PARTNER ASSET KIT

ZIP FRENZY

53 HOURS OF CRAZY DEALS

Blink and you'll miss it.

Our creative brings the Zip Frenzy concept to life in a fun, bright and dynamic way.

There are **two lockups** in the set, both designed in Zip purple and electric green brand colours.

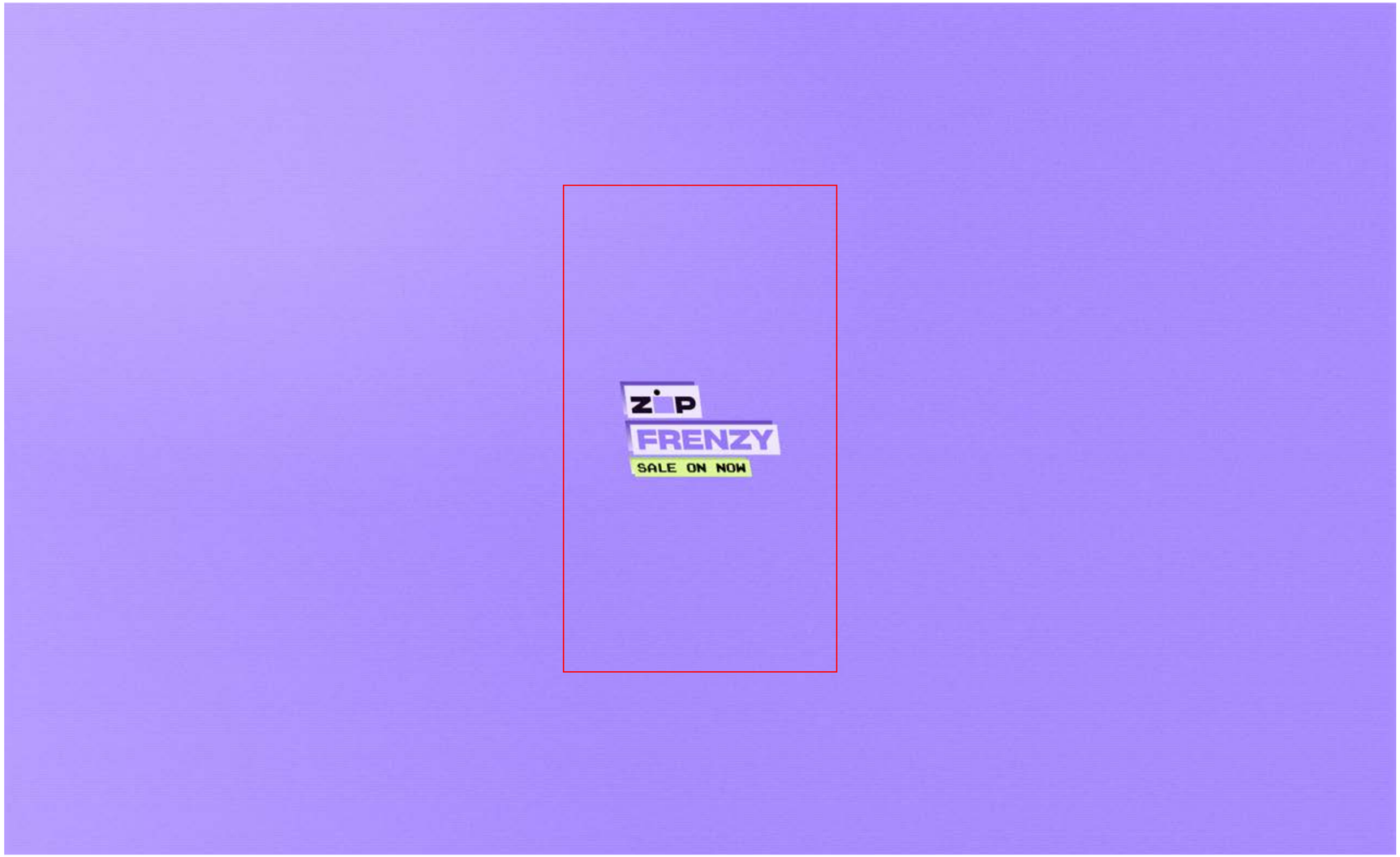
The primary lockup contains the full event descriptor, while the secondary lockup is used as an imperative to alert and alarm. This is a frenzy, after all.

