Let's talk about what's possible.™

Visual Merchandising Manager (VMM)

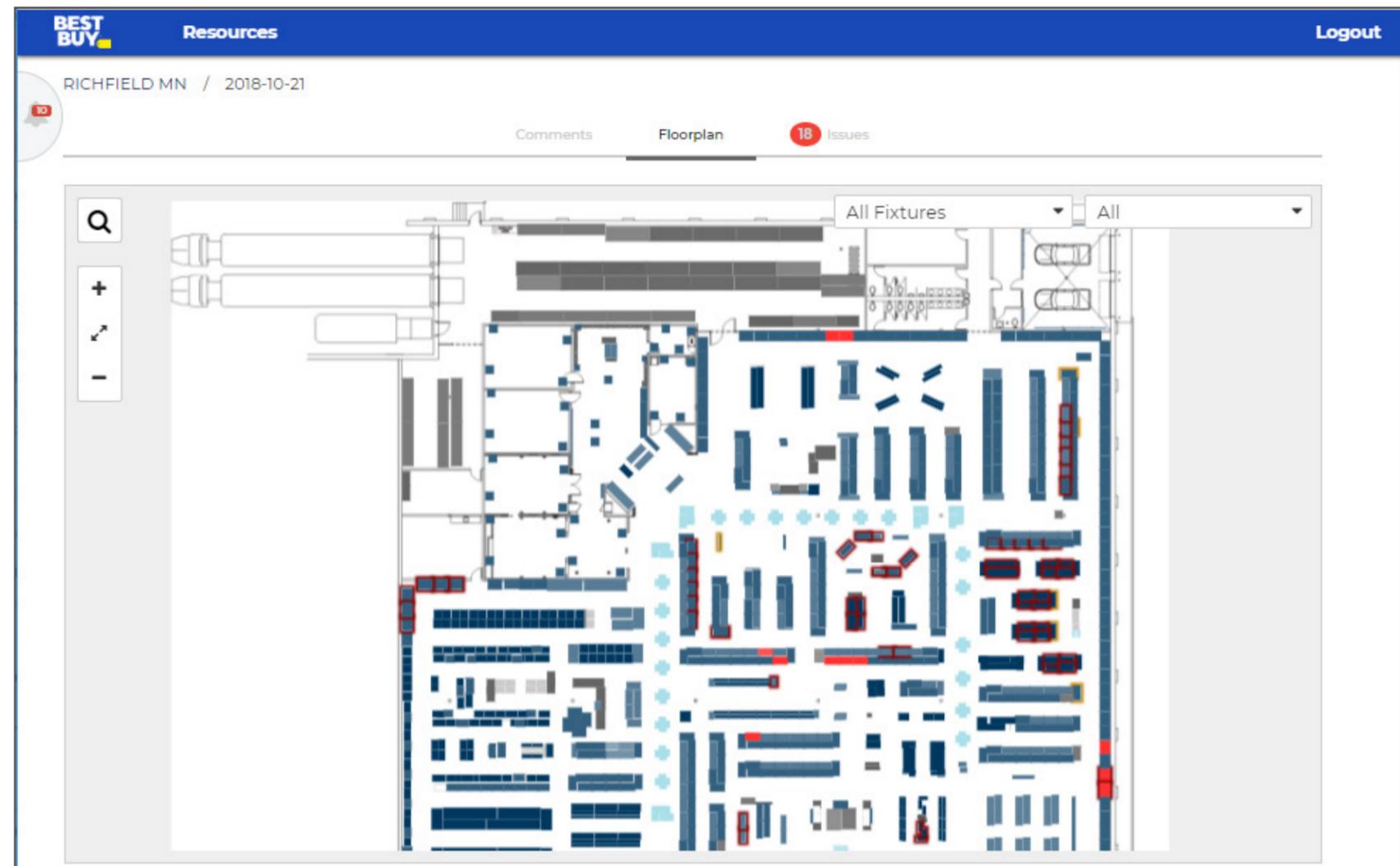## VPP Documentation Requirements

2021

BEST BUY™

VPP Documentation Requirements

Purpose of the guide

Visual Merchandise Manager (VMM) application brings together data from disparate teams to provide a cohesive visual interface used by retail store employees to accurately and efficiently set product in the store. VMM supports 5,500 unique employee users. The VMM Production Team is responsible for field direction for an average of five major categories, averaging 780 planogram versions which transition product 20 times per year in each category.

The purpose of this guide is to provide our vendor partners with key insight and basic requirements Best Buy has related to all Vendor Provided displays/fixturing/parts and pieces going into our retail stores.

