

## EXTRA SAVINGS PROGRAM

# PRODUCT SHOT SELECTION

### SINGLE IMAGE - PUBLIX GUIDELINE

- Publix prefers only **ONE** single product image be used on each offer.
- The selected item should be the **best-selling item** in the ad group that meets distribution standards.
- Line extensions or multiple flavors/scents are **NOT** allowed.

#### Acceptable



#### Not Acceptable



#### Acceptable



#### Not Acceptable



### MULTIPLE IMAGES

- Multiple images may **ONLY** be shown (3 maximum) if they are different brands or different package types on sale within the same allocation.
- Examples of package type variations are: bags, bottles, pumps, sprays, cans, boxes, tubes, etc.

#### Examples of acceptable multiple image compositions:



different package types



different package types



three different brands



three different brands