

Product & entertainment shippers

All shippers are subject to the Best Buy® approval process, best practices and subject matter guidelines.

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To acquire assets: DAS team, DigitalAssetSpecialist@BestBuy.com

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Shipper Anatomy / Technical specs

Overall height

- 60" maximum height.

Footprint

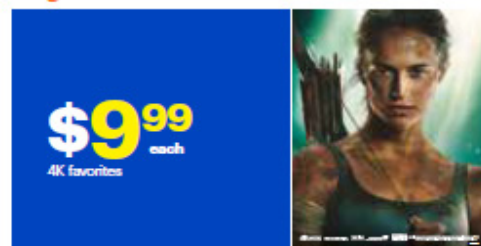
- 24" wide x 24" deep (or 24" x 48" if approved during bid process)
- Must be freestanding and self supporting.

Materials

- Shipper materials must be selected based on the overall strength required to properly and safely hold product without failure.
- Overall weight of shipper must not be in excess of allowing movement with a minimum 5lbs of push force to adhere to American Building Standard Code and local municipal fire code.

How to style universal price point in header panel

- Pricing may be included in the header for shippers that house one SKU at one price point. Style the price as shown in the example below:



To request font, please e-mail DigitalAssetSpecialist@BestBuy.com

Merchandised side

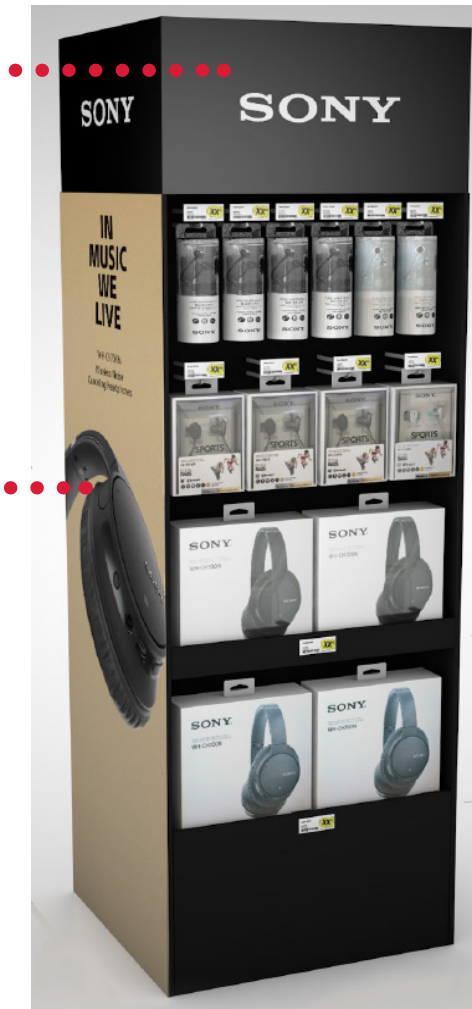
- Can be flooded with a single image or flat color.
- All logos/branding marks and copy must be on front panel header.
- Promotional offers (with accompanying legal) must be on front panel header.
- Pricing may be included if shipper houses one SKU at one price point.

Non-merchandised side

- Can be flooded with a single image or flat color.
- Primary logo/branding/copy is allowed on sides but must be 36" from floor.

Merchandising /pricing

- Product and pricing must be at least 7" off of the ground.
- Use shelves, peg hooks or a combination of both.
*If shelves are used, an adhered acrylic shelf strip is required to extend the length of the shelf and must be at least 1.6" in height to accommodate standard peg labels and ESL peg labels. **This is required for all shippers that have an in store lifespan of longer than 3 weeks.** (Example shown here)
- Only 2 sides can be merchandised with product. If 2 sides are merchandised, they must be opposite of each other.
- Shipper must accommodate space for Best Buy security based on category specific Product Protection Standards.
- Every individual product requires space for standard Best Buy pricing as well as ESL pricing:
 - Peg Label: 3.2w x 1.4h
 - Fact Tag: 4w x 4h
 - ESL Peg Label: 3.6w x 1.6h
 - ESL Fact Tag: 6.0w x 4.9h



