



PRESS RELEASE

GS1 announces Mobile Ready Hero Image Guideline

New industry guideline to improve the mobile shopping experience

Brussels, 13 August 2018: GS1, the global supply chain standards organisation, today announced the ratification of the new Mobile Ready Hero Image guideline. Developed by a GS1 community group of brands, retailers, solution providers and technology experts, it addresses the challenge of providing the information consumers need when making rapid purchase decisions to replenish everyday items while shopping from their mobile phone.

The guideline highlights the importance of the 4Ws: Who is the brand, What is it, Which variety is it and how much of it is there. Brand owners and retailers need to work together to present all 4Ws in a clear and consistent manner across the digital shelf. This should help shoppers find the product they want more easily, increase incremental sales, and reduce the frequency of accidental or erroneous basket adds.

Global smartphone ownership is expected to reach 80% by 2020 with mobile fast becoming the preferred platform for shopping. One of the largest areas of opportunity is in grocery shopping, however, fast-moving consumer goods packages are primarily designed for physical display in-store to consumers whose primary activity at that time is shopping, not on screens less than 5.1 inches (12.9 centimetres) across to consumers who may be engaged in multiple simultaneous activities.

Research by multiple brands and retailers shows that visual consistency is a key priority. Retailers said they needed a proven solution that would work across all categories and that could be easily included into online commerce channels designed for small screens.

The Global Standards Management Process (GSMP) is the community-based forum for businesses facing similar problems to work together and develop standards-based solutions to address them. Within this framework—led by GS1 as a neutral facilitator—the Mobile Ready Hero Image guideline was developed and agreed to by industry.

The [GS1 Mobile Ready Hero Image guideline](#) links directly to existing GS1 standards, including Smart Search and other image standards, but does not affect them directly. By adopting the Mobile Ready Hero Image guideline, brand owners and retailers will be able to minimise internal investments, while achieving greater consistency across their websites.

Robert Beideman, Senior Vice President Solutions & Innovation, GS1 said: *"More and more consumers use their phones to discover and buy products, and industry came together to improve this shopping experience. The guideline promises to increase the speed and accuracy of online shopping by making product images consistent between brands and retailers, thereby minimising the number of orders placed in error and lessening the number of returns."*

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For more information, access an [Example of a Mobile Ready Hero Image](#)

GS1 media contact:

Simone Casadei Pastorino
GS1 Global Office
Manager PR/Media and Public Policy
D +32 2 788 7891
E simone.casadeipastorino@gs1.org

Phil Archer
GS1 Global Office
Director Web Solutions
D +44 7887 767755
E phil.archer@gs1.org

About GS1

GS1® is a neutral, not-for-profit organisation that provides global standards for efficient business communication. We are best known for the barcode, named in 2016 by the BBC as one of “the 50 things that made the world economy.” GS1 standards improve the efficiency, safety and visibility of supply chains across physical and digital channels in 25 sectors. We enable organisations of all types and sizes to identify, capture and share information seamlessly. Our scale and reach – local Member Organisations in 112 countries, 1.5 million user companies and 5 billion transactions every day – help ensure that GS1 standards create a common language that supports systems and processes across the globe. Find out more at www.gs1.org.

