



Global Standards Management Process

## Mobile Ready Hero Images

Mission-specific working group

Call to Action



### What business challenges are being solved?

The majority of online shopping and product comparisons are now completed using smartphones or small mobile devices, thus creating a new dilemma for the way product information is currently displayed. The goal of this initiative is to assist manufacturers and retailers with effectively presenting key information such as brand, variant, format, size, and additional useful information for consumers, in this challenging online visual format.

A consistent and global approach to the way we display imagery, layout, iconography and symbols will help consumers recognise and understand information about products with little or no reading of text. This initiative is particularly important for Consumer Packaged Goods (CPGs) that a customer may buy frequently and pay minimal attention to the details of the item.

Mobile Ready Hero Images will help brand owners and retailers by establishing guidelines for the display of images across online retail channels, specifically on small-screened mobile devices.

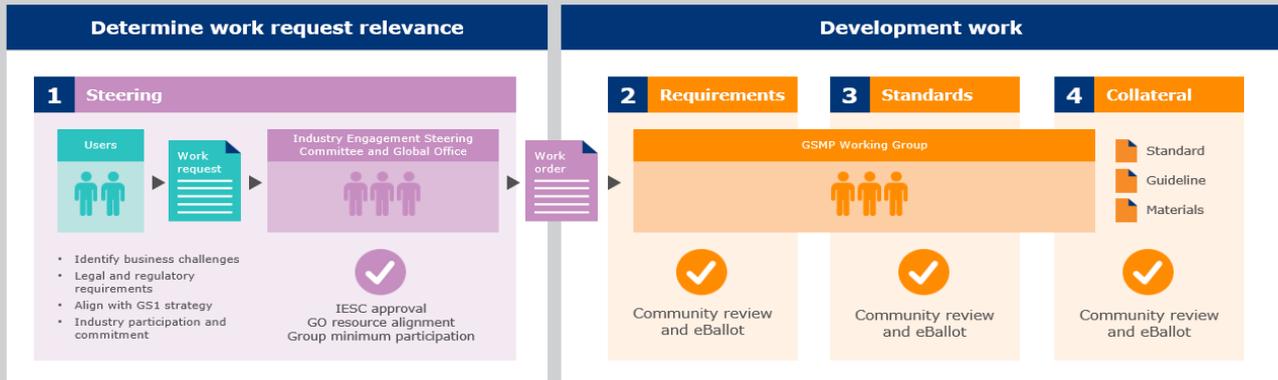
### Background

Online shoppers do not like struggling to read the small text featured on product descriptions in order to verify if they are purchasing the correct item in a mobile, online retail environment. In order for brands to meet consumer expectations, large investments of time, effort and money have gone into brand guidelines, with the hopes of solving this issue. For example, Unilever compiled consumer research and retailer feedback for 4 years from over 17 countries, on the topic of improving the online shopper experience on mobile devices. The findings produced from this valuable research have been donated to GS1 as a basis for this new Mission Specific Working Group (MSWG). Additional brand owners and retailers have conducted similar studies, all coming to a unanimous conclusion: *Visual consistency is a key priority.*

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The GSMP is a community-based forum for businesses facing similar problems to work together and develop standards-based solutions to address them. Active GSMP participants represent industries ranging from retail and consumer goods to fresh foods, healthcare, transport and logistics, government and more—a healthy mix of business and technical people from nearly 60 countries.

## 4-step consensus-driven process



By adopting the *Mobile Ready Hero Image guidelines*, brand owners and retailers will be able to minimise internal investments, while achieving greater consistency across their websites. This will enable consumers to make more informed decisions with fewer errors and therefore fewer returns, while increasing customer satisfaction.

The MSWG will create guidelines (not a formal standard) with best practices that will make implementation as easy as possible.

### Working group objectives

The objectives of the GS1 Mobile Ready Hero Images MSWG are to:

- Share the results of research already carried out by brands and retailers
- Define the minimum set of guidelines that all brands can follow to achieve consistency in conveying brand, variant, format and size information concerning CPGs
- Develop tooling and more detailed implementation advice to facilitate adoption across multiple brands, by multiple retailers, in different contexts

### Who should join this working group?

Senior-level merchandising and marketing decision-makers in brands, retailers, solution providers and content marketing companies who can:

- Provide insights into customers' online behaviour and key brand recognition factors
- Work towards consensus around a common approach that can be implemented for a particular context
- Drive consensus within their own organisation that may require some compromise
- Commit to an accelerated, high-energy project

### What is needed from GS1 Member Organisations

This particular work is of relevance to merchandising and marketing teams in brands, retailers, solution providers and content marketing companies. In order to make this MSWG successful, business development and industry engagement staff should:

- Socialise this *Call to Action* and identify the right players
- Commit to help with the 'heavy-lifting' of authoring and developing Working Group documents and outputs to ensure the most valuable use of time by industry participants
- Work to bridge local contacts of large multinational companies with each other to encourage consistency

### How will the working group operate?

This working group will follow GS1's improved standards development process:

- **Propose and validate business needs**— analyse business needs from industry input as described in the work order and collect additional feedback to ensure that industry objectives as defined in the work request are met
- **Develop guidelines**— industry experts will draft a guideline and present it to industry for confirmation and approval
- **Ratify and publish**— guidelines are approved by the standards development community, ratified by GS1 governance bodies and published

### Next Steps

1. Join the working group by **28 September 2017**: <https://www.gs1.org/standards-development-work-groups#HERO>
2. Register for the **GS1 Mobile Ready Hero Images workshop** at the Industry and Standards Event, Brussels, 9th October 2017: <http://standards-event.gs1.org/registration>

**Help or questions? Please contact: Phil Archer, Director of Omni-channel Retail, GS1 Global Office**  
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