Best practices

Design

- Shipper should be shipped fully assembled and preloaded.
- Do not use box art on shipper since it is already in display.
- “Star Power” images (musicians, celebrities, movie scenes, gaming characters, etc.) are encouraged. Be sure to reference Subject Matter Guidelines when selecting images.
- Sharp corners, silhouettes and protruding shapes are not allowed to protrude outside of the shipper footprint.
- Curved and overly complicated form factors are not recommended, can result in damage through shipping and would be removed immediately from the sales floor.
- Shipper, pegs and/or shelves need to support the weight of the merchandised product.

Copy

- Headline should clearly and concisely communicate product’s main benefit.
- Limit copy and bullet points so they can be quickly understood by consumers.
- No copy allowed under 36” from floor.

Subject matter guidelines

M-rated games policy

- ESRB rating must be clearly visible.
- Titles not yet rated, but anticipating an Mature rating fall under these guidelines.
- Adult Only rated titles are NEVER acceptable and are not allowed.

Unacceptable imagery

Below is a list of unacceptable imagery. It is not exhaustive. Best Buy can review questionable imagery on a case-by-case basis.

No guns / weapons pointed directly at viewer

- No knives, swords or daggers shown in use or after use (ex. dripping with blood)
- No other real or “fantasy” weapons if they appear menacing
- No children carrying guns / weapons

No implied gratuitous violence, blood or gore

- No dead bodies or implied death
- No implied actions of violence such as the shadows of bodies being hung, actions of immediate danger or harm to self or others, etc

No extremely evil, scary or gruesome visuals

- Particular evil or scary-looking animals, humans or creatures (e.g. zombies, ghouls, etc.)

No portrayals of cruelty to animals

No exploitative, sexually suggestive or sexually provocative imagery

No racially or culturally stereotypical imagery

Note: Imagery should be family friendly and acceptable to all audiences.

Art approval process timeline

Strategy

17 - 15 WEEKS from Merch Kit Date

- 17 weeks from Merch Kit Date, Merchants request a location by submitting bids
- 16 - 15 weeks from Merch Kit Date, Committee reviews and approves request for locations

NOTE: Timeline represents standard drive times. Does not apply to Holiday.

Art submission

9 WEEKS from Merch Kit Date

- Vendor Partner submits PDF/JPEG of shipper design (including dimensions) for Best Buy® approval to Business Partner (Merchant, Merchant Analyst or Merchandising Project Manager)
- Best Buy approves, or approves with edits, based on criteria
- If art is not approved, it will need to be resubmitted with changes by Vendor Partner
- Shippers are reviewed each Tuesday, with feedback given by end of day Thursday

NOTE: A minimum of 2 weeks is required for shipper art review.
Submit by noon Wednesday for weekly Thursday review.
Feedback is provided by Friday.

Feedback / revision

8 WEEKS from Merch Kit Date

- Final location and shipper design approvals communicated to Merchants and Vendor Partners
- Shipper production begins (*preferred vendor recommended*)
- Final shipper review (if changes were needed). Feedback provided EOD Friday.

Distribution

7 WEEKS from Merch Kit Date

- Printing, kitting & shipping of shippers
- Perm shippers (shippers living longer than three weeks) VPP Supplier Handoff due to Project Manager.

Final Document Submission

5 WEEKS from Merch Kit Date

- 5 weeks from Merch Kit Date, all final renders need to be submitted to Project Manager.
- Final completed VPP Handoff Form due by Wednesday at Noon CST to the Project Manager for perm shippers (shippers living longer than three weeks).

*Failure to make this timeline could result in the project being pushed to a later date, which may require funding toward the unplanned labor.

