



Absolutely Fabulous
Shopper Style Guide

V1.0 - APRIL 2016

Introduction

Diet Coke Absolutely Fabulous Shopper Style Guide

The following style guide provides direction on creating shopper visuals for the Diet Coke Absolutely Fabulous The Movie campaign.

The Visual Identity System (VIS) for this collaboration has been developed to integrate the unique Diet Coke sparkle that our consumers know and love, alongside Absolutely Fabulous' iconic characters.



Absolutely
fabulous
THE MOVIE
ONLY IN CINEMAS

Core Creative

Key Visuals

These two executions demonstrate the basics of bringing together Diet Coke and Absolutely Fabulous.

These key visuals are intended as a base for all Diet Coke Absolutely Fabulous shopper executions.

Landscape Key Visual



Portrait Key Visual



Elements
The Building Blocks

A glance at the elements required to build all Diet Coke Absolutely Fabulous shopper executions.

Please find further information on all these elements on pages 10-15.



Product and Character Photography



Bokeh Background



Logos



Product Shots



Typography



Colours

Elements
Product and Character
Photography

The Diet Coke OGB and character photography have been put together in two compositions; one is suitable for landscape executions and the other for portrait executions.

- Rules:
- DO NOT scale the elements of the composition separately
 - DO NOT obscure the Diet Coke logo with the characters
 - DO NOT change any colours of the composition
 - DO NOT crop the characters or branding

IMPORTANT
As the key visual is a combination of Diet Coke and Absolutely Fabulous it is very important that the product and character photography is consistent across all visuals.

Please DO NOT alter it in any way or introduce unapproved photography.



Landscape Composition



Portrait Composition



Scaled up



Colours changed



Cropped

Elements

Bokeh Background

The bokeh background is the key element to introduce our iconic Diet Coke sparkle into all executions.

The background is built as a square so that it is flexible for both portrait and landscape executions.

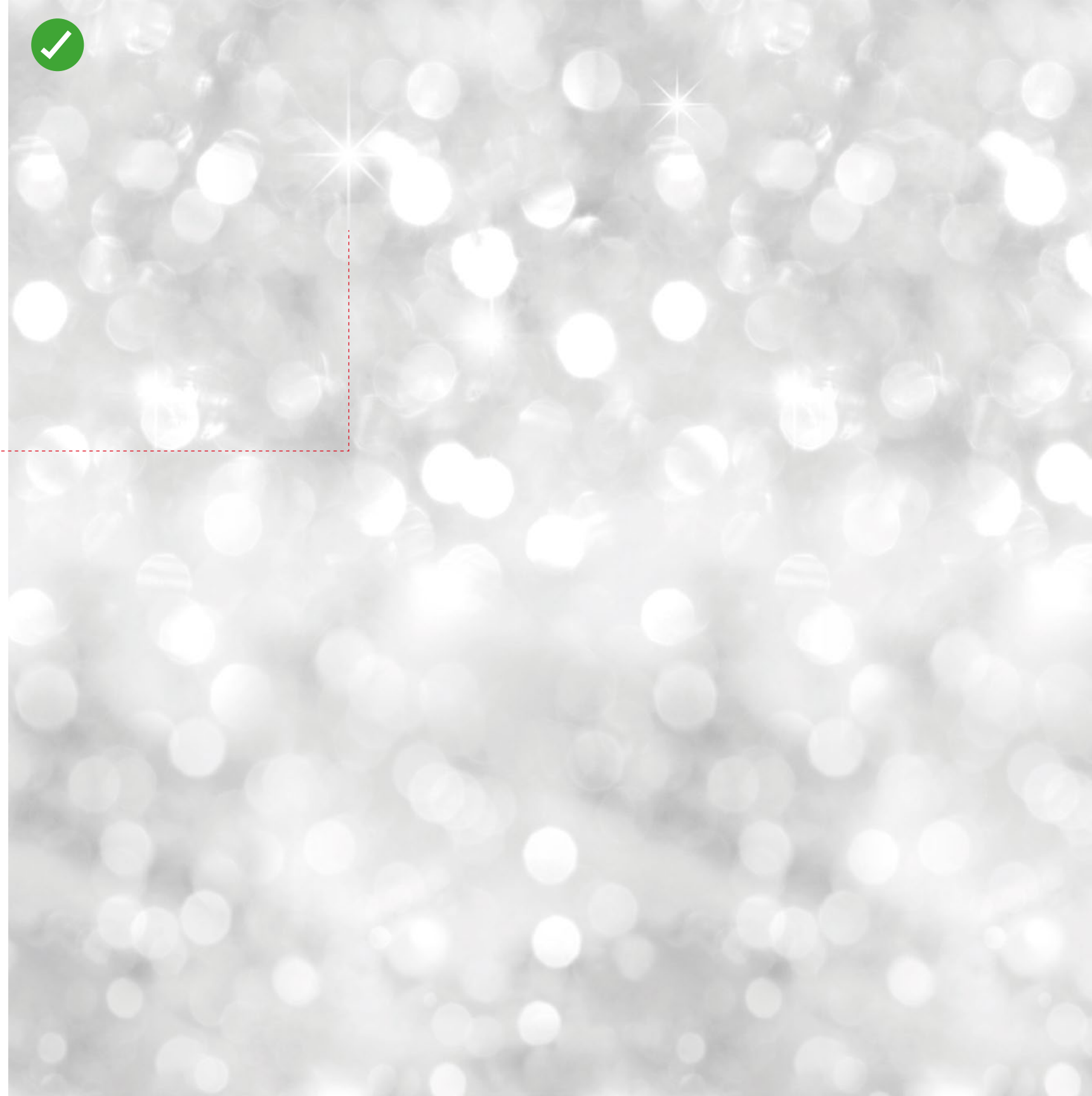
The stars are moveable and can be placed in an area of 'free space'.

Rules:

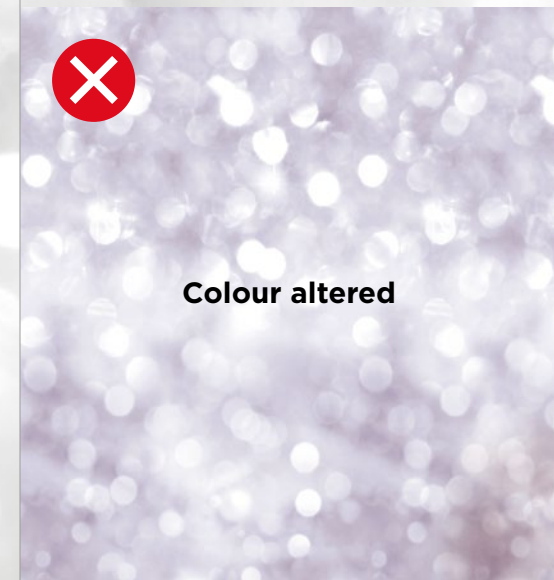
- DO NOT scale up the bokeh background so much that the texture is undefined
- DO NOT change the colour of the bokeh background. It must always remain silver
- DO NOT make the bokeh background lighter or darker

IMPORTANT

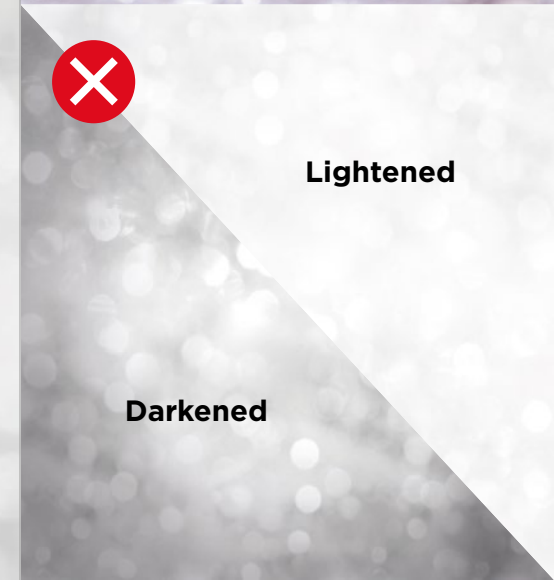
As this is the key Diet Coke element in this VIS it is very important that the bokeh background is a consistent and ownable asset. Please DO NOT alter it in any way.



Scaled up



Colour altered



Lightened

Darkened

Elements

Logos

Diet Coke Logo

The Diet Coke logo must appear on all executions. Ensure that it is always shown with the ® symbol.

Absolutely Fabulous The Movie Logo

This logo is a supplied asset and must be used exactly as shown here.

The logo has a grey shadow behind it to ensure stand-out against our bokeh layer. The shadow should be scaled up and down along with the logo.



Elements
Typography

Gotham is the standard Coca-Cola typeface and should be used on all executions and brand communications. Gotham should always be used in black.

Didot is the typeface used for the headline and for highlights in other communications (e.g. WIN, example on page 20). Didot should always be used in red.

The font families Gotham and Didot must be purchased from typography.com and used in accordance with their license agreement.

Gotham

Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678

Didot

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678

Elements
Colours

The Diet Coke colour pallet consists of three colours; Coca-Cola Red, white and black.

COCA-COLA Red

PMS = (no equivalent)
C = 4, M = 100, Y = 95, K = 0
R = 244, G = 0, B = 0
Hex = F40009

White

PMS = (no equivalent)
C = 0, M = 0, Y = 0, K = 0
R = 255, G = 255, B = 255
Hex = FFFFFFFF

Black

PMS = Black C
C = 0, M = 0, Y = 0, K = 100
R = 0, G = 0, B = 0
Hex = 000000

Look of Success
Cold
FSDU



The legal lines will need to be incorporated on all executions.

Look of Success
Home
Pallet Wrap



The legal lines will need to be incorporated on all executions.

Look of Success
Home
Mega Display



The legal lines will need to be incorporated on all executions.

Look of Success

[Home](#)

Trade Ad

Diet Coke

GRAB THE COLLECTION

Communication here...

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco.

Absolutely Fabulous
THE MOVIE
ONLY IN CINEMAS

66 | The Grocer | 11 June 2011 | www.thegrocer.co.uk

FOCUS ON: FROZEN FOOD

FOCUS The fact that seven of the top ten brands have reduced levels of promotional activity in the past year [Assosia] suggests the penny may have finally dropped. But promotions are a key way of getting consumers to try frozen products, and if brands are going to ditch them they need to find another way of getting consumers to buy their products – such as advertising.

It is no coincidence that the drop in promotions has been accompanied by a 31.2% rise in advertising spend by the top 10 brands [Equity 52w/e 31 March 2011, see p48]. As well as encouraging people to buy a particular brand, an effective advertising campaign can also convince shoppers that frozen is as fresh as chilled, if not fresher – which is why the majority of this money has been spent on television adverts educating the public about the benefits of freezing food.

McCaïn has spent 24.4% more on advertising over the past year, 90.8% of it on television adverts, according to Equity. Birds Eye, one of the three top 10 brands that actually increased its promotional activity, also massively increased its spend and its Willem Defoe-voiced Polar Bear campaign is widely credited with having best communicated the frozen freshness message. The sales figures bear this out, claims Margaret Jobling, marketing director for Birds Eye, who says that in October last year, it recorded a 3% uplift in value sales as a result of consumers who had seen the advert.

There is still a lot of work to do, however, believes Greg Vallance, co-founder of Embrace Brands. "The inherent health benefits associated with freezing food are rarely communicated across all categories and the frozen sections of supermarkets are often a bargain basement where all messaging is the same and nothing stands out," he argues.

IS SECTOR STILL BEING OVER-PROMOTED?

Asda remains top of the promo pile, running 274 more than last year. Morrisons, however, is catching up, and Sainsbury's also upped its activity – although Tesco and Waitrose reduced theirs.

The general growth was reflected in a major increase in the number of own-label promotions. Birds Eye nevertheless held on to the top spot, increasing promotional activity by 6.4%. Most of the other brands reduced activity, with Nestlé and Wall's doing so by the biggest margins.

McCaïn has also scaled its deals back. Mark Hodge, head of brand, says this reflects a growing concern that promotions

have been devaluing the category, especially in frozen potatoes where "promos are increasingly less effective to the point where they are taking value out of the category". Dorothy Mockenzie, chairman of brand consultancy Dragon Rouge, agrees: "Consumers may feel that brands that are continually 'on offer' are less inherently desirable than those that are not. So the attractiveness of the brand is reduced."

RETAILER ACTIVITY

Number of VPD promotions captured in each period

	April 2010 – March 2011	April 2011 – March 2012
Asda	2200	2274
Morrisons	2009	2152
Sainsbury's	1839	1907
Tesco	1701	1770
Waitrose	609	601

Assosia
Quality Assured

Source: Assosia. Notes: The figures represent third-party and secondary promotional space across the UK's leading super-market chains, including but not limited to, Asda, Morrisons, Sainsbury's, Tesco, Waitrose, and M&S. Figures are based on a sample of 100,000 VPDs. For further information contact the Assosia team at 01753 444444 or via www.assosia.co.uk

BRAND ACTIVITY

Number of VPD promotions captured in each period

	April 2010 – March 2011	April 2011 – March 2012
Birds Eye	2200	2193
Own label	1872	1454
Young's	948	655
Wall's	637	481
McCaïn	453	449

EMERGING SUB-CATEGORIES

NEW KIDS ON THE BLOCK

Several emerging sub-categories are making their presence felt, thanks to cash-strapped consumers continuing to attempt to recreate their eating out experiences at home. The ethnic sub-category is going from strength to strength, with ethnic snacks such as spring rolls and samosas accounting for more than half of sales, says Daloon Foods UK's Burgess (see p43). Gourmet and premium frozen foods are thriving, and in another sign that the category's image has improved, consumers are increasingly turning to the freezer aisle with healthy eating in mind.

Look of Success

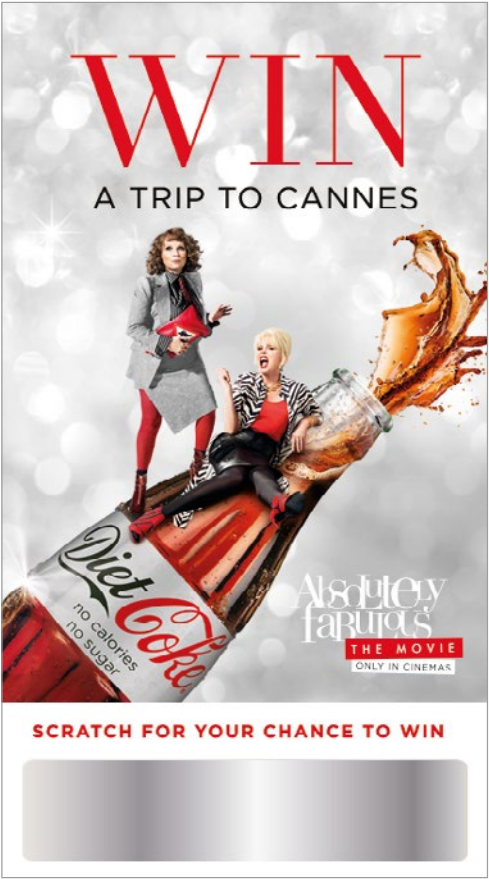
Cinema

Standee

The legal lines will need to be incorporated on all executions.



Look of Success
Cinema
Branded Cups and Poster



The legal lines will need to be incorporated on all executions.