Campaign identity.

This is how the logo has been provided to you. Simply move the asset to position the ‘Zip Frenzy’ logo in your preferred placement.

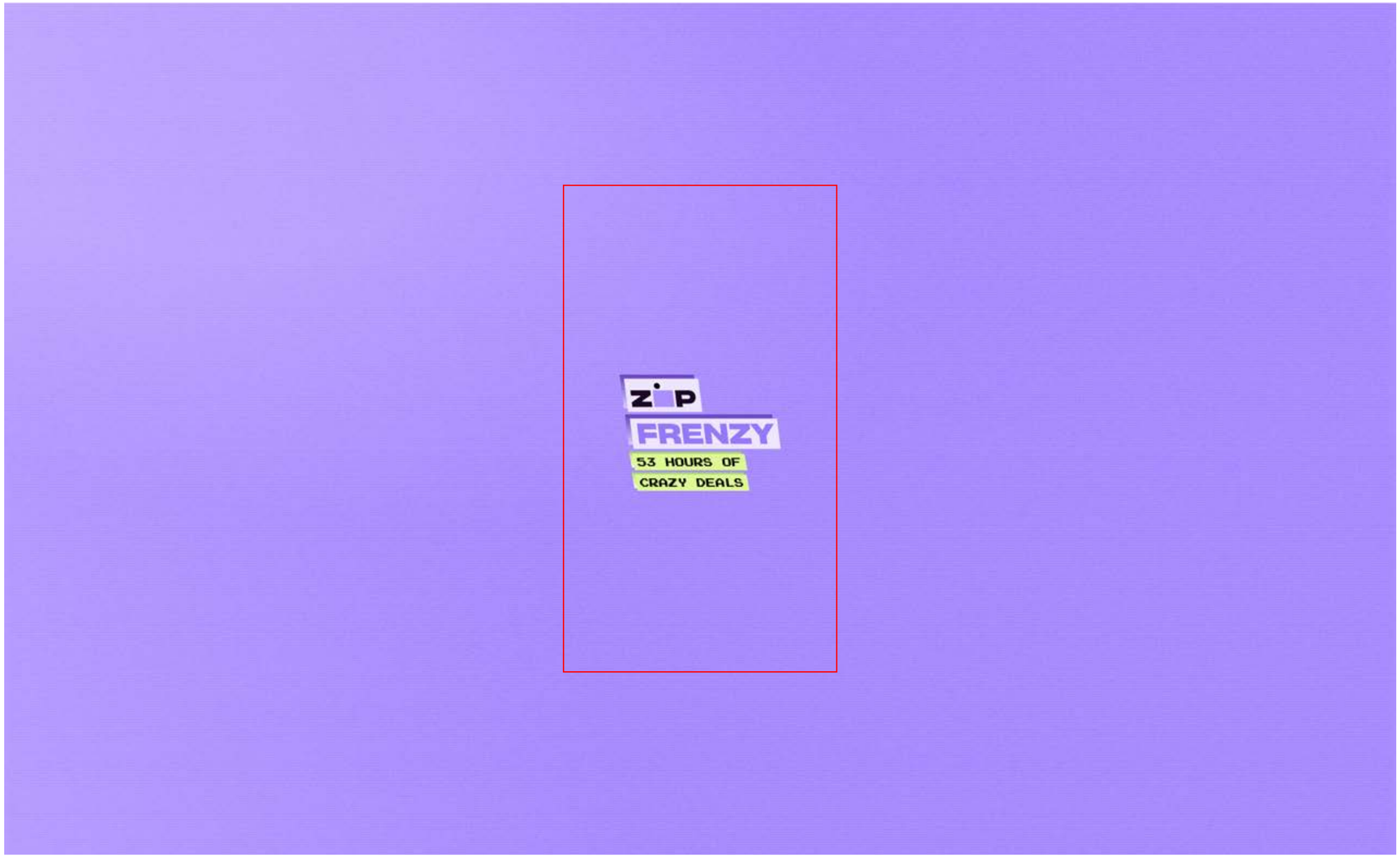
These guidelines will further show examples of how to use the logo and background for both text based and image based assets.