Design approvals

Once a display is approved from a design perspective, shipping labels and part numbers will be assigned.

Process

- Merchandising Project Manager (MPM) informs vendor partner that they have been awarded shipper placement and attaches the Shipper Design Guideline.
- MPM submits WRF with PDF/JPEG art
- MPM routes art to be reviewed during Weekly Vendor Art Review meeting.
- Vendor revises art (if needed) and sends final PDF/JPEG to MPM. MPM submits revised art for review during Weekly Vendor Art Review meeting.
- MPM sends final approval with shipping label to vendor partner.

Product protection standards (PPS)

What is it?

Product Protection Standards (PPS) are practices intended to help stores understand product security measures by category and price point. These standards are developed based on customer needs, shrink risk, sales and marketing goals as well as agreements with vendors.

The PPS include two different approaches to product protection:

One approach defines **required** protection methods and the second approach recommends **optional** protection methods. Stores are responsible for considering the customer experience and business needs when applying these approaches to product security.

NOTE: Product Protection Standards requiring product lock-up or security devices must be adhered to in all areas of the store including Store Pick-up and Warehouse.

Required security devices

Because security devices and price thresholds are subject to change, please work directly with your Merchandising Project Manager (MPM) on which devices and price thresholds apply to your specific product.

Shipper design

To ensure products that require security devices fit more than one SKU on the shipper, create dimensions that can fit the largest security case measurements.

Partner with your designated Design Lead and Merchandise Project Manager (MPM) to determine the security part(s) that work best with the shipper product when preparing for prototype review and approvals.

Shipping to retail locations

Distribution (7 TO 0 WEEKS FROM MERCH KIT DATE)

The Distribution phase ensures that all shippers are packaged to arrive at the right stores at the right time with the right merchandised product.

This phase provides the foundation for Retail to execute the Racetrack plan for their store.

Pre-shipping checklist for vendors / suppliers

- Best Buy®-approved shipping label** attached to exterior of shipping carton
- Displays shrink wrapped** on 40"x 48" pallets (for shipping purposes only)
- Single SKU vs. Multi-SKU** distribution requirements followed
- Direct to Store (DTS) vs. Distribution Center (DC)** requirements followed
- Multi-SKU displays shipped DTS
- If display is without product**, ensure that a SKU is set up in the system containing accurate weight and dimensions
- SKU master pack and SKU inner pack have not been modified**
- NOTE:** Allocations of shippers from the Distribution Center are created manually and sent directly to Distribution Operations Support
- NOTE:** Allocations for loose product created following the normal process
- NOTE:** The Domain team is responsible for communicating all pallet and shipper arrival dates to Retail
- Display should not arrive in stores more than 3 days prior to approved Merch Kit Date**

Final checklist / summary

- Submit PDF/JPEG images of display to MPM**
Attach art in WRF

Mandatory requirements for all art submissions include:

- Rendered views of each side of shipper (with actual merchandised product represented)
- Flat views of all shipper panels (with expanded detail views of any small print and disclaimer detail)
- Complete dimensions and printing specifications for all panels

- No retail brands besides Best Buy can be on the shipper**
- No websites besides those owned by [BestBuy.com](https://www.bestbuy.com)® can be on the shipper**
- No QR codes or links can send customers to any other retail brand besides Best Buy can be on the shipper**

LEGAL

- Overt claims must be legally indemnified** (i.e., “The best selling artist of all time.”)
- No superlative claims** about prices (i.e., “The best price ever.”)
- Disclaimers** (if any) should be indicated with superscripted annotations
- Temporary offers must state the start and end dates of the offer**
- “New” language is not allowed**

- VMM Shipper Image Requirements:**

- JPEG format. File name needs to be the assigned part number.
- Front-facing 2D images required for all sides of a Shipper.
- Images cropped with backgrounds removed.
- Obstructions/SKUs removed.

Accepted:



Not accepted:

