

GS1 Product Images

Effective use of Overlays



Why proper use of Overlays matter?

In the digital marketplace, ensuring the clear presentation of product information is crucial. The challenge lies in preventing marketing overlays from obscuring critical product information, which can compromise the objectives of creating an MRHI (Mobile Ready Hero Image).

There is a constant tension between presenting the essential details - referred to as the 4Ws (**Who**, **What**, **Which**, **how**) - within the MRHI (Mobile Ready Hero Images) Canvas and the drive to include marketing messages that differentiate products and attract customers.

Marketing messages such as promotions or "special offers" are essential for attracting consumer attention and driving sales. However, these messages can detract from the clarity and utility of the MRHI Canvas if not properly managed. Overlays should not obstruct the Digital Pack or off-pack information that provides consumers with necessary product details.



Retailers and suppliers must avoid placing overlays in a way that obscures the 4Ws. While claims can be beneficial, they should be positioned thoughtfully, and the integrity of the primary product information must be maintained.

Important considerations

Consumer Trust: Clear and unobstructed product information fosters consumer trust and enhances the shopping experience.

Compliance: Adhering to guidelines ensures compliance with the GS1 standard and avoids potential legal issues.

Brand Differentiation: Effective use of marketing messages in designated areas maintains brand differentiation without compromising essential product information.

Recommended approach

To achieve the outcome of keeping the 4Ws unobscured:

No Overlays on Image Tile: Retailers should refrain from placing any overlays directly on the Image Tile, where primary product information is displayed.

Utilize Surrounding MRHI Canvas: Position marketing messages and overlays in the surrounding MRHI Canvas, ensuring these overlays do not obscure any other vital information placed within the Canvas.

Conclusion

By adhering to the GS1 standards and guidelines, retailers can effectively balance the need for clear product information with the desire to attract customers through compelling marketing messages. This approach not only enhances the consumer experience but also maintains the integrity and purpose of the MRHI.

Questions about GS1 Product Image standards and guidelines?

Our team is here to help you with your questions helpdesk@gs1.org or you can find more information in the following link: <https://www.gs1.org/standards/product-image-standards-and-guidelines>.

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