All Vendor Requirements are due five weeks prior to the Merch Kit Date (MKD). If this milestone is not met, the project will be pushed to an alternate transtion date.

VPP Documentation Requirements

Summary:

- *Page 4-5*   Documentation examples.
- *Page 6*   Render or image must be cropped to the outline of the part to eliminate white background, die-cut lines, etc.
- *Page 7*   Sellable product and pricing removed.
- *Page 8*   One .jpg render or image for every part number on the VPP Handoff.
- *Page 8*   Required file format for renders or images are .jpg and must follow size guidelines.

Examples and part types:

- *Page 9*   Single parts
- *Page 10*   Multi-part displays
- *Page 12*   Complex display with exploded view
- *Page 13*   Kit Parts
- *Page 14*   Shippers

Vendor guidelines

VPP Documentation Requirements

Render:
- Stylized concept of VPP parts, representing the real-to-life display or part.

Image:
- Quality-produced images of VPP parts. For example, product images from dot com.
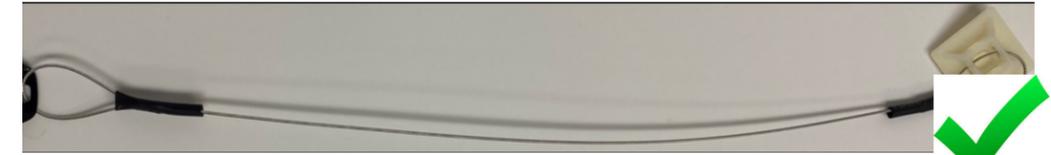
Photograph:
- Amateur shots, only considered for internal electronic parts, USB sticks, security, etc (non-customer facing).

Photograph of a fixture does not meet requirements in this document.
- Part is angled.
- Background is busy.

- .jpg is not cropped.

Photograph of a tether.

Photograph of a power strip.

Good Example of an Image.
- Quality-produced image

Good Example of an Image.
- Quality-produced image

Two-dimensional render of a camera platform.

Render of a two-dimensional front face shelf.

VPP Documentation Requirements
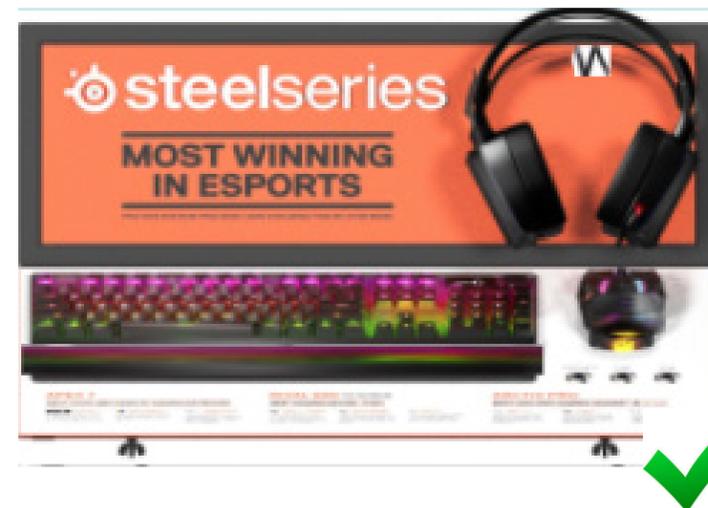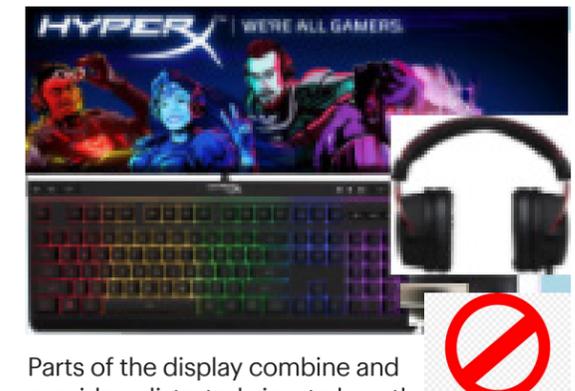
Two-dimensional:
- No Angles or 3D renders or images.

Front facing:
- Rendor or image reflects how the part is displayed in store.

Alternate views:
- Top down views and side views may be requested to provide additional detail for complex displays. The Visual Merchandising Team will advise when alternate views are needed.

3D - Design concept

Angled Sides

Parts of the display combine and provide a distorted view to how the display shows in stores.

Good Example
- Keyboard is shown as viewed when displayed in store
- Mouse is shown as viewed when displayed in store
- Headphones are shown as displayed on hanger

- Top Down View: **As needed**, work with your Visual Merchandiser


Top Down View
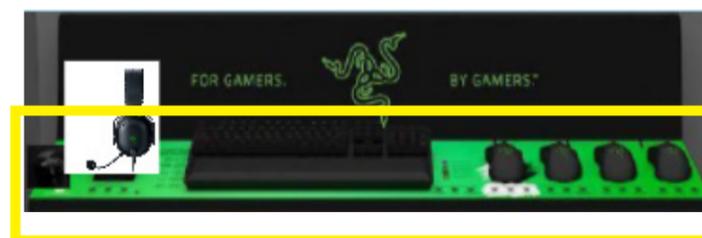
Top Down
- Needed to show more detail for smaller parts, graphics, and ease of blue shirt use
- Visual Merchandiser to guide needs

Vendor guidelines

VPP Documentation Requirements

Render or image* cropped to die-cut lines or part outline, with backgrounds removed.

- Cropped renders/images bring your displays to life
- Provides a seamless experience to retail for how a merchandising solution is intended to look.
- Provides teams the ability to view and interact with key components within the display to accurately and effeciently maintain functionality
- Clean concise planograms in VMM allow for ease of use across different team experience levels.
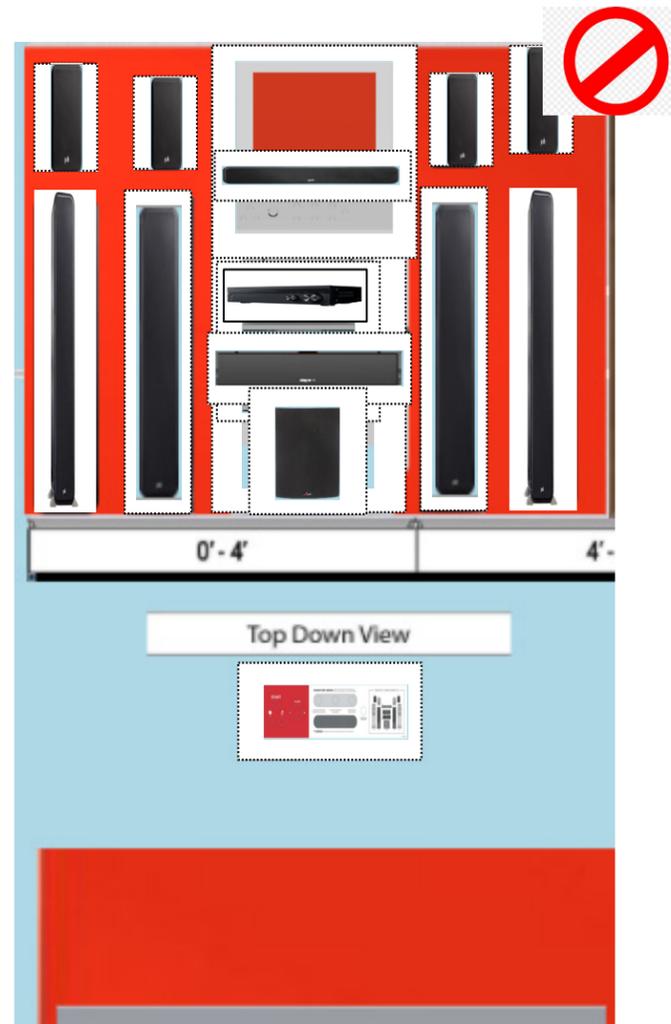
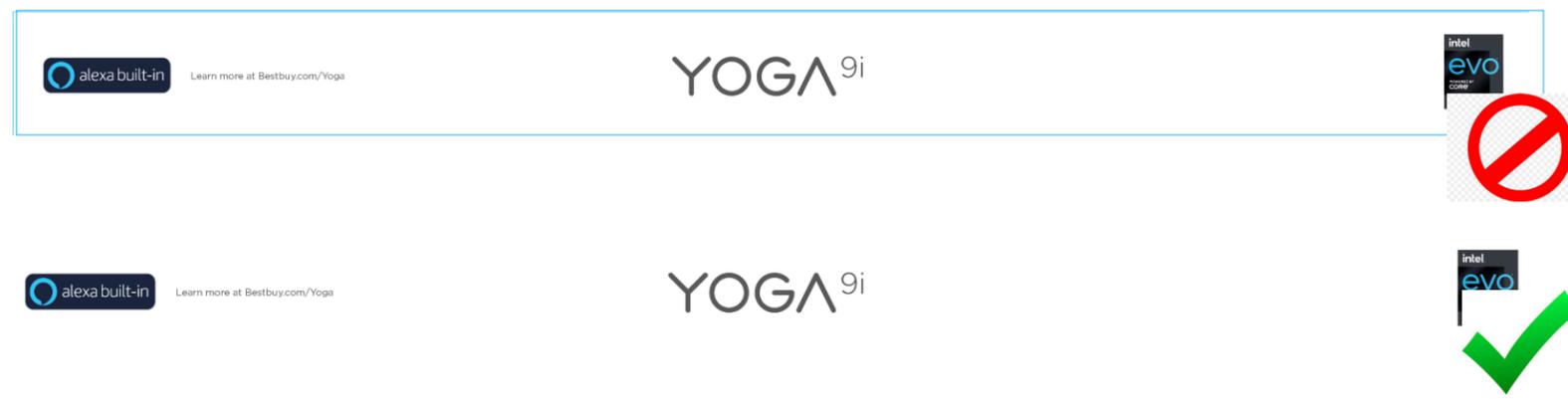VMM sample with uncropped images

Vs.
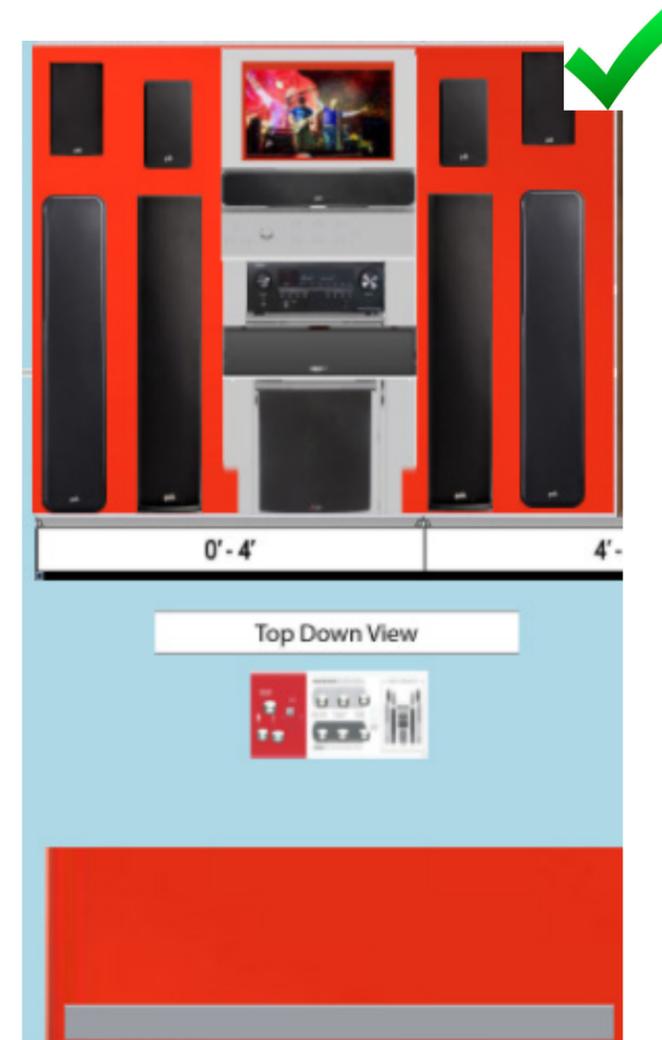
VMM sample with cropped images

Good Exmaple
- Blue die-cut line is cropped out.

*Refer to page 4.

VPP Documentation Requirements

Remove sellable product, pricing, and parts which update frequently from the render or image.

- Critical for vendor-provided fixtures or full displays
- Allows flexibility in the future when the display updates
- Provides a clean, concise planogram

Back Side   Right Side   Left Side   Front Side   Topdown (Birds eye view)
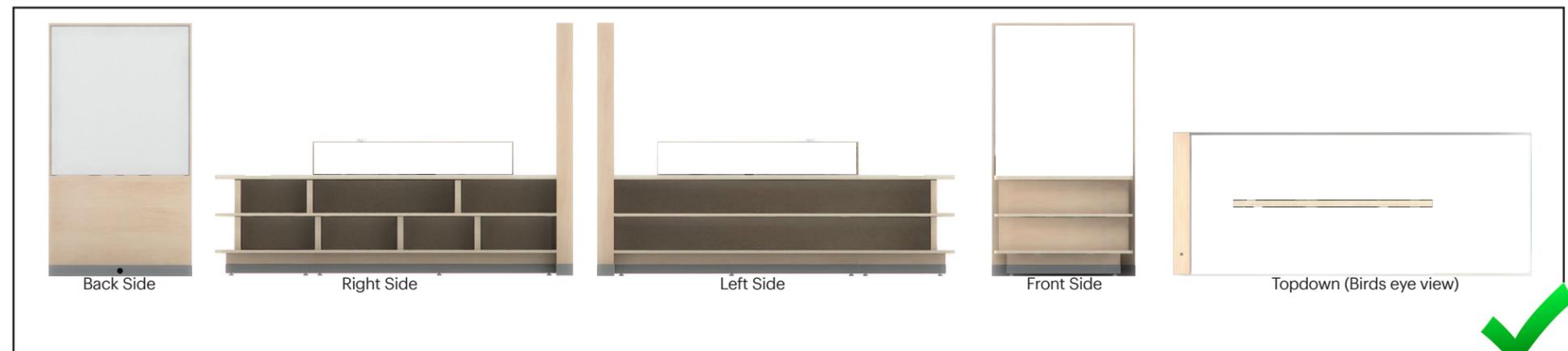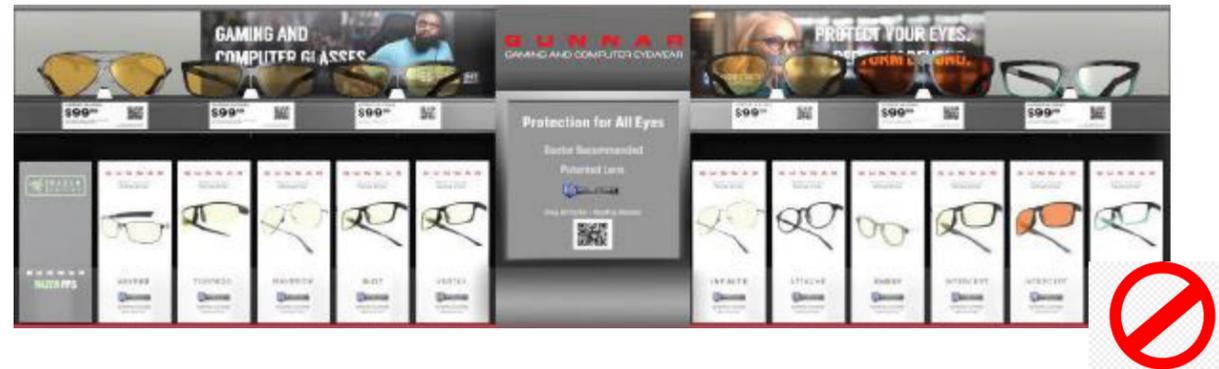
Good Exmaple
- Graphics which update frequently are removed (represented by white space)
- Sellable product is removed
- VPP demo displays are removed
- Pricing is removed

Vendor guidelines

VPP Documentation Requirements

	VPP Description		Add, Keep or Obsolete
1	LENOVO-CPU-YOGA9-LOW-BAY-HEADER-48x23.875		Add
2	LENOVO-CPU-YOGA9-LOW-BAY-MAT-48x30.125		Add
3	LENOVO-CPU-YOGA9-LOW-BAY-RAIL-SIGN-47.75x3.875		Add

1   VPP-601-2029849
2   VPP-601-2029850
3   VPP-601-2029851

Each part on the VPP Handoff needs a corresponding .jpg render or image*. Every part is represented in VMM.

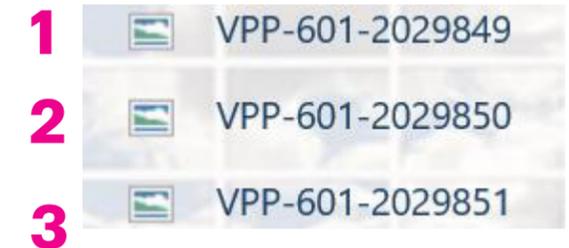Renders or images must be in .jpg format and follow size guidelines:

- Renders or images are to be low-resolution screen shots of the part.
- Max DPI of 96 and max height or width of 800 pixels.
- Copy on graphics must be legible.

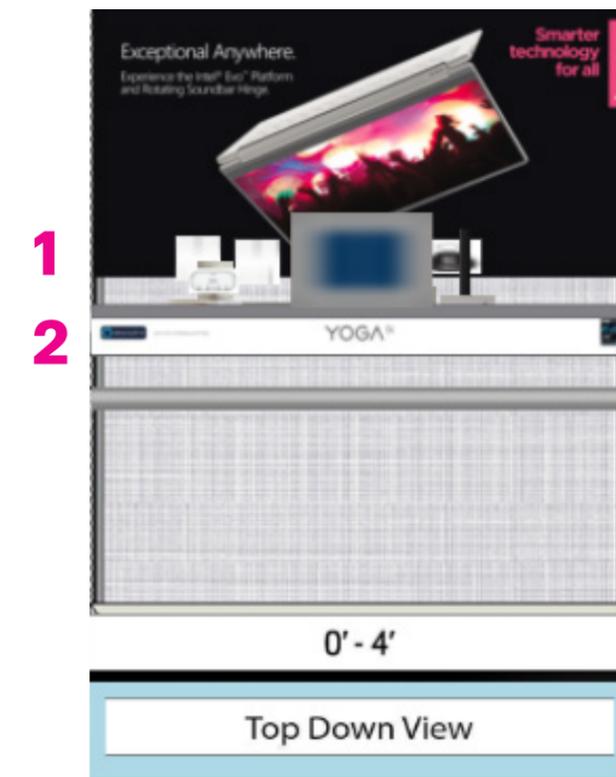Renders or images* must be named as the part number from the VPP Handoff.

If both top and front facing renders exist for the same part number, use "_TOP" at the end of the top down image name to indicate the top down view image.

- "VPP-###-EXAMPLE_TOP" for top down
- "VPP-###-EXAMPLE" for front view

*Refer to page 4.

Individual Parts

Individual Parts placed in VMM

Vendor guidelines
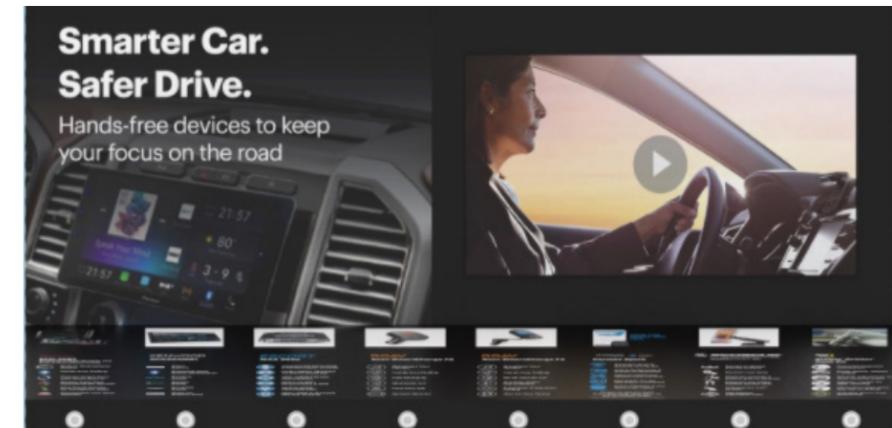
VPP Documentation Requirements

Single Part Display Examples

- Front facing and top down as needed
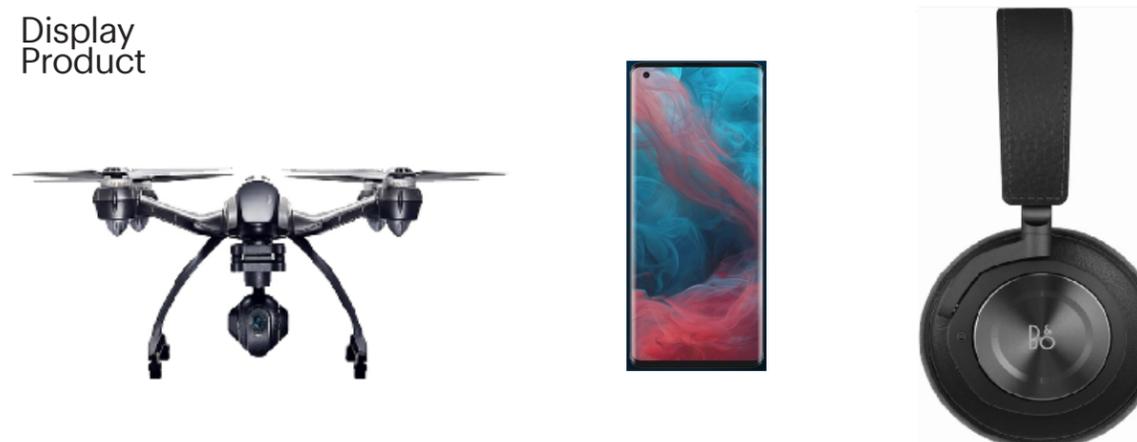- Product and pricing removed
- Cropped to edge or outline of part

Universal Platform

Front view

Top Down

Single Part Display

Display Product

Vendor guidelines

VPP Documentation Requirements

Multi-part Display Example

- Front facing.
- Alternate views may be required (top down or side).
- Product and pricing removed.
- Cropped to edge or outline of part.
- .jpg render or image* for each part that is listed on the VPP Handoff.

Individual Parts

1

2 **3** **4** **5**

6

Complete Display with indivudal parts layered in VMM by Production Team.

*Refer to page 4.

VPP Documentation Requirements

Multi-part Displays with internal parts and electronics

Multi-part displays require individual front facing 2D renders or images* for each part.

- This includes internal and external parts of a display.
- Internal parts may be photographs* in .jpg format instead of renders or images.
- Complete or exploded view** provide guidance as to part placement for complex builds.
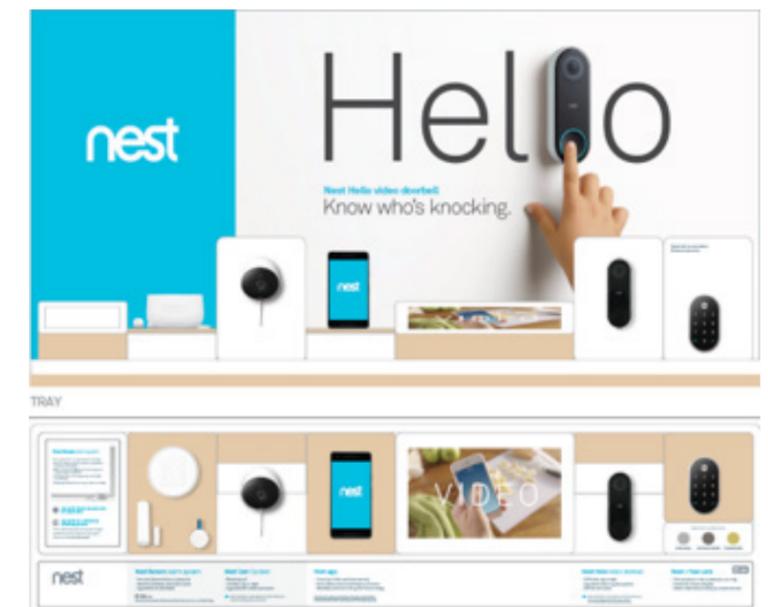

Individual part image example

Individual kit part image example

Individual internal part image example

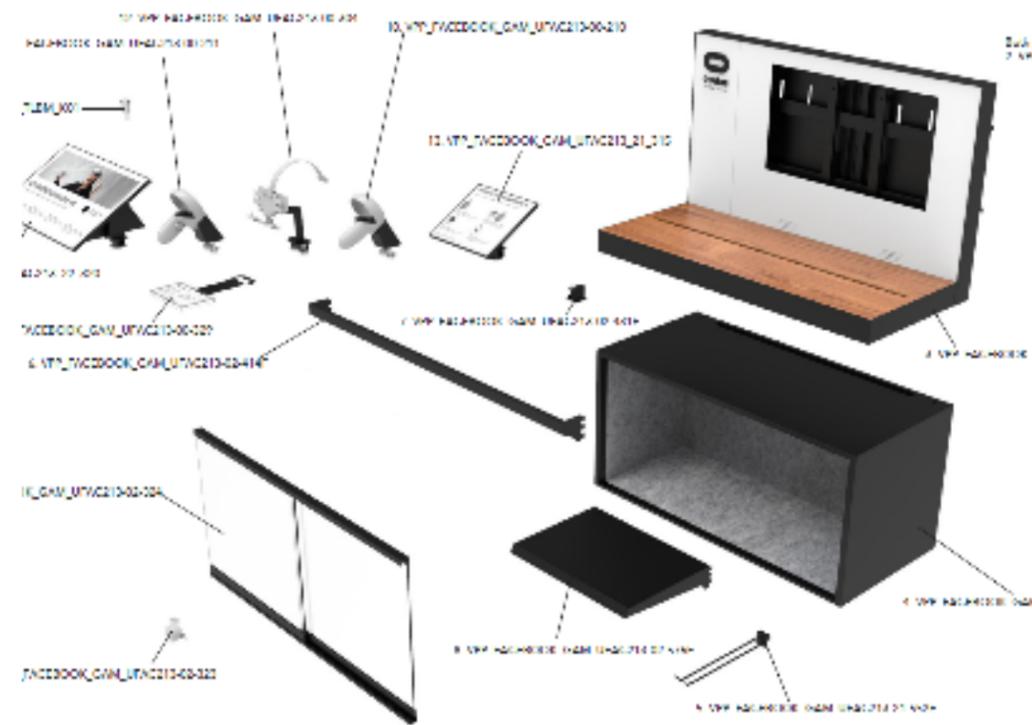*Refer to page 4.
**Refer to page 12.

VPP Documentation Requirements

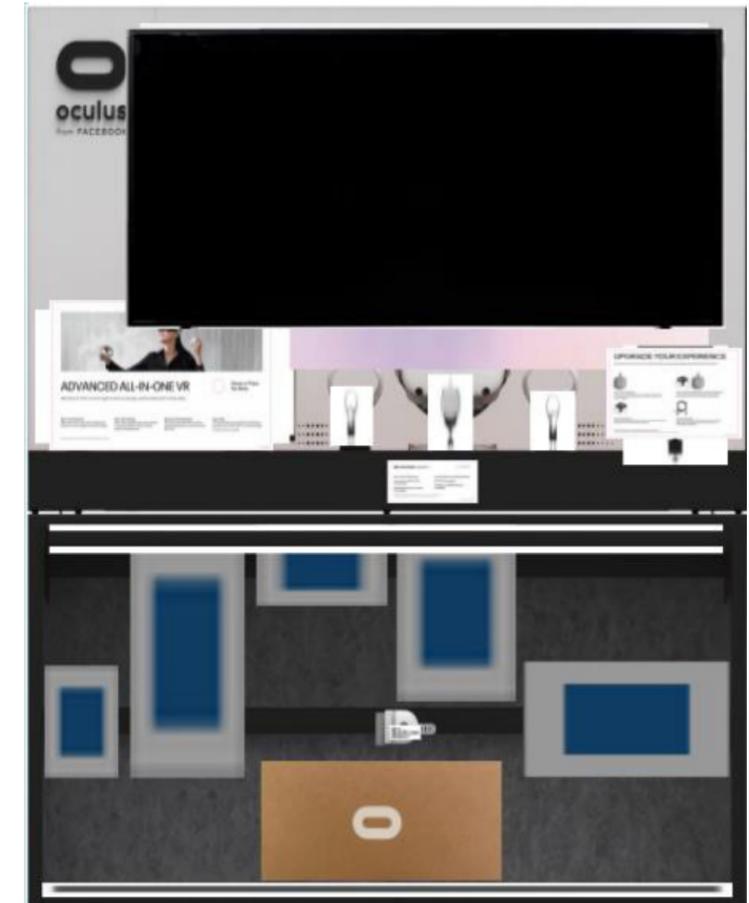## Complex Display with Individual Parts and Exploded View

- Complete or exploded view provide guidance as to part placement for complex builds.
- Renders or images must follow all requirements stated in this document.
- The Visual Merchandising Team will advise when exploded views are needed.

Exploded View

Complete Display with indivudal parts layered in VMM by Production Team.

Vendor guidelines

VPP Documentation Requirements

Master kit parts:

- Kit part number represented in a rendor or image*, following the VPP Documentation Requirements from page seven.
  - SKUs removed from render or image.
  - Parts or graphics which update frequently removed from render.
- Does not replace separate part renders or images listed on the VPP Handoff.

Hardware kit parts:

- If hardware is included in a larger hardware kit instead of individual parts, please provide render or image like the example on this page.

*Refer to page 4.

Master Kit render showing demo product which updates frequently.

The same Master Kit showing demo product removed. This render supports updates to the display by removing potentially confusing visuals.

Master Kit render showing SKUs and graphics which update frequently.

Hardware kit example

Vendor guidelines

VPP Documentation Requirements

Shippers

- Renders or images provided for shippers must follow the requirements outlined in this document.
- Front facing, two-dimensional, cropped .jpg renders or images.
- Separate .jpg renders or images of the sides and back of shipper required.
- Product and pricing removed.

Full shipper guidelines are located in the document "Product and Entertainment Shipper Guidelines" found on Partner Portal under Vendor Fixture Guidelines and Architectural Vendor Guidelines section.

Examples of all four sides.

These examples would not be considered due to the angles.

Vendor guidelines