There are two lockup options to choose from.



OPTION 1

LOCKUP



OPTION 2

Make it stick.

Showcase your Zip Frenzy offers in style with our tailored purple and green stickers.

The small sticker is optimised for short and sharp deals that catch the eye and get the clicks. Use the large sticker for longer offers that break over two lines (maximum).

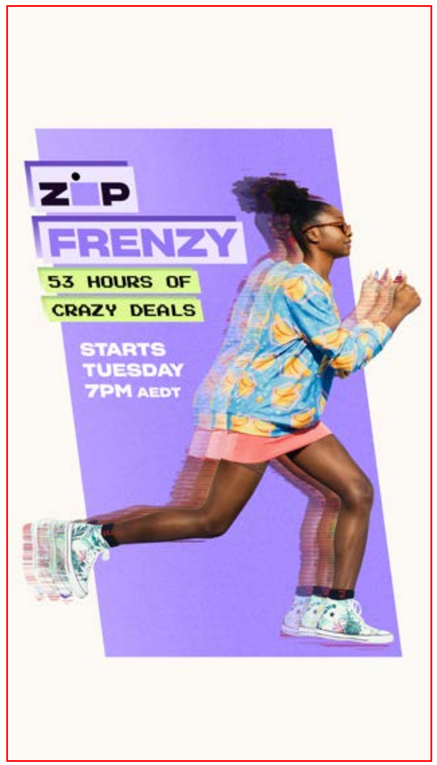
The font is **Work Sans Extra Bold** set in **ALL CAPS** and the copy colour is **Confidence** (see below). You may modify the point size if need be but always be conscious of ‘mobile first’ screen legibility.

Confidence colour:

#1A0826
R 26 G 8 B 38

Teaser assets.

To kick off comms and promote awareness, here are some assets you can use to hype up Zip Frenzy a few days out from the event.



INSTAGRAM STORY

INSTAGRAM POST

HOW TO HANDLE IT

Posting on **Instagram**? Make sure to include **@zip_au**
Posting on **Facebook**? Make sure to include **@zip**

Final day assets.

A couple of assets have also been provided for the final day of the campaign to help create a sense of urgency that Zip Frenzy is ending.

INSTAGRAM STORY

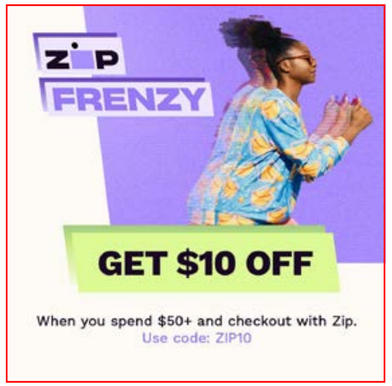
INSTAGRAM POST

Text based assets.

We've included a text based social post and story example.

The banners can be personalised in Photoshop with your offer details.

INSTAGRAM STORY



INSTAGRAM POST

Image based assets.

We've included an image based social post and story example.

This is the hero campaign creative. Use it with your images to promote the offer.

The banners can be personalised in Photoshop with your offer details and own imagery.

INSTAGRAM STORY

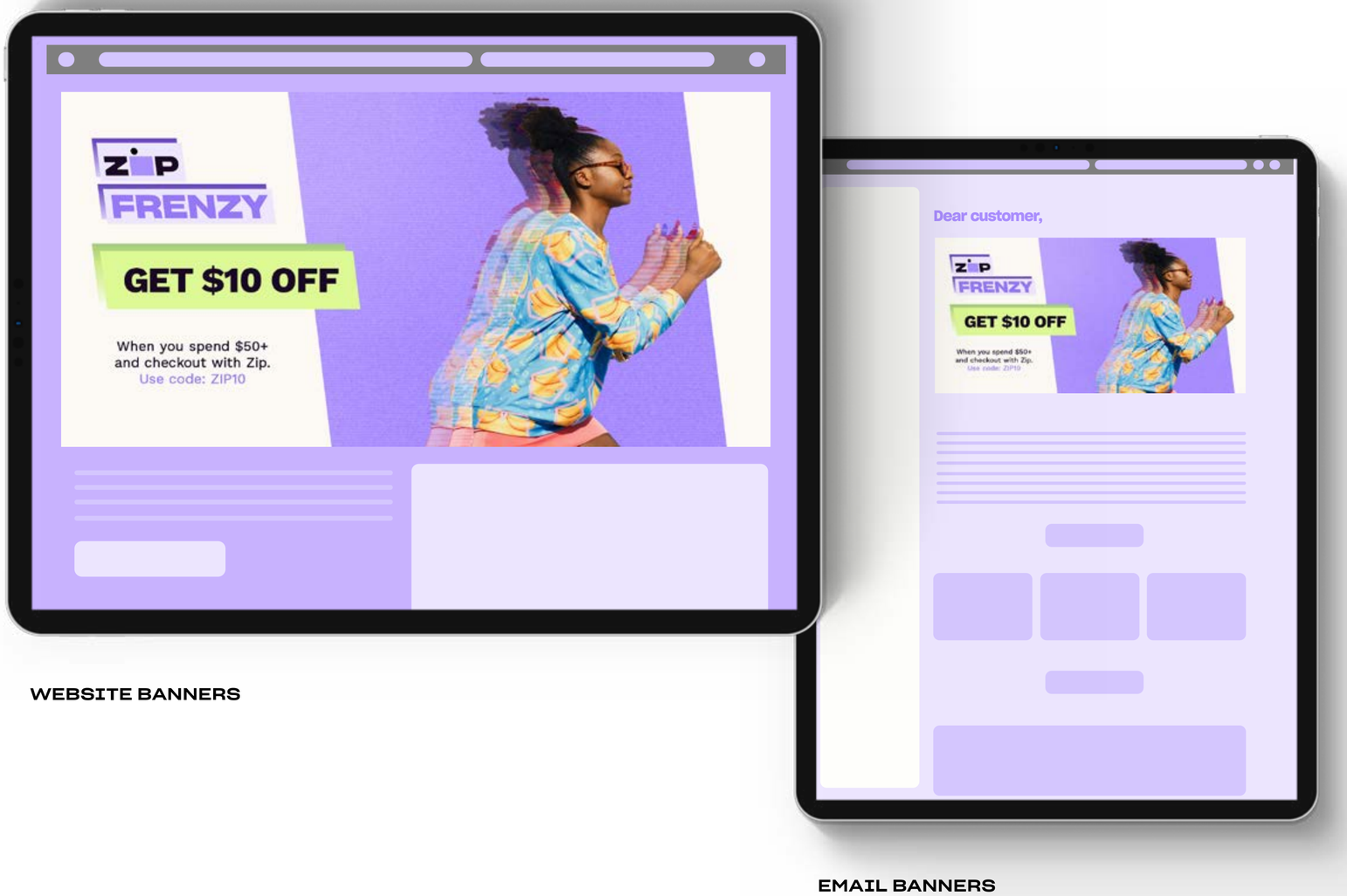
INSTAGRAM POST

Website & email banners.

Also included is a text based eDM tile and website header banner.

This is the hero campaign creative for when you aren't using images to promote your offer.

The banners can be customised with your offer details.



