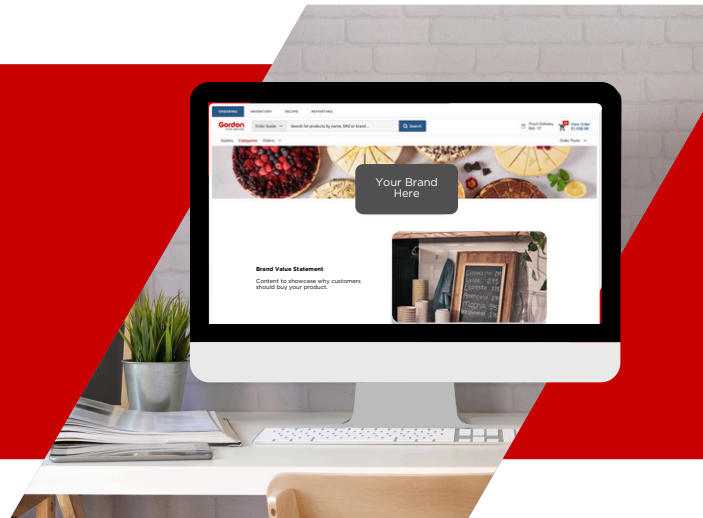


# GORDON ORDERING CONTENT PAGES

Share your story, differentiate your brand from competitors, and grow your sales.



## WHAT ARE GORDON ORDERING CONTENT PAGES?

Content pages are a new marketing tool that allow vendors to showcase products and brands through engaging content. These customizable pages will serve as informative hubs for customers, highlighting your brand or products' key features, benefits, and unique selling points.

### KEY MESSAGING OPPORTUNITIES

What are you trying to communicate to customers?



New Item Launch



Brand Awareness



Labor Savings



Trends & Innovations



Sustainable Practices

## WHAT TYPE OF CONTENT CAN THESE PAGES SUPPORT?

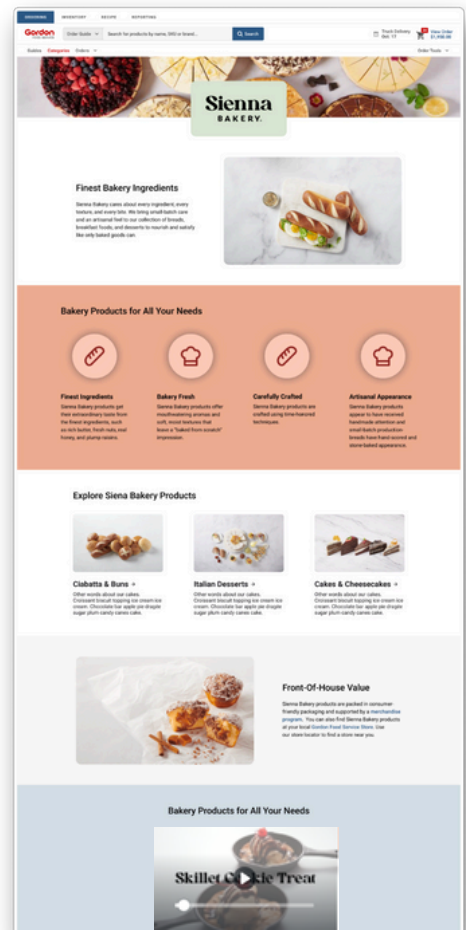
Each page can feature:

- Logos and branding
- Key product messaging and unique value propositions
- Product benefits and features
- Beauty and application imagery
- Videos showcasing product benefits, cooking techniques, packaging perks, sourcing stories, etc.

CTAs and clickable features lead customers to shoppable product SKUs where they can browse, save, or purchase items.

## HOW DO CUSTOMERS FIND MY PAGE?

Customers can view your content page by clicking on a Gordon Ordering homepage or Sponsored Search banner ad or linked from outside sources such as email, social ads, and the Gordon Now App.



Page layout will vary depending on available content, graphics, and messaging goal. Customization is subject to guidelines and approval.

## WHAT DO I NEED TO PROVIDE?

Below, we outline the information required for our content team to design a page layout that effectively communicates your core message and showcases key product selling points for customers. *It is essential to receive all requested information, materials, images, and logos to bring your story to life.*

- ✔ **Brand Logos and Guidelines**
  - High-resolution logo (JPEG or PNG)
  - Brand standard guidelines (HEX colors, voice, attributes, etc.)
- ✔ **Brand Story and/or Positioning Statement**
  - Links to company website, social channels, etc. for additional context
- ✔ **Images**
  - High-resolution 300dpi
  - Minimum 900x900 pixels
  - Preferred: 2100x2100 pixels
  - Size: 400KB or less
  - JPEG or PNG format
- ✔ **Videos (optional)**
  - High resolution
  - Minimum 720 pixels
  - YouTube link preferred or MP4 file
  - Video length: 2 minutes or less

*If you do not have access to imagery, please contact your digital marketing specialist.*

- ✔ **List of Focus Products (up to 90 SKUs)**
  - Organize products into categories based on shared value propositions or similarity
    - i.e. raw bacon, fully cooked bacon, bacon bits
  - Clearly outline the benefits and features of each of these product categories
  - Provide any sell sheets, product brochures, recipes, and/or links with more information on these products or brands

## SUBMISSION DETAILS

- Content page information should be emailed directly to your digital marketing specialist.
- Google Drive, DAM links, or other file sharing platforms should be used to share high resolution images and videos.
- Use clear and descriptive file names to indicate the file type and product featured.
- All information must be submitted to the digital team at least two weeks prior to “Go Live” date.

*Gordon Food Service reserves the right to review and reject final assets not created by our digital marketing team. All final campaign approvals must come from Gordon Food Service. Enhanced eCommerce product content is mandatory before launching a campaign and serves as the final stop along the customer's path to purchase.*