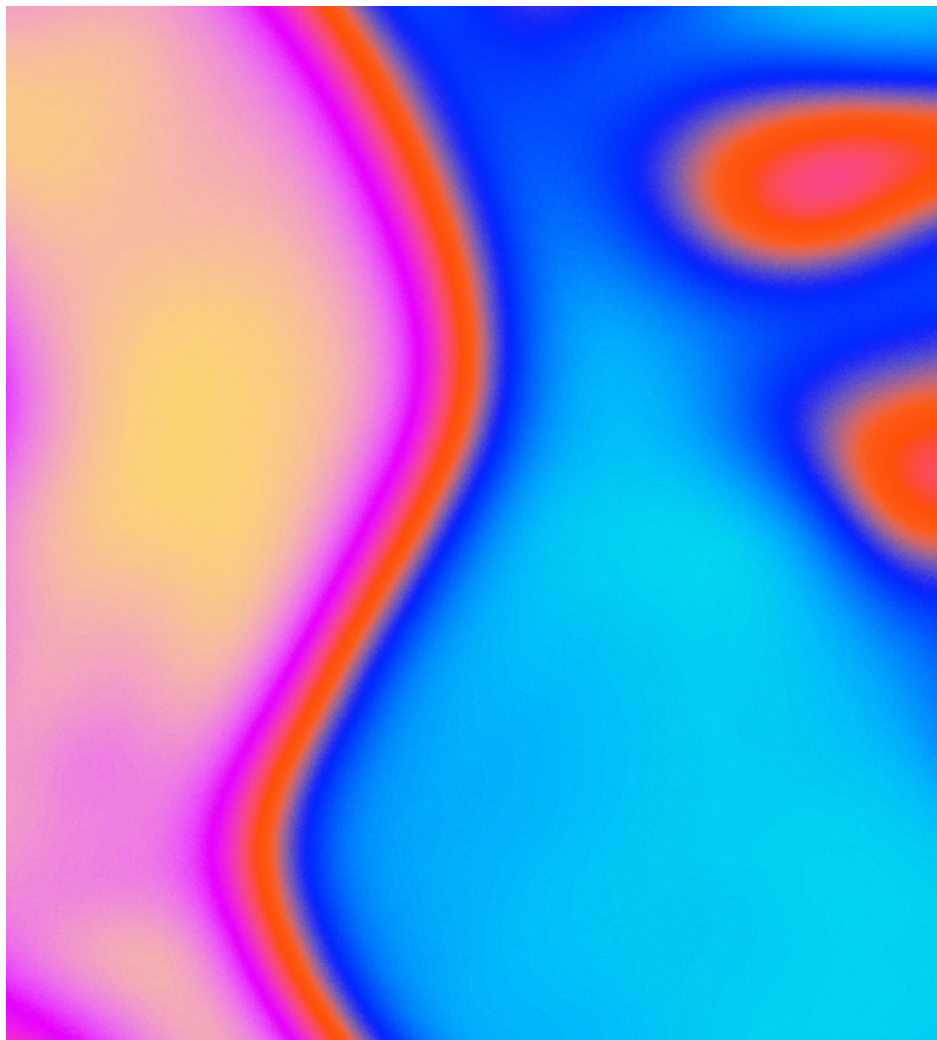


Sponsored Boards Creative Guidelines

Last updated: July 2026

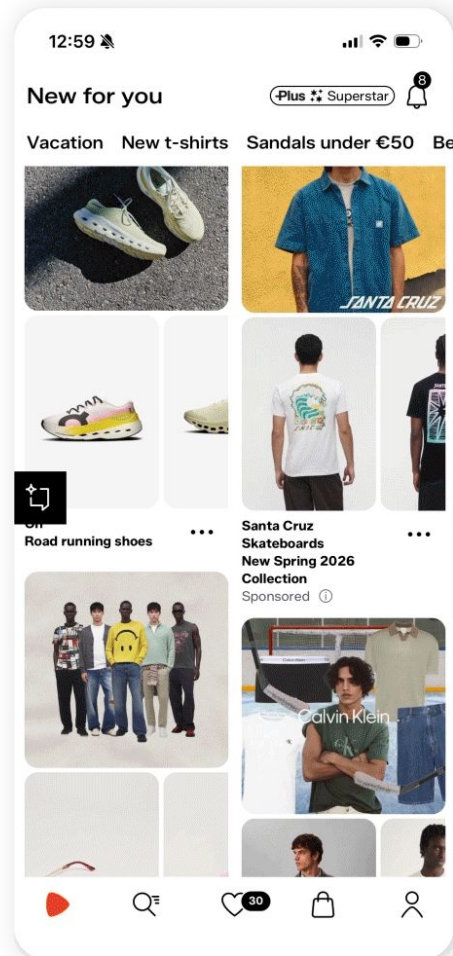
zalando PARTNER

The user journey

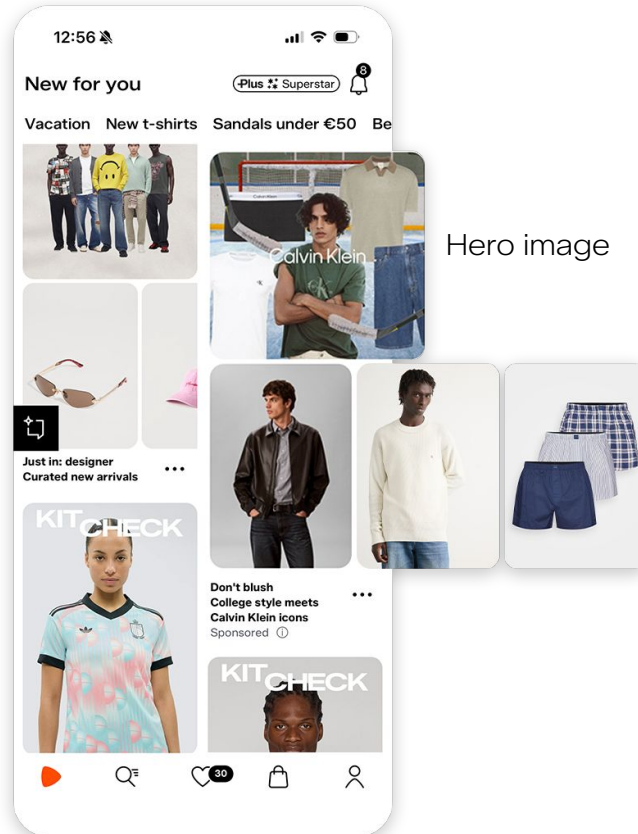


Introducing: Sponsored Boards

Move beyond static Landing Pages toward dynamic, interactive storytelling directly on the Zalando App



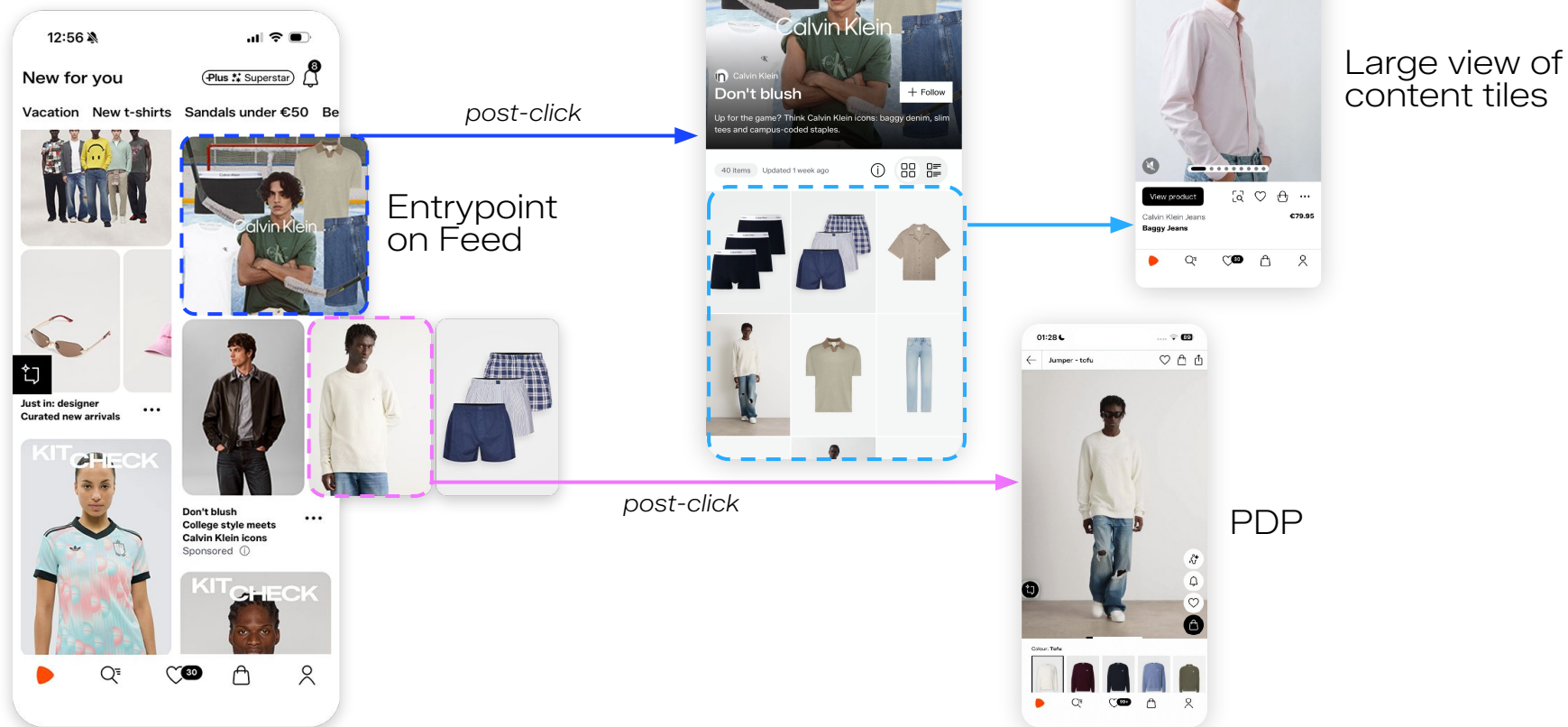
Sponsored Boards: Entrypoint on the App Feed



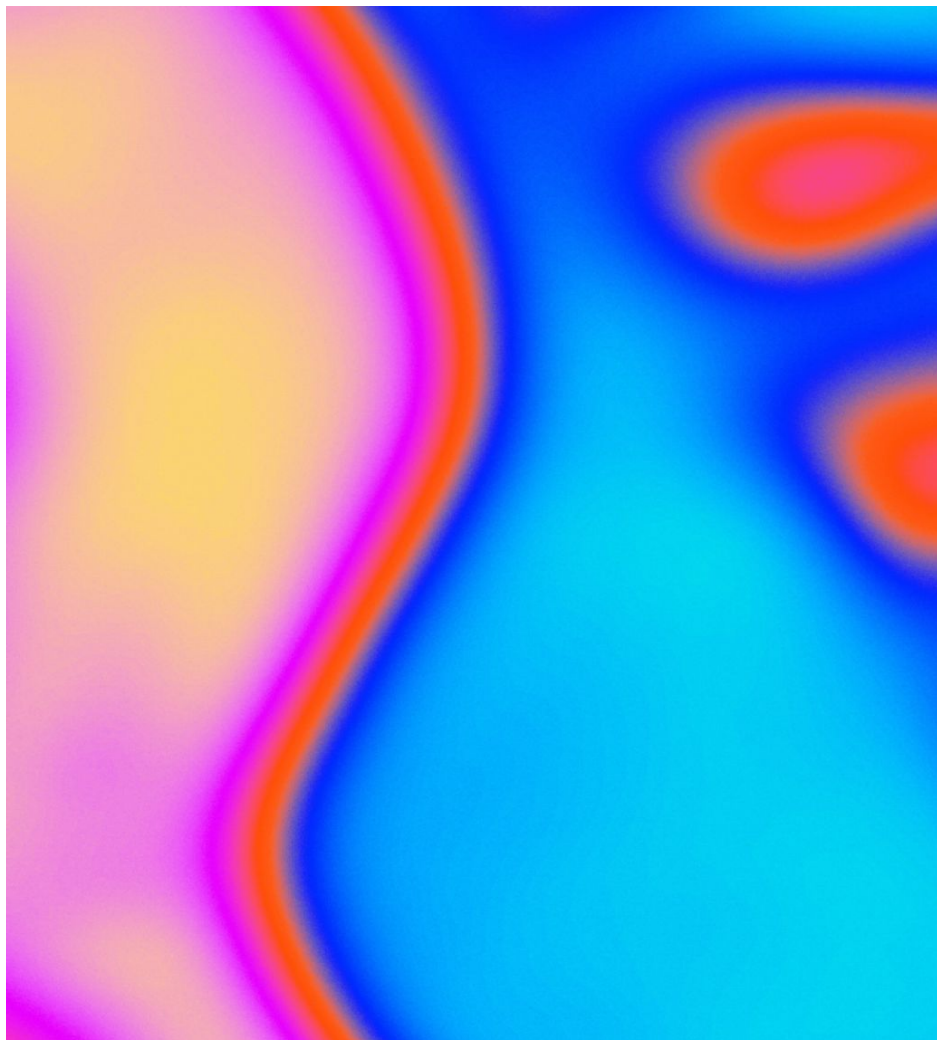
Hero image

Product carousel
(up to 25 SKUs)

Sponsored Boards: the user journey



Creative guidelines



Board theme

Start by picking a strong theme - it should be broad enough to support a range of products, but specific enough to give users a clear sense of what the board stands for. The best themes connect to something users actively seek. A sport, a fashion identity, a lifestyle trend, or a cultural moment with staying power.

Suggestions for theme categories:

- **Bestsellers** - showcasing a selection of your brand's most popular products across different categories.
- **Hero Product/Trend** - eg. a style trend such as 'Dad sneakers', or focusing on a hero product + products to style it with.
- **Seasonal** - eg. gifting occasions, festive party looks
- **Big Moments/Events** - eg. World Cup, Fashion Week.

Note on legal requirements: Themes and copy based on cultural moments do not require legal approval unless you are explicitly naming a protected entity.

List of required assets

1. Hero image in the spec for Boards
2. Copy: Board title: & description (EN)
3. Copy: Localisations
4. SKUs for Board: list of 40-100 SKUs

Hero image

We recommend that the hero image should be **built around a collage aesthetic*** - editorial, layered and visually distinct from standard imagery. This is consistent with the user experience for the curated boards by Zalando.

This collage visual can be divided into 2 types of elements:

1. Hero elements (models/lifestyle imagery)

Represent the mood, theme and aesthetic of the board. The hero is a key visual that helps make the story feel complete, elevates it and makes it feel more editorial. These models or lifestyle images do not need to be linked to specific products.

2. Secondary elements (SKUs)

Products that are (mandatory) featured on the board, using imagery sourced from Zalando product pages. Pick 3-4 hero SKUs that best represent the theme.



**In case this is not possible, an image in the standard style (as per other formats) would be sufficient.*

Hero image - asset specs

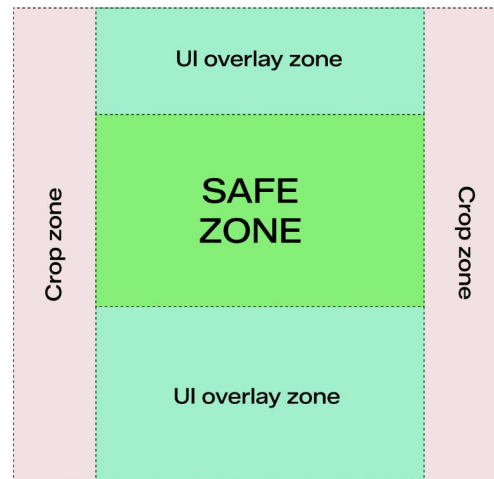
This hero visual should be provided in the following spec:

Hero image /
entrypoint image

2229 × 2145 | JPEG file |
Max 500 KB

Safe zone:

Example:



Hero image - Dos & Don'ts

DO

- Use the same creative concept for all images and adapt it to the required formats.
- Make sure you have a 'hero' in your composition - lifestyle imagery or campaign assets that feel on-brand and specific to the board theme.
- Ensure all assets used have a minimum of 6 months usage rights.
- Include 3-4 hero SKUs that best represent the theme and are actually featured in the board. Use imagery sourced from Zalando product pages.
- Place the logo (header visual excluded) on the middle center or top left.
- Go for subtle paper texture, slight noise, to mimic the analog magazine style.
- Go for a composition that helps contextualise the theme, but leave some white space so the composition is easy to digest, and breathes.

DON'TS

- Only add objects or flat scenes to your collage, especially if they all have a similar visual weight. It makes the story harder to grasp and loses the editorial aspect found with a clear 'hero' image base.
- Use effects that feel too intense or harsh, as they might cheapen the result.
- Use too many items in your collages as it quickly feels messy. This makes it more difficult to quickly capture the key elements of your composition.
- Add text into the visuals - the board title and description are displayed separately.

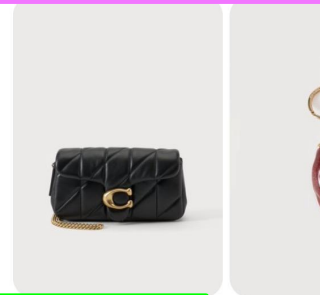
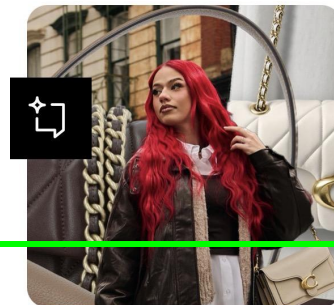
Copy - requirements

Title (max 37 characters)

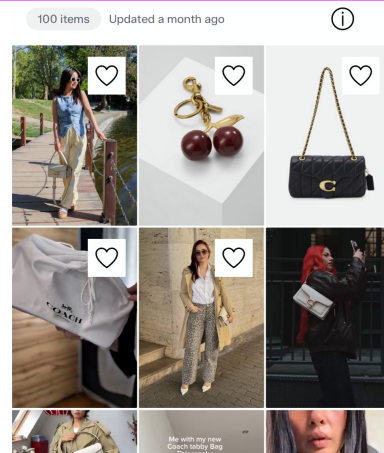
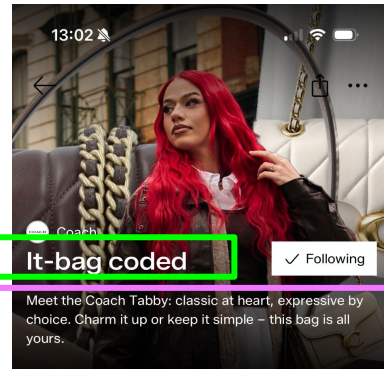
- Shown below the entry point image on the Feed
- Shown above the product grid when users open a board (Board Title)
- It is recommended to keep the title unchanged to avoid any issues with performance tracking or follower loss

Description (max 120 characters)

- Shown above the product grid when users open a board (Board Description)
- Other entries (Collection Card/Showstopper) do not include this description (or any other subtitle) - only the title.



Coach



Copy - Brand Voice

To ensure cohesion with other content within the Zalando App environment, copy should reflect Zalando's brand voice. This is built in three layers:

1. Relaxed basics (always apply)

Clear, friendly and informal. Use everyday words and contractions. Write in the active voice. Keep sentences short - one idea at a time. Address the user directly as 'you'.

2. Contrasting patterns (flex to context)

Show a point of view. Tap into relevant fashion and cultural references your audience will recognise. Keep it confident, but avoid judgement.

3. Unexpected details (flex to context)

Go specific rather than generic. Find a vivid angle that brings the board's world to life - avoid the obvious description and find the detail that sticks.

Copy - Dos & Don'ts

DO

- Use British English spelling throughout: colour, organised - not color, organized.
- Sentence case for all titles and descriptions: not Title Case.
- Contractions where natural: you'll, we're, it's.
- Active voice: 'discover the board' - not 'the board can be discovered'
- Address the reader directly as 'you'.
- Focus on the theme rather than a specific campaign
- Favour evergreen copy over seasonal copy
- Add the brand name in the description only - not in the title
- Use the description to add context, mood or a point of view. Help to explain what connects the products to the board.

DON'TS

- Mention the brand name in the title: users engage with boards because of themes and content, not brand names.
- Use generic category names like 'Seasonal favourites' or 'New arrivals'
- Make copy overly sales-driven or promotional
- Repeat any words from the title in the description.

Legal considerations: Don't base copy on third-party IP - TV series titles, film names, song titles or public figures - without prior legal clearance. Commercial use of a protected work title creates legal risk even when the reference feels editorial.

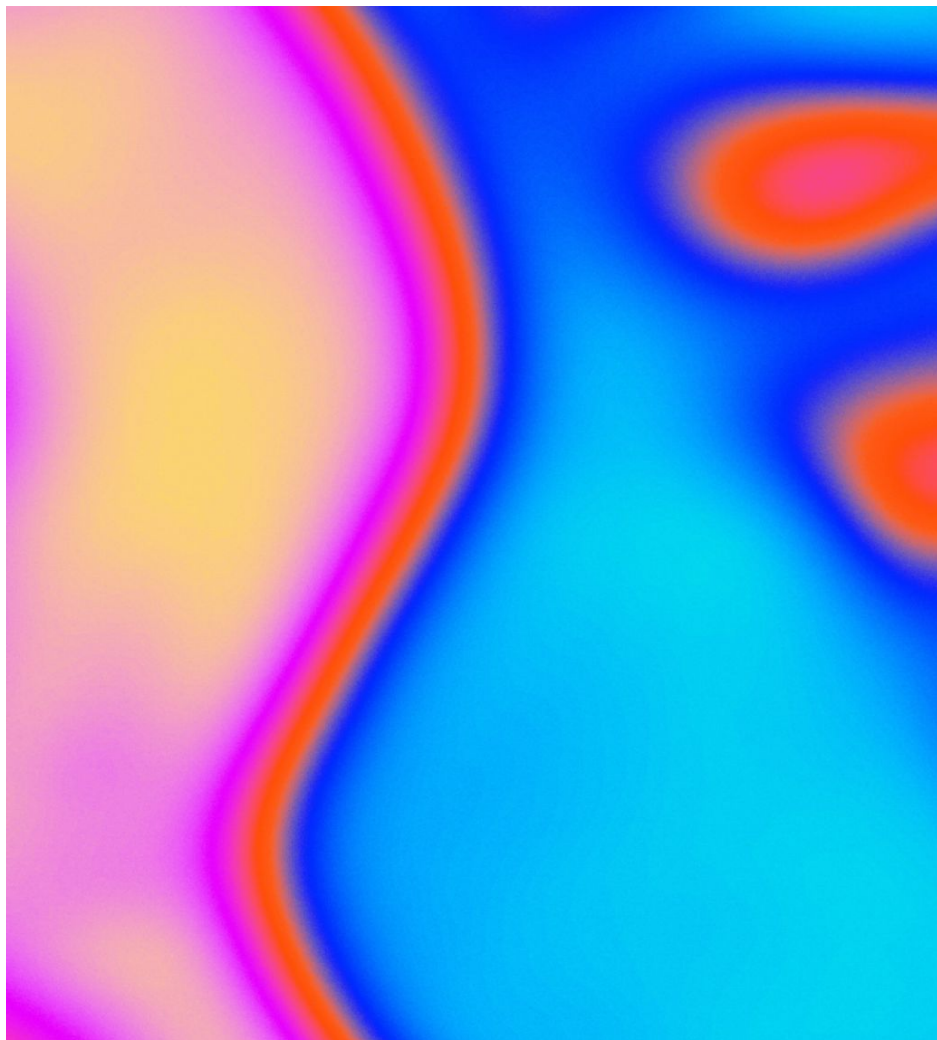
Board curation - SKUs

A Branded Board should contain a **minimum of 40 and a maximum of 100 items**. All items should align with the board's theme and contribute to a cohesive experience.

Best practice tips:

- Variety increases engagement: avