

John Lewis Product Page Requirements

Image, 360, Video, Naming Conventions
& Attribution



Contents



Summary

The John Lewis ambition is to create a visually stimulating website which is world class, giving our customers the best shopping experience possible.

We have made many improvements to the quality of our imagery across the website. Our photography across all areas must be of the highest quality, enhancing each product to its full potential, driving the customer through the purchase journey to conversion.

Launching appliances promptly helps maximise sales during your products' lifecycle. Therefore, it's imperative you familiarise yourself with our minimum standards for content, and provide it at the earliest opportunity to avoid rejection and late launches.

Quality content lies at the heart of promoting your product online, and over the following pages you'll find everything you need to know regarding our requirements for copy, images and video. Some of the content we request – such as the image of the energy label - is a legal requirement, and we cannot launch your product without it.

Please note, this is a URL based guide. This allows for multiple users to use the guide at the same time and for any updates to be fed through to all users within a 24 hour period.

We will update the guide quarterly and will inform you once complete.

How to send digital assets

As soon as an order of a new sku is confirmed please send your completed images via WeTransfer to ange.hayes@johnlewis.co.uk. All images must be named to our naming convention which utilises the, EAN or Stock number. (see page 7)

If you have any questions about the image process please contact Ange on the email address above.

The sooner we receive product images the sooner we can launch products and start generating sales. We will not chase images; the onus is on you as the brand or supplier to provide the images as soon as orders are confirmed.



Image Check List

Please see the below list of key image examples desired for this Buying Group.

Image Content Examples:



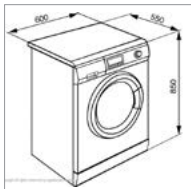
Main Image
*mandatory for product launch



Alternative view/ angles



Detail images

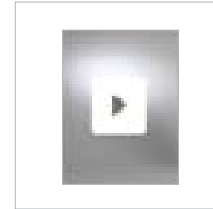


CAD Imagery



Energy label
*mandatory for product launch

Video



Not compulsory but recommended and accepted if available

360



Not compulsory but accepted if available

PDF User Manual



Not compulsory but recommended and accepted if available

Lifestyle



Image Guidelines

Image dimensions:

- 1100px minimum at the smallest dimension (essential)
- 3000px maximum at the largest dimension
- All imagery should be square in format

Technical & saving requirements

- RGB colour
- 8-bit file
- LZW compressed
- IBM PC byte order
- TIF or TIFF
- All image should be flattened

Clipping:

All images should have a work path. Once the path has been created we require the background to be removed for all alternative imagery:

- Invert the selection (Ctrl+Shift+i)
- Fill true white (Ctrl+Backspace)

Save the path as Path 1 (this is the default when the path is saved)

A channel mask will also suffice for more complex images. Please note we require either a clipping path or a channel not both.

Cropping:

All images should be cropped as close to the product as possible without compromising the image. A gap or around 100-200 pixels between the product and the edge of the image is advisable.



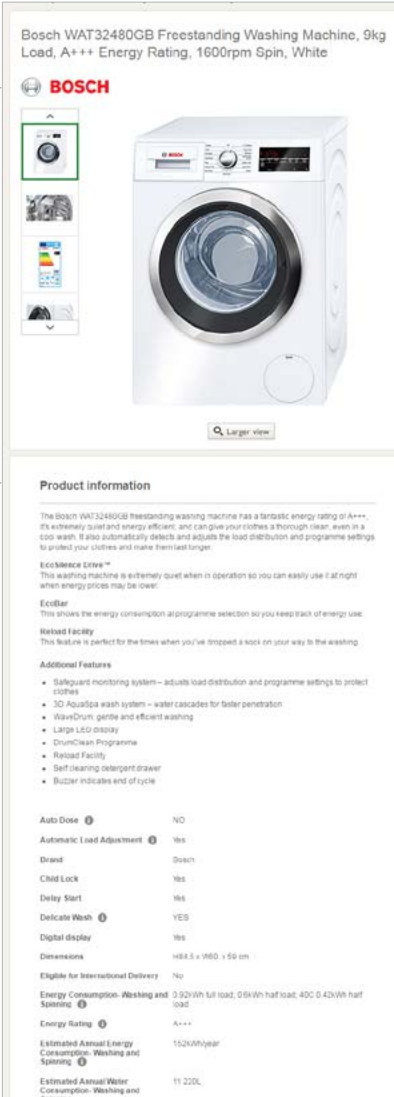
Additional Product Page Requirements

Brand Logo:

We require a brand logo to sit on the product page above the product images. Format is Hi-Res EPS.

Product Information/Care Information:

Positioned beneath the product imagery. Format is text and not in a PDF form.



Bosch WAT32480GB Freestanding Washing Machine, 9kg Load, A+++ Energy Rating, 1600rpm Spin, White

BOSCH

Product information

The Bosch WAT32480GB freestanding washing machine has a fantastic energy rating of A+++ - it's extremely quiet and energy efficient, and can give your clothes a thorough clean, even in a cool wash. It also automatically detects and adjusts the load distribution and programme settings to protect your clothes and make them last longer.

EcoSilence Drive™
This washing machine is extremely quiet when in operation so you can easily use it at night when energy prices may be lower.

EcoBar
This shows the energy consumption at programme selection so you keep track of energy use.

Reload Facility
This feature is perfect for the times when you've dropped a sock on your way to the washing.

Additional Features

- Safeguard monitoring system - adjusts load distribution and programme settings to protect clothes
- 3D AquaSpin wash system - water cascades for faster penetration
- WaveDrum: gentle and efficient washing
- Large LED display
- DrumClean Programme
- Reload Facility
- Self-cleaning detergent drawer
- Buzzer indicates end of cycle

Auto Dose	No
Automatic Load Adjustment	Yes
Brand	Bosch
Child Lock	Yes
Delay Start	Yes
Delicate Wash	YES
Digital display	Yes
Dimensions	H88.5 x W60 x 59 cm
Eligible for International Delivery	No
Energy Consumption - Washing and Spinning	3.52kWh full load, 0.8kWh half load, 40C @ 42kWh half load
Energy Rating	A+++
Estimated Annual Energy Consumption - Washing and Spinning	152kWh/year
Estimated Annual Water Consumption - Washing and Spinning	11 220L



Naming Convention

When an image is named correctly by the supplier, the Online Image naming function will automatically rename a suppliers images to the correct web sku/line ID.

Images:

We can display 1 main image and up to 9 alternatives (angles/details/lifestyles.)

How To Name Images:

Please use either **JL STOCK NUMBER:**

MAIN



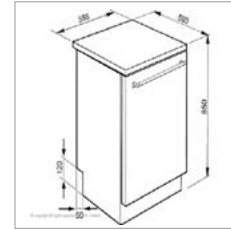
81700505



81700505_1



81700505_2



81700505_9

OR

81700505

81700505 (1)

81700505 (2)

81700505 (9)

Or **CONSUMER CODE:**

MAIN



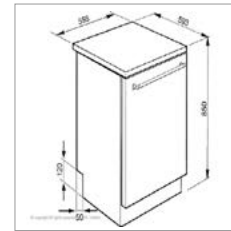
7332543321636



7332543321636_1



7332543321636_2



7332543321636_9

OR

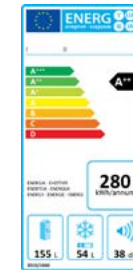
7332543321636

7332543321636 (1)

7332543321636 (2)

7332543321636 (9)

Energy labels should be named as below



81700505_10.jpg

OR

81700505 (10).jpg



Brand and Promotional Logos

In addition to all digital assets (images, pdf's and videos,) brands must also supply brand logos or any promotional logos relevant to the related product launch.

These logos will sit on the product page to enforce brand awareness and enrich the customer experience.

Brands **will not** be launched without a brand logo so it is imperative that this is supplied in a timely manner. These logos must be submitted in the same process as product imagery and adhere to the following guidelines:

Image dimensions:

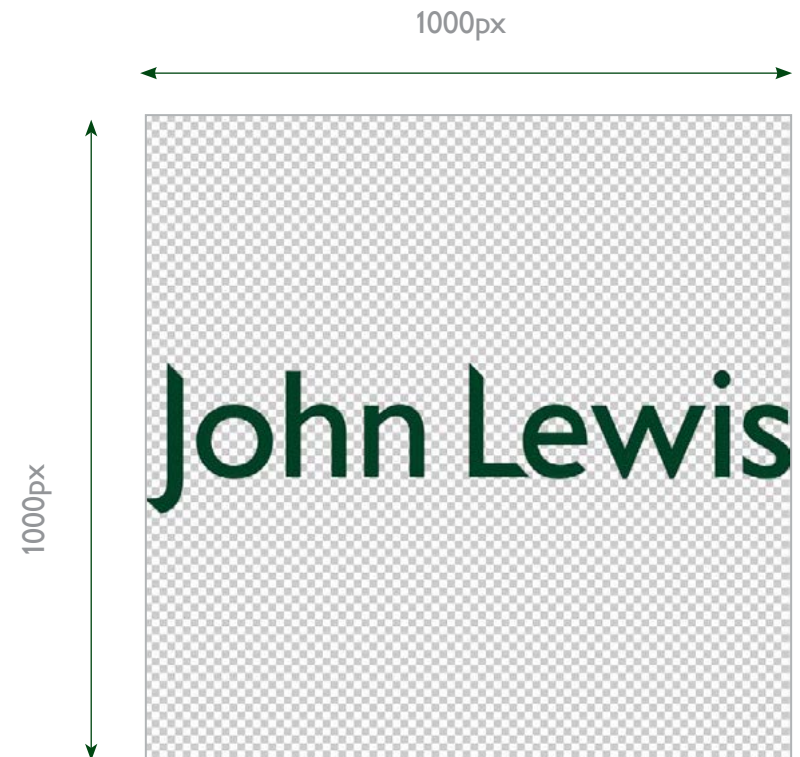
- 1000px x 1000px dimension
- All imagery should be square in format

Technical & saving requirements

- RGB colour
- No fill background
- PNG file
- All image should be flattened

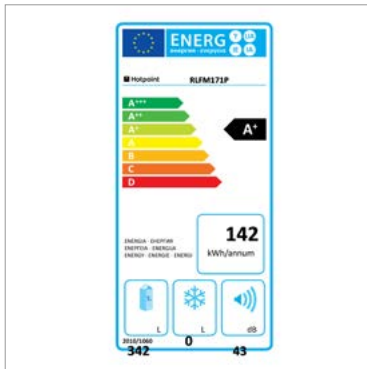
Naming:

- All names need to be lower case and follow the naming convention of **brandname_brl** e.g johnlewis_brl



Examples of Large Electrical Photography

Energy Labels & CAD Drawings

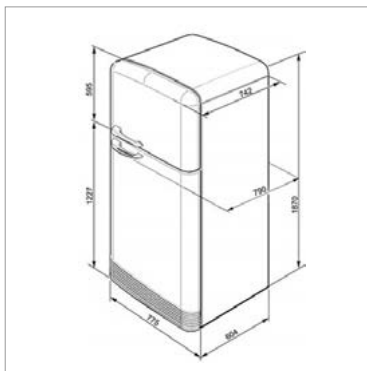


Energy label (this must always be named `_10` or `(10)`)

From 1 January 2015, where an EU directive legally requires an Energy Label to be shown, we will be unable to launch your product online unless it is accompanied by the label.

Failure to provide the label image will delay your product from appearing on our website and lead to lost sales.

More information on how to name and submit the energy label image can be found on this and previous pages.



CAD (this must always be named `_9` or `(9)`)

CAD drawings are extremely useful to the customer when trying to determine size and fit of a product. These will always be uploaded to our website as an 'alt9' image so please provide them named as either `'_9'` or `'(9)'`.



Examples of Large Electrical Photography

Fridges



Front on door(s) shut



Front on door(s) open



Lifestyle



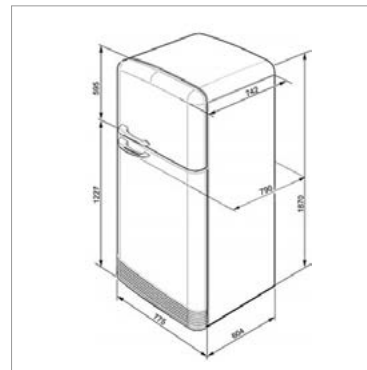
Controls



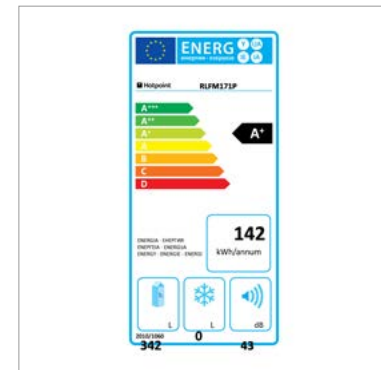
Dispenser (if applicable)



Interior fixtures



CAD (this must always be named _9 or (9))



Energy label (this must always be named _10 or (10))



Examples of Large Electrical Photography

Washing Machines



Front on door shut



Front on door open



Angle



Control panel



Controls



Drum (if USP)



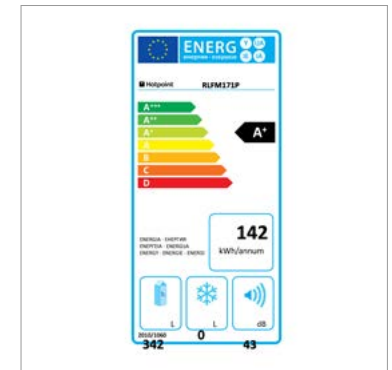
Lifestyle



Water drawer (tumble dryer)



CAD (this must always be named _9 or (9))



Energy label (this must always be named _10 or (10))



Examples of Large Electirical Photography

Dishwashers



Front on door(s) shut



Front on door(s) open



Front on door open (loaded)



Angle open



Lower basket overhead (loaded)



Upper basket overhead (loaded)



Detergent dispenser



Tub (lower) spray arm



Examples of Large Electrical Photography

Dishwashers continued



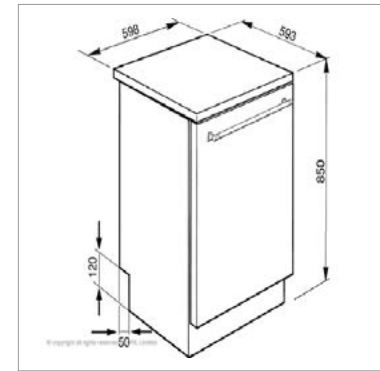
Tub (upper) spray arm



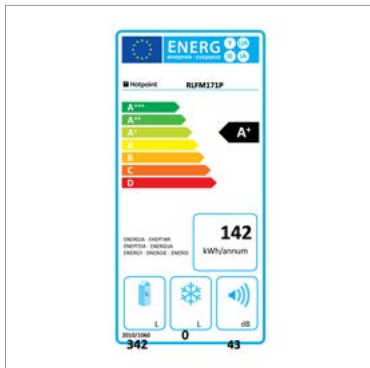
Cutlery drawer (if applicable)



Upper basket (angled)



CAD (this must always be named _9 or (9))



Energy label (this must always be named _10 or (10))



Examples of Large Electrical Photography

Cookers



Front on door(s) shut



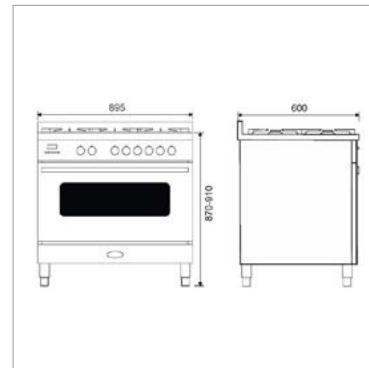
Overhead view of hob surface



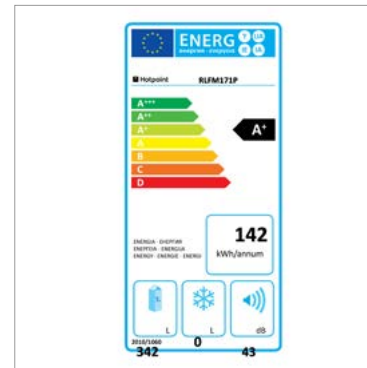
Front on door open



Controls



CAD (this must always be named _9 or (9))



Energy label (this must always be named _10 or (10))



Examples of Large Electrical Photography

Ovens



Front on door shut



Front on door open



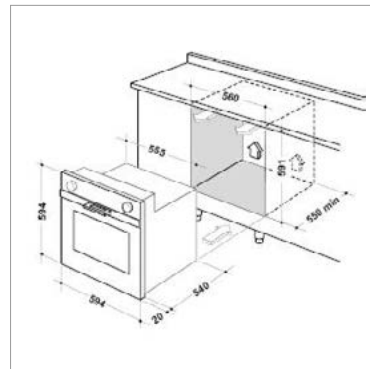
Control panel



Lifestyle



Accessories (if applicable)



CAD (this must always be named _9 or (9))

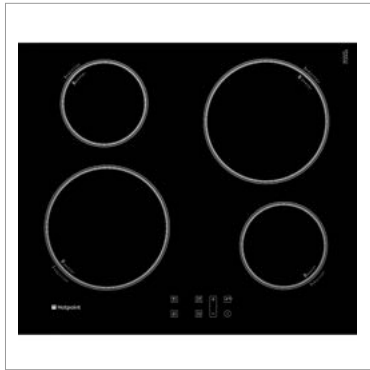


Energy label (this must always be named _10 or (10))



Examples of Large Electrical Photography

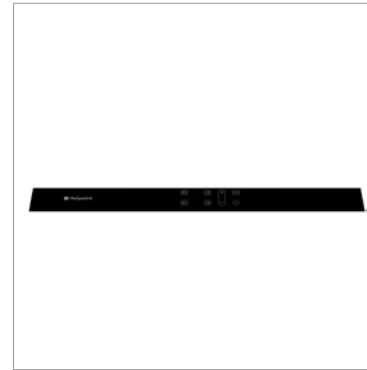
Hob



Overhead



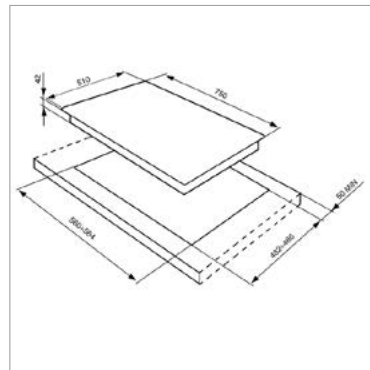
Front angled



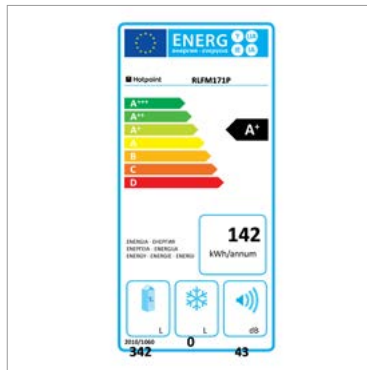
Control panel



Lifestyle



CAD (this must always be named _9 or (9))



Energy label (this must always be named _10 or (10))



Examples of Large Electrical Photography

Cooker Hood



Front on



Angled



Control panel



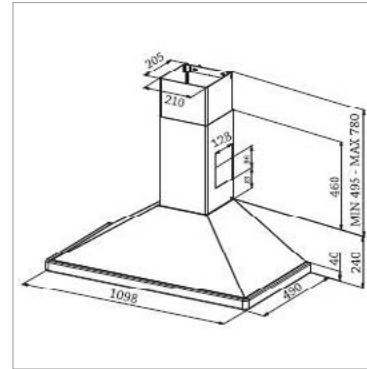
Lifestyle



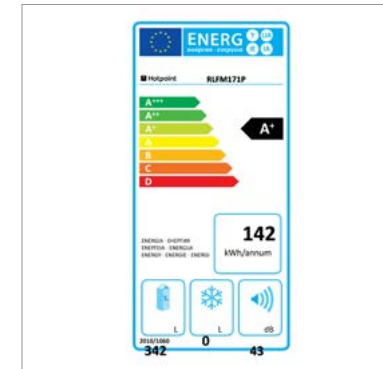
Filters



Remote (if applicable)



CAD (this must always be named _9 or (9))



Energy label (this must always be named _10 or (10))



Video Requirements

Video format required: **MP4**

A **maximum of 4** videos are allowed per product.

Videos must be of a high resolution suitable for online streaming. Videos may vary in size depending on length of play and resolution.

The product videos for John Lewis are required to enrich the customers online experience. A product video should highlight a products characteristics, USP and/or create inspiration which helps the customers on Johnlewis.com make an inspired and informed purchase.

Video's will not be accepted if the visuals are poor or the quality of the video is too low.

Videos must not contain any visual hyperlinks to external websites.

If your videos are hosted on external websites such as iSite, please provide the URL's in an email to Chris Stokes (chris.stokes@johnlewis.co.uk).



360 Spin Image Requirements

Image dimensions:

- 500px square at the smallest dimension (essential)
- 1000px square at the largest dimension
- All imagery should be square in format

Technical & saving requirements

- JPG or JPEG (TIF or TIFF will also be accepted but JPEG preferable for speed of streaming.)
- RGB colour
- 8-bit file
- LZW compressed
- IBM PC byte order

Clipping:

All image should be cropped as close to the product as possible without compromising the image. Obviously for 360 imagery the closest crop needs to be on the widest image, with the rest of the images being cropped to match the size of the widest image.

Naming:

All images must be named with a JL stock number or EAN code followed by the suffix 'spn' and then by consecutive 3 digit numbers e.g. spn001, spn002, spn003.

Images:

Images should be shot in set of either:

- 24
- 36

Ideally, the more images provided, the smoother the spin will be. Preferably the images should start at 5 o'clock and be shot anticlockwise.



PDF User Manual Requirements

PDF User Manual format required: **PDF**

A **maximum of 1** PDF is allowed per product.

All PDF's must be named to the product EAN code or John Lewis stock number. This must be followed by the suffix **'mnl1.'**



85508901mnl1.pdf

OR



7332543468430mnl1.pdf



Product Attribution

Hi All,

Please find attached the new template that will be used for products to be set up on our system. As mentioned at the Large Electrical Online Conference, we have worked alongside the Online team to ensure we have all included all attributes required to create a succinct and informative customer journey.

The template is as follows, if there are multiple new products ie Washing Machines, please use the one form but list these downwards. To ensure we create the best experience for the customer, it is critical that any attribute with a purple box above it is filled out. Without this information we are unable to set these products up on our system and therefore it's essential this information is completed prior to sending this through to prevent delays. This will result in high quality content, which in turn will reduce the amount of returns and require less resource your side with customers and Partners requiring additional information.

The lead time for new product launches will be around four weeks, this will be from when the forms are sent through to the target launch date. As mentioned, to help these time frames, we would request that specifications are completed and images are sent through to Ange in the correct format. This will be really beneficial - I've attached the guidelines for images and if you have any other queries with this then please contact Ange directly.

These changes should really help to drive the vision for Large Electrical Online creating content that has become essential to our customers.

If you have any queries or concerns with this, then please do not hesitate to ask.

Many thanks,

Rose
Rose Thwaites
Buying Assistant - Large Electrical
John Lewis, 171 Victoria Street, London, SW1E 5NN
Direct line : 0207 798 3988 Ext : 777- 1988
Email : rose.thwaites@johnlewis.co.uk
<http://www.johnlewis.com/>

[Here is the link to understand the attributes we require for each product from our Large Electricals assortment;](https://docs.google.com/spreadsheets/d/1gplhau93ATrf35PvRByAX-2NP15ER0c792_JKO841no/edit#gid=1021041381)

https://docs.google.com/spreadsheets/d/1gplhau93ATrf35PvRByAX-2NP15ER0c792_JKO841no/edit#gid=1021041381