WEBSITE BANNERS

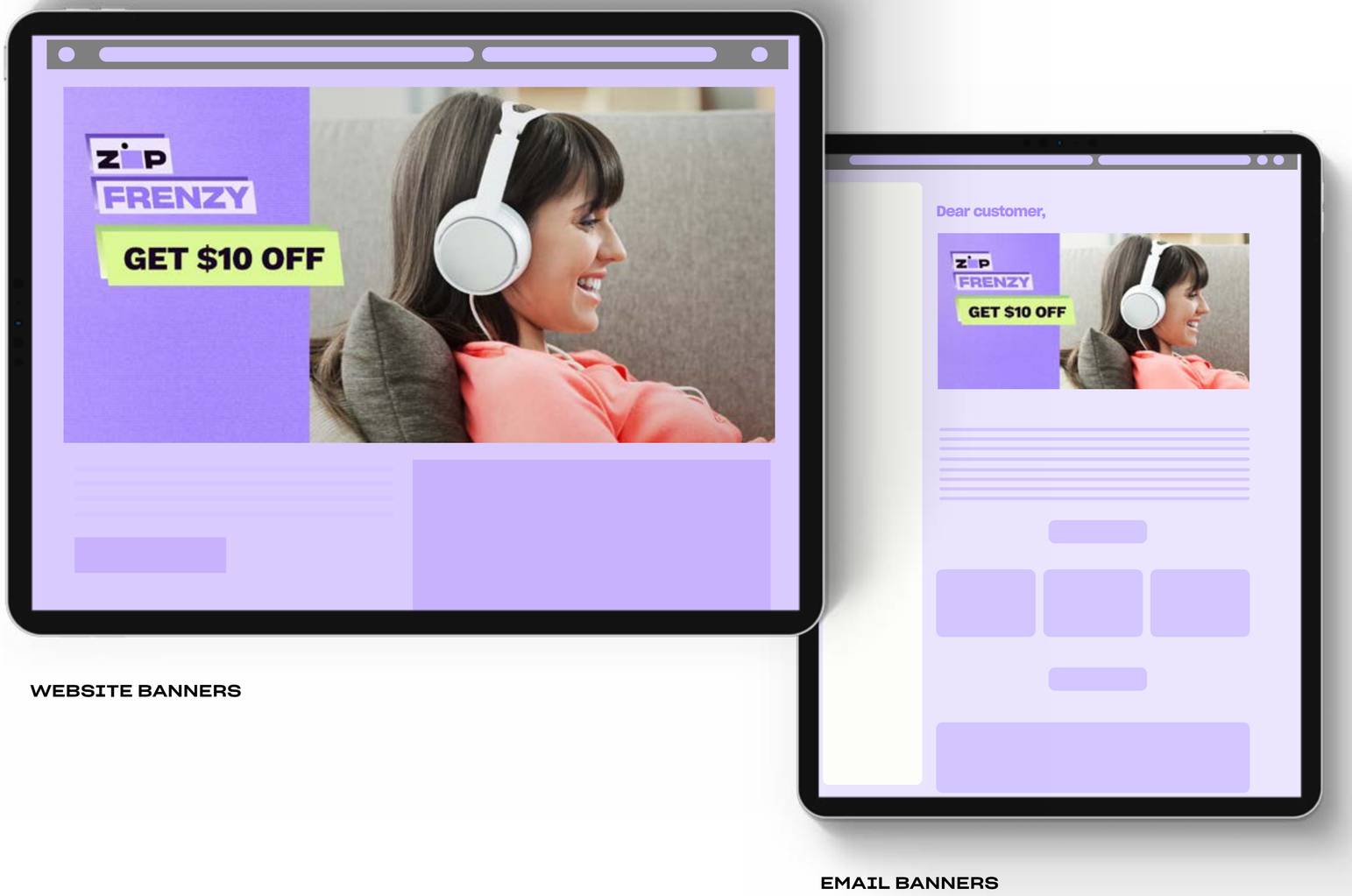
EMAIL BANNERS

Website & email banners.

Here’s an example of the image based eDM tile and website header banner.

This hero campaign creative is ideal for promoting your offer with images.

The banners can be customised with your offer details and own imagery.



WEBSITE BANNERS

EMAIL BANNERS

Happy posting.

You should have everything you need in this document to make your Zip Frenzy social media experience a success.

All Zip Frenzy assets generated by your team must be shared with the Zip studio for approval.

Please direct all questions and approvals to your **Partner Success Manager**.

Download Assets Here

THANK YOU