcare will select an appropriate CTA for the respective advertising format.

Exception:

- For the **Native Cross Sell Banner**, due to limited space, only the CTAs **“View Product”** and **“More”** can be used.
- For the **Search Hero Banner**, only the CTA **“View Product”** can be used.
- For all other banner formats, the CTA can be selected freely.

CTA-German	CTA-French
Mehr	Découvrir
Mehr erfahren	En savoir plus
Mehr Infos	Plus d'infos
Jetzt sparen	J'économise
Jetzt entdecken	Je découvre
Mehr entdecken	Je découvre
Neuheiten entdecken	Voir les nouveautés
Zum Produkt	Voir le produit
Zu den Produkten	Voir les produits
Zur Aktion	Voir l'offre
Gutschein einlösen	J'utilise mon bon
Jetzt einlösen	J'en profite
Angebot sichern	Je profite de l'offre

Redcare Colours

Schriftfarbe – Highlight

CTA

Redcare Red

R 237 G 03 B 52
C 0 M 97 Y 78 K 0
Hex: ED0334
Pantone: 185

Hintergrundfarbe I

Off White

R 255 G 238 B 232
C 0 M 7 Y 6 K 0
Hex: FFEEE8
Pantone: 9022

Schriftfarbe

Brown

R 43 G 20 B 14
C 21 M 90 Y 62 K 83
Hex: 2B140E
Pantone: 4975

Hintergrundfarbe II

Peach

R 255 G 199 B 177
C 0 M 25 Y 30 K 0
Hex: FFC7B1
Pantone: 489

Hintergrundfarbe III

Purple

R 211 G 207 B 255
C 24 M 27 Y 0 K 0
Hex: D3CFFF
Pantone: 270

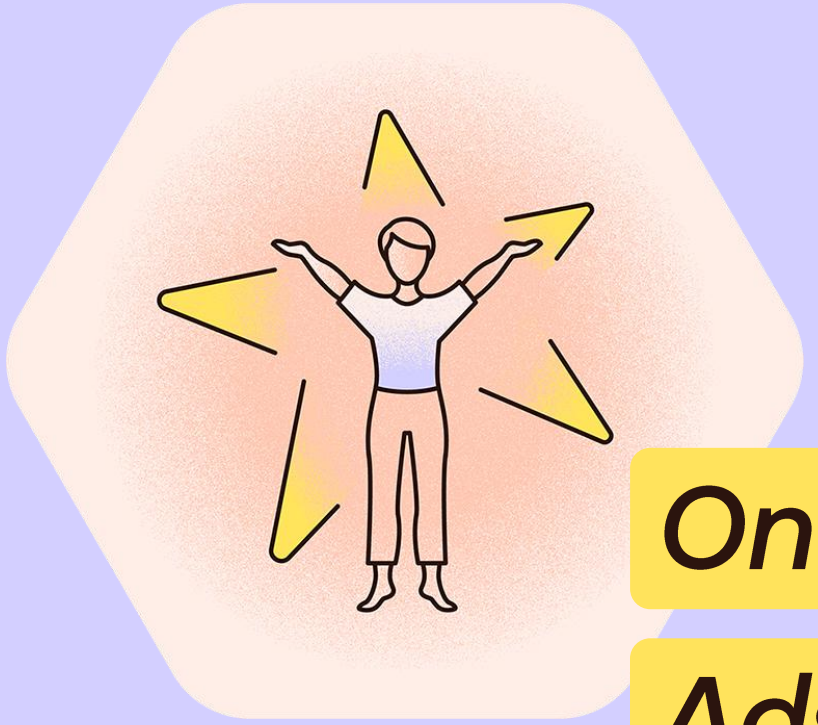
Störerfarbe

Yellow

R 255 G 228 B 92
C 0 M 5 Y 66 K 0
Hex: FFE45C
Pantone: 120

Technical Requirements – Onsite & CRM

Material	Requirements
Packshots	PNG, cut out, transparent background, approx. 1,000 × 1,000 px, 200–300 KB
Key Visuals	PNG, high resolution, 200–300 KB
Logos	PNG, transparent background, 200–300 KB
Example Banners	Optional, for reference



On-Site Ads

Designs are for illustrative purposes only and are adapted to best practice depending on the campaign and banner size.

Onsite Banner: Product Focus



Banner with Product



Product + Key Visual



Banner with Key Visual
(optional: seal integrated into the key visual)



Discount Communication

Relevant Formats
Onsite Display Booster
Homepage Hero Banner
Search Infeed Banner

Example: Product Focus



Banner with Product



Product + Key Visual



Banner with Key Visual

(optional: seal integrated into the key visual)



Discount Communication

Relevant Formats
Onsite Display Booster
Homepage Hero Banner
Search Infeed Banner

Onsite Banner: Promo Focus



With Free Gift



With Voucher Code



With New Badge



With Voucher Code + Key Visual

Relevant Formats
Onsite Display Booster
Homepage Hero Banner
Search Infeed Banner

Example: Promo Focus



With Free Gift



With Voucher Code



With New Badge



With Voucher Code + Key Visual

Relevant Formats
Onsite Display Booster
Homepage Hero Banner
Search Infeed Banner

Header Banner



- A maximum of three PZNs are displayed.
- Discount campaigns and promotions can be communicated.



- The key visual can be designed freely and may show products, usage scenarios and/or brand worlds, for example.
- Discount campaigns and promotions can be communicated.

Example: Header Banner





Native Cross Sell Banner



- The banner size varies depending on the placement (app, mobile or desktop).
- Mandatory copy is integrated via hover and can be expanded if needed.
- Free gifts and vouchers can be promoted.
- In the “Promo Text Placeholder”, either “Up to XX% discount” or “Also interesting?” is displayed depending on the current discount in the shop.

Example: Native Cross Sell Banner

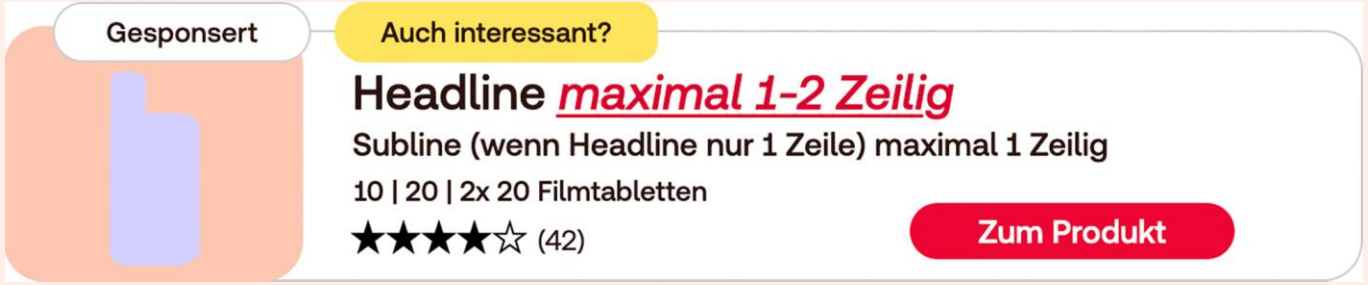






Search Hero Banner







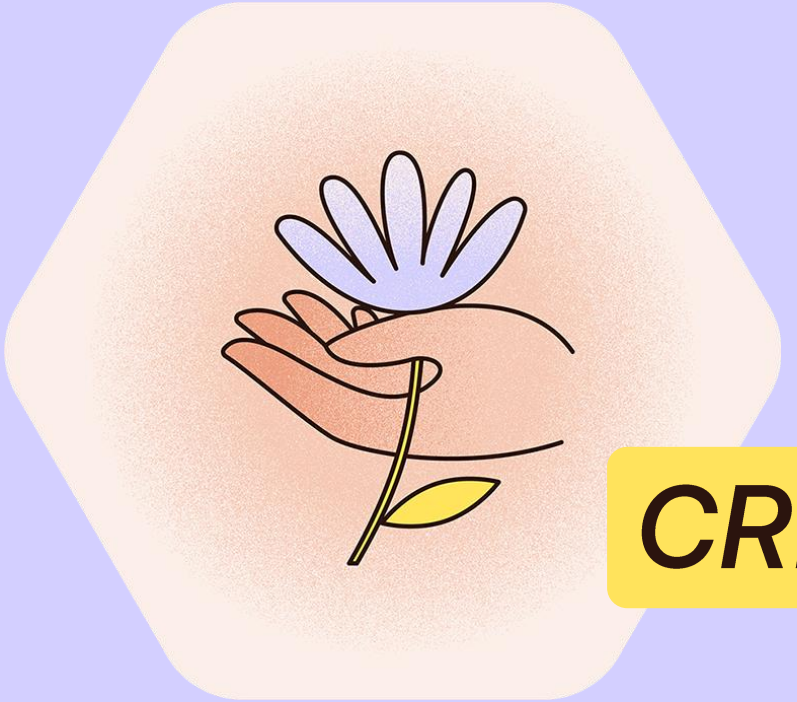
- Only one PZN is displayed.
- Only the CTA “To product” is used.

Example: Search Hero Banner









CRM & App

Designs are for illustrative purposes only and are adapted to best practice depending on the campaign and banner size.

Standalone Newsletter - Header



Banner with Product

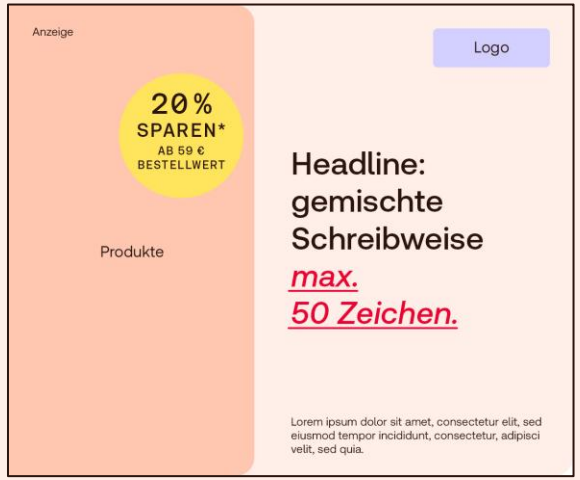
(optional with price-saving badge)



Banner with Key Visual



Banner with Key Visual + Logo



Banner with Product + Logo

- The key visual can be designed freely and may show products, usage scenarios and/or brand worlds, for example. We recommend displaying a maximum of five PZNs.
- Up to three PZNs can be displayed in the product area.

Example: Standalone Newsletter - Header



Banner with Product

(optional with price-saving badge)



Banner with Key Visual



Banner with Key Visual + Logo



Banner with Product + Logo

Sponsored Newsletter Integration



- A maximum of three PZNs are displayed.



- The key visual can be designed freely and may show products, usage scenarios and/or brand worlds, for example.

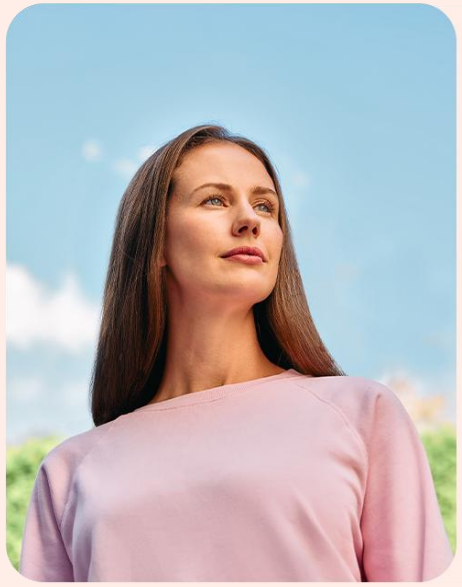
Example: Sponsored Newsletter Integration



Redcare

Redcare –
die Eigenmarke
von Shop Apotheke.

Jetzt entdecken →

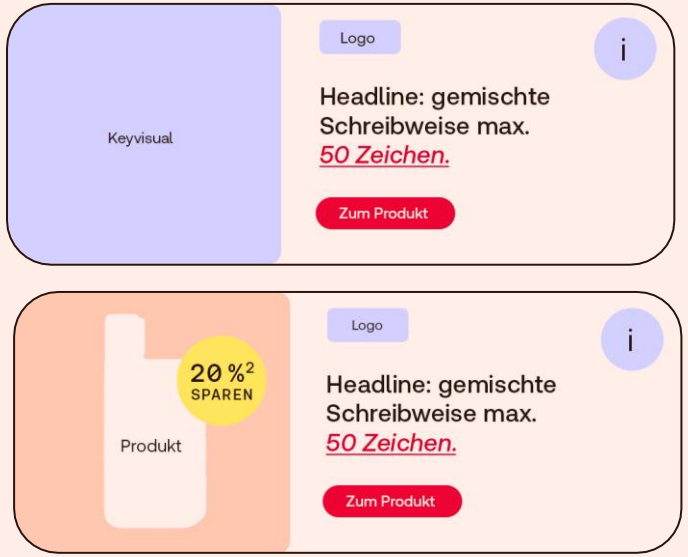


Redcare

Redcare –
die Eigenmarke
von Shop Apotheke.

Jetzt entdecken →

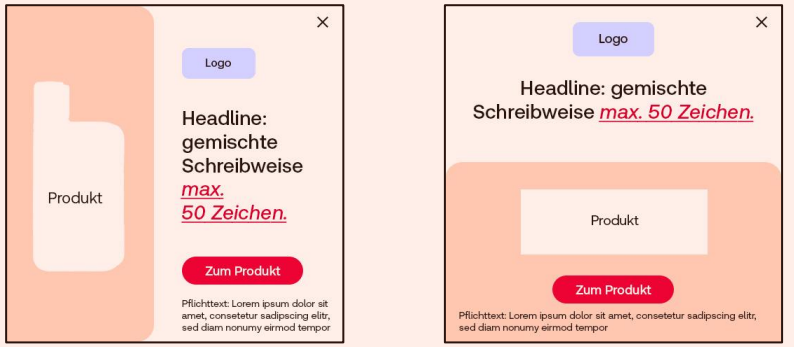
App Banner



App Hero Banner

Key Visual or product (optional with price-saving badge)

- A maximum of three PZNs are displayed.
- Mandatory copy can be accessed via the info icon (“i”).

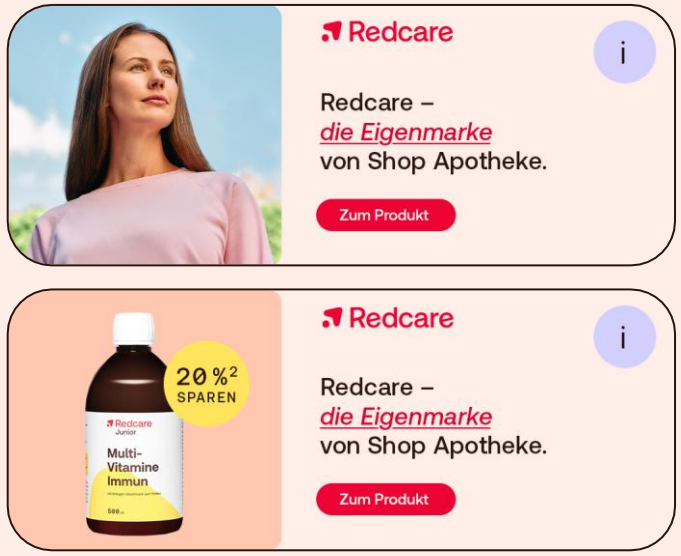


App Spotlight Ad

Design depends on the product provided.

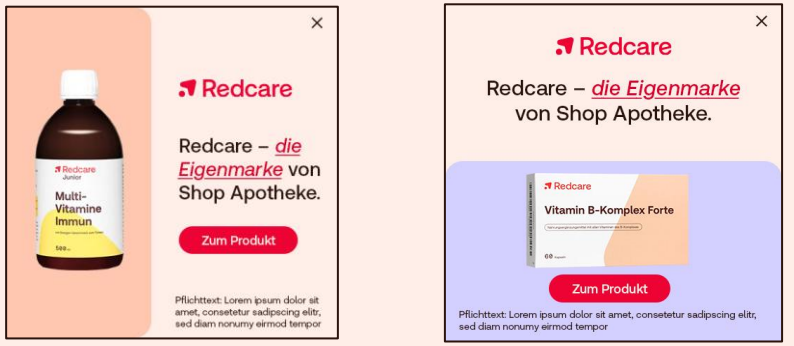
- A maximum of three PZNs are displayed.
- Mandatory copy is integrated directly on the banner.

Example: App Banner



App Hero Banner

Key Visual or product (optional with price-saving badge)

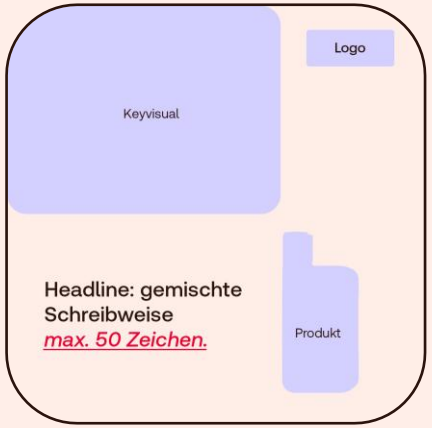


App Spotlight Ad

Design depends on the product provided.

Additional App Formats

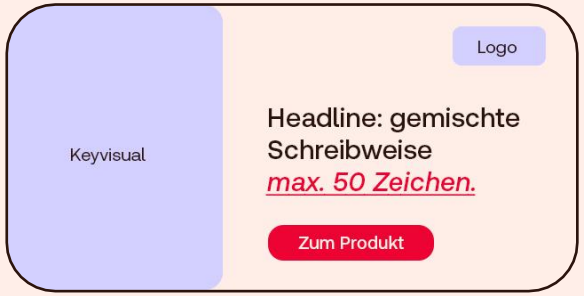




Inbox Message

Design depends on the key visual provided.

- The mandatory copy for the Inbox Message is integrated directly in HTML.
- The key visual can be designed freely.
- A maximum of three PZNs are displayed in the product area.





Push Notification

- Mandatory copy is integrated directly on the banner.
- The key visual can be designed freely.
- A maximum of three PZNs are displayed in the product area.

ONSITE BANNER VARIANTS

Example: Additional App Formats





Inbox Message

Design depends on the key visual provided.





Push Notification

Offsite

General Design Guidelines

General Design Guidelines Offsite (1)

Copy

- Social media: headline max. 75 characters
- DV360: headline max. 40 characters
- Shopping: headline max. 75 characters (300x300 px: max. 40 characters)
- Video claims: max. 70 characters
- Disclaimer / asterisk copy: max. 110 characters

Image Material

- Key visuals: JPG or PNG, RGB, min. 1,400 × 1,000 px
- Packshots: PNG, cut out, without shadows or additional graphic elements
- Logos: PNG, transparent background recommended

General Design Guidelines Offsite (2)

Display

If disclaimers are used, no manufacturer logo can be displayed.

A maximum of one badge is possible per ad asset.

Seals must already be integrated into the key visual. Subsequent integration is not possible.

Product Display – Carousel Ads

By default, one product is displayed. Exception: Shopping Ads can show up to three products.

For ad assets with mandatory copy, only one product can be displayed per slide, as the mandatory copy is shown on the Product Detail Page (PDP).

Asterisk copy (e.g. for voucher codes or discount campaigns) is also shown on the PDP. For the infeed format, it can additionally be displayed in the description if required.

Campaign Design

Brand, promo and product ads are not combined within one campaign. A consistent design is used for each campaign.

Alt texts or image descriptions must be provided for all supplied assets.

Technische Anforderungen an Bildmaterial

Material	Requirements
Key Visuals	JPG or PNG, RGB, minimum 1,400 × 1,000 px
Packshots	PNG, RGB, cut out, without shadows or additional graphic elements
Logos	PNG, transparent background recommended

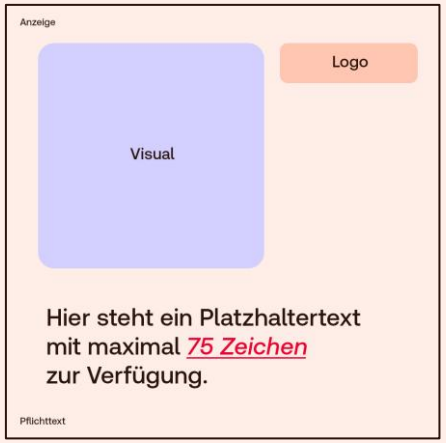


Offsite Social Media

Designs are for illustrative purposes only and are adapted to best practice depending on the campaign and banner size.

Content: Key Visual + Headline

1:1 – 1080x1080px



Portrait Key Visual + Logo



Landscape Key Visual + Disclaimer

9:16 – 1080x1920px



Visual + Logo

Dashed line: safe zone

OFFSITE – SOCIAL MEDIA

Example: Key Visual + Headline

1:1 – 1080x1080px

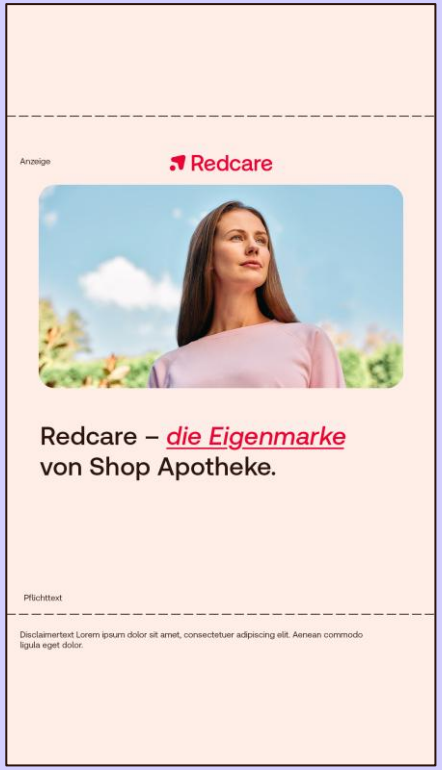


Portrait Key Visual + Logo



Landscape Key Visual + Disclaimer

9:16 – 1080x1920px



Visual + Logo

+ Safe Zone

Content: Product + Headline

1:1 – 1080x1080px



Portrait Product + Disclaimer



Landscape Product + Logo

9:16 – 1080x1920px



Portrait Product + Logo

Dashed line: safe zone

OFFSITE – SOCIAL MEDIA

Example: Product + Headline

1:1 – 1080x1080px



Portrait Product + Disclaimer



Landscape Product + Logo

9:16 – 1080x1920px



Product + Logo + Safe Zone

OFFSITE – SOCIAL MEDIA

Promo

Content: Product + Headline + Badge

1:1 – 1080x1080px



Landscape Product + Discount Communication



Portrait Product + Free Gift

9:16 – 1080x1920px



Portrait Product + Free Gift

Dashed line: safe zone



Landscape Product + Discount Communication

Dashed line: safe zone

Disclaimer is included in the post copy.

OFFSITE – SOCIAL MEDIA

Promo

Example: Product + Headline + Badge

1:1 – 1080x1080px



Landscape Product +
Discount Communication



Portrait Product +
Free Gift

Disclaimer is included in the post copy.

9:16 – 1080x1920px



Portrait Product + Free Gift

+ Safe Zone



Landscape Product + Discount
Communication

+ Safe Zone

OFFSITE – SOCIAL MEDIA

Promo

Content: Product, Price (with Promo)

1:1 – 1080x1080px



Landscape Product + Discount



Portrait Product + Discount



Product + Free Gift

Disclaimer is included in the post copy.

9:16 – 1080x1920px



Portrait Product + Free Gift

+ Safe Zone



Landscape Product + Discount Communication

+ Safe Zone

OFFSITE – SOCIAL MEDIA

Promo

Example: Product, Price (with Promo)

1:1 – 1080x1080px







Product + Free Gift

Disclaimer is included in the post copy.

9:16 – 1080x1920px



Portrait Product + Free Gift



Landscape Product + Discount Communication

OFFSITE – SOCIAL MEDIA

Content: Product + Rating

1:1 – 1080x1080px



Landscape Product + Rating



Portrait Product + Rating

9:16 – 1080x1920px



Portrait Product + Rating

Dashed line: safe zone

OFFSITE – SOCIAL MEDIA

Example: Product + Rating

1:1 – 1080x1080px



Landscape Product + Rating



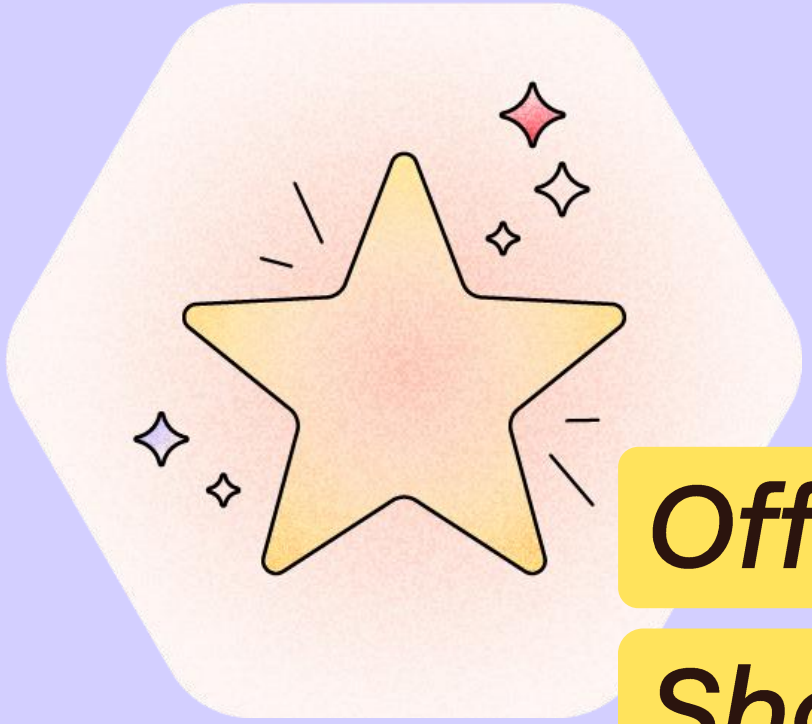
Portrait Product + Rating

9:16 – 1080x1920px



Portrait Product + Rating

+ Safe Zone



Offsite Shopping

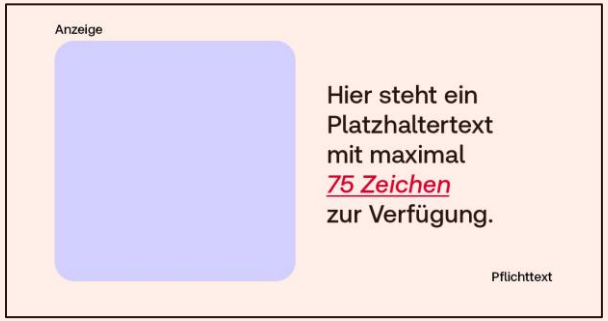
Designs are for illustrative purposes only and are adapted to best practice depending on the campaign and banner size.

Content: Key Visual + Headline











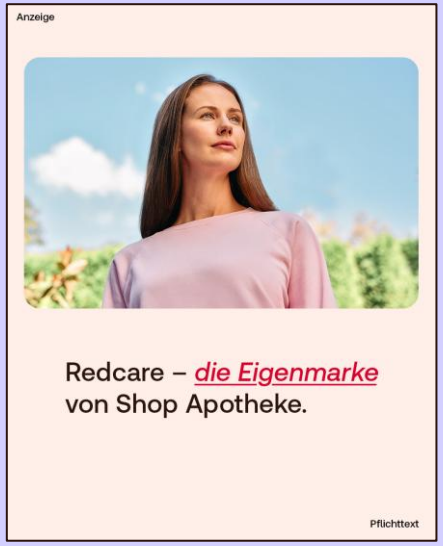
OFFSITE – SHOPPING

Brand

Example: Key Visual + Headline











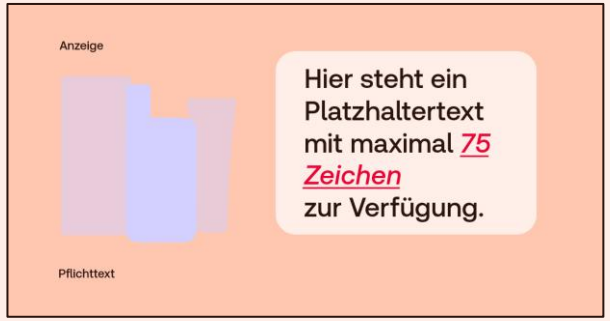
OFFSITE – SHOPPING

Content: Product + Headline











OFFSITE – SHOPPING

Product

Example: Product + Headline





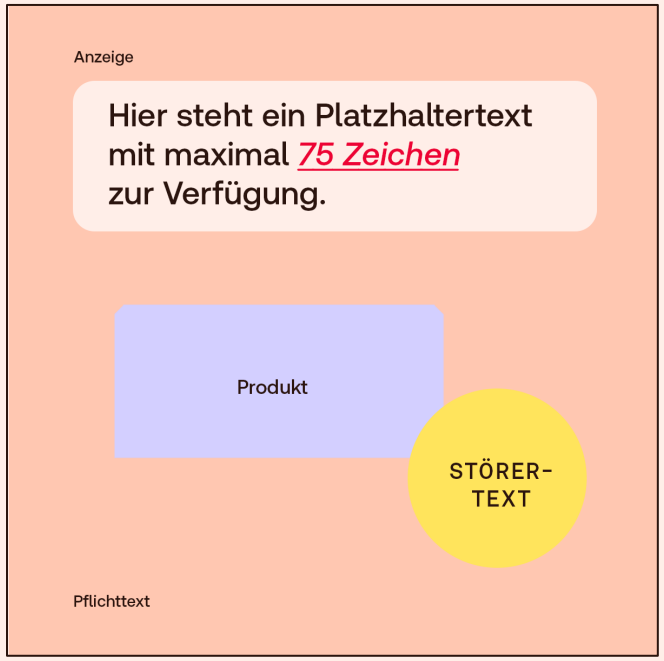






OFFSITE – SHOPPING

Content: Product + Headline + Badge









Due to the small format, the badge is not visible. Therefore, it cannot be displayed in 300x300 px.

OFFSITE – SHOPPING

Product

Example: Product + Headline + Badge



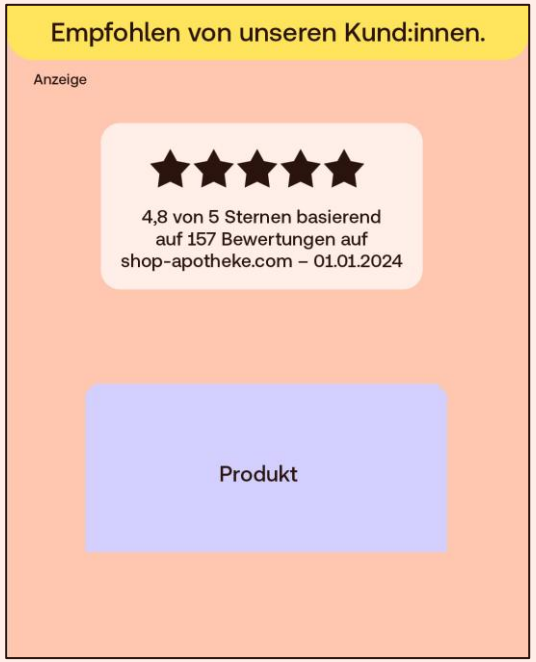






Content: Product + Rating





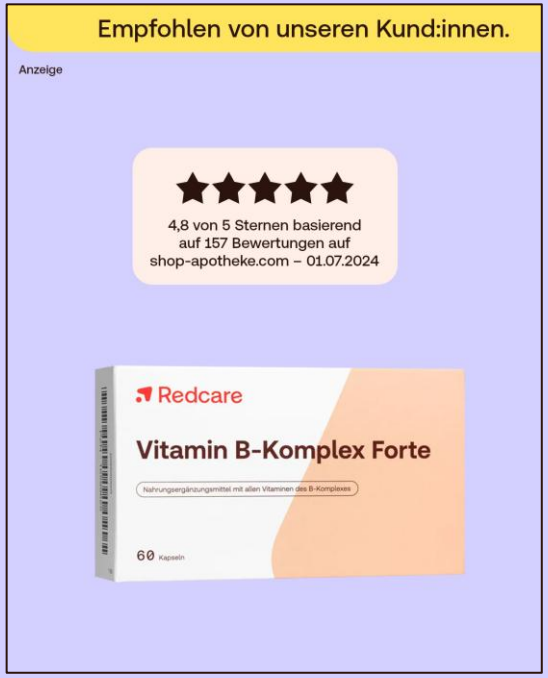




OFFSITE – SHOPPING

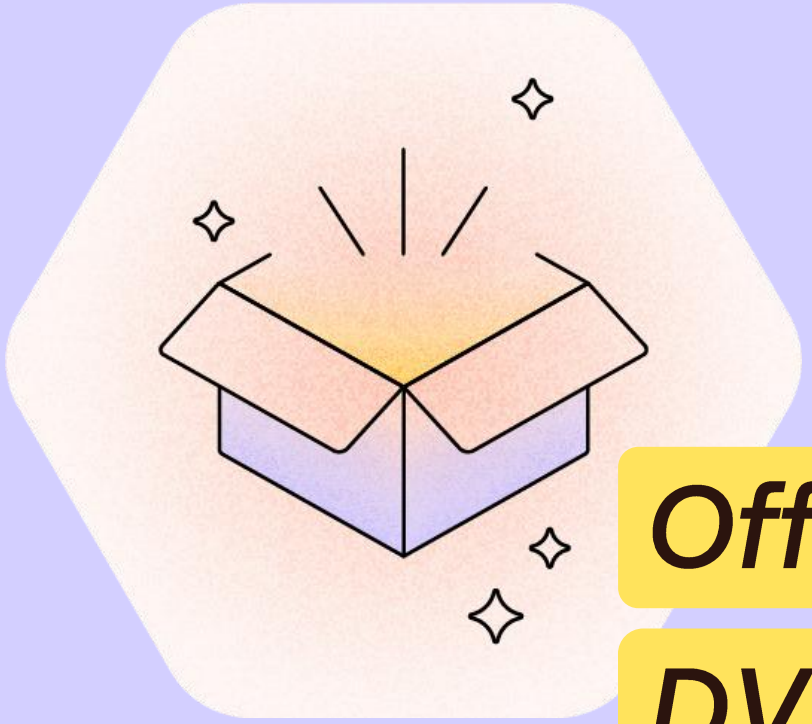
Example: Product + Rating









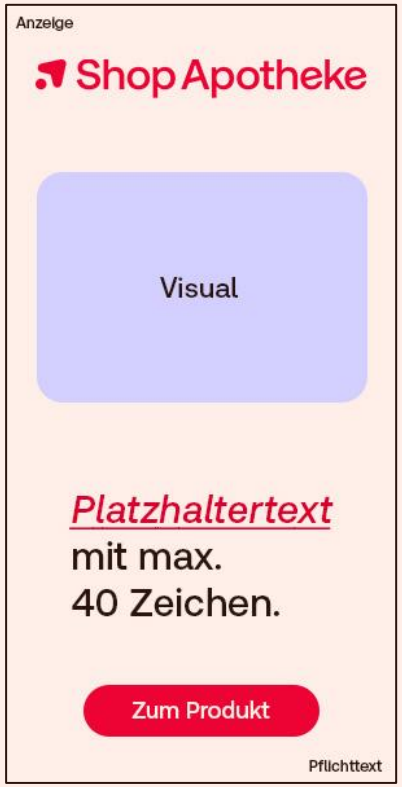


Offsite

DV 360

Designs are for illustrative purposes only and are adapted to best practice depending on the campaign and banner size.

Content: Key Visual + Headline



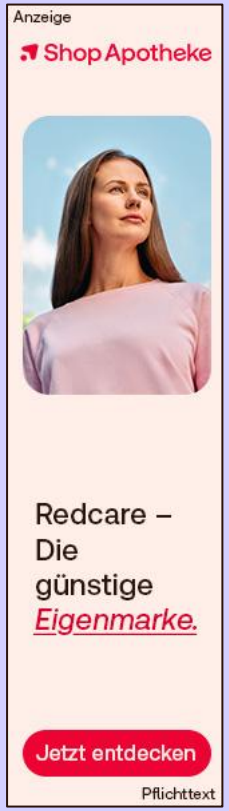






Example: Key Visual + Headline



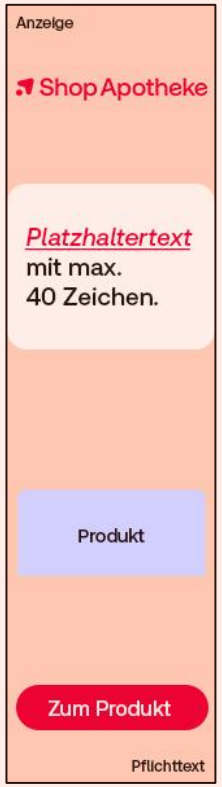






Content: Product + Headline









OFFSITE – DV 360

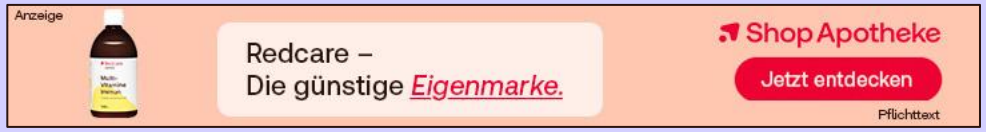
Product

Example: Product + Headline









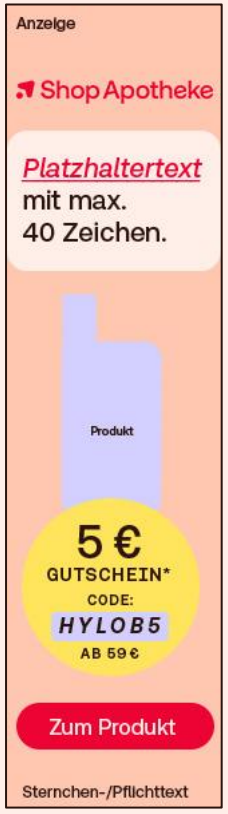
Promo

Content: Product + (Headline) + Badge















The disclaimer for the incentive can be opened by clicking.

OFFSITE – DV 360

Promo

Example: Product + (Headline) + Badge









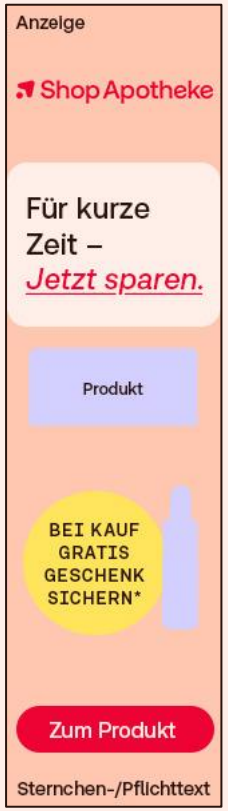




The disclaimer for the incentive can be opened by clicking.

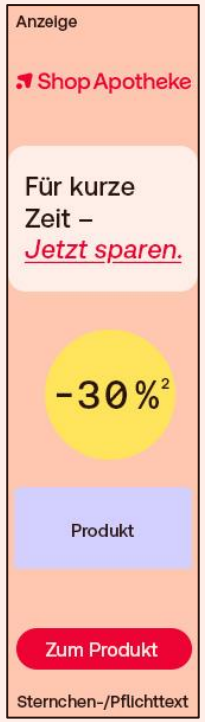
Content: Product + Badge













The disclaimer for the incentive can be opened by clicking.

OFFSITE – DV 360

Promo

Example: Product + Badge













The disclaimer for the incentive can be opened by clicking.

Content: Product + Rating

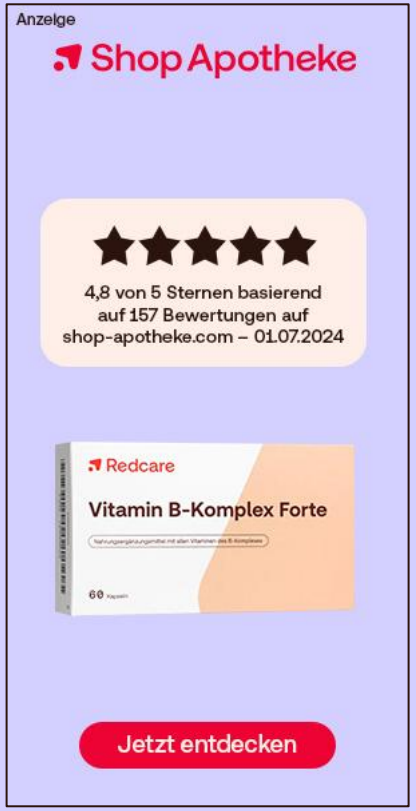








Application: Product + Rating











Offsite Videos

Designs are for illustrative purposes only and are adapted to best practice depending on the campaign and banner size.

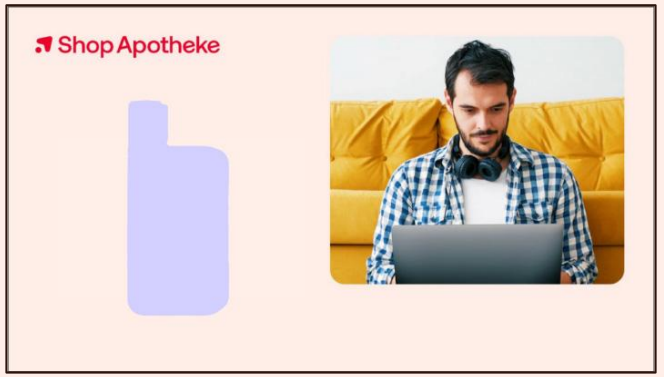
OFFSITE – VIDEOS

Video Production by Redcare: Structure

Note: Mandatory copy and asterisk copy are shown on the PDP. In this case, only one product can be displayed.



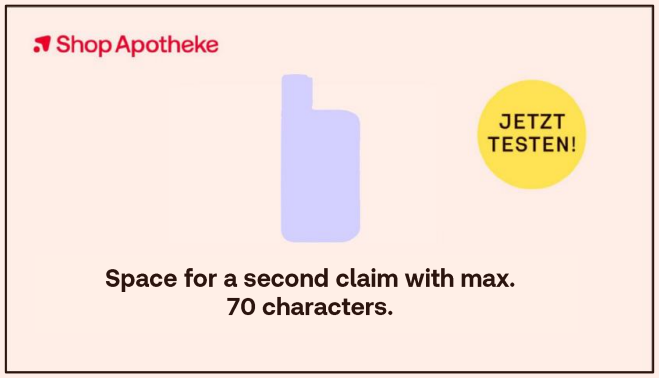
Frame 1: Opening



Frame 2: Product



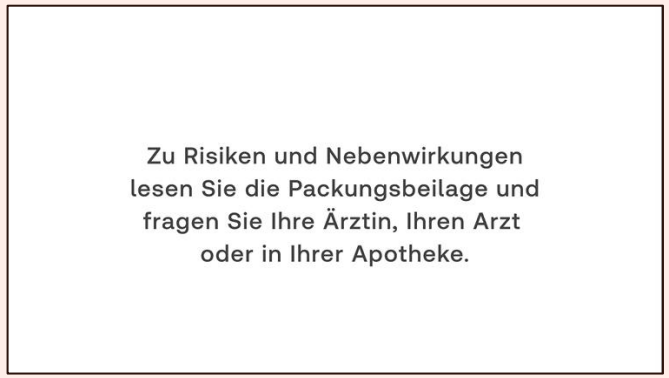
Frame 3: USP 1



Frame 4: USP 2



Frame 5: Closing



Frame 6: Legal

Video Production by Redcare: Required Materials & Technical Specifications

Required Content

- Maximum of three hero products
- Two consecutive text lines, each with a maximum of 70 characters
- Promotional badge text, if applicable
- Mandatory legal text and footnotes, if required
- Videos are produced without an audio track

Delivery of Existing Video Assets by Partner

Partners may also provide existing video assets. Provided they meet the following technical requirements:

- **16:9:** Minimum resolution of 1,920 × 1,080 px
- **1:1:** Minimum resolution of 1,080 × 1,080 px
- **4:5:** Minimum resolution of 1,080 × 1,350 px
- **Duration:** Maximum 20 seconds
- **File size:** Maximum 300 MB
- **File format:** MP4 or MOV

The SHOP APOTHEKE logo will be integrated into the videos by Redcare.

Redcare

Contact & Support

If you have any questions, please contact your responsible Campaign Manager.

Thank you for your collaboration and for providing the materials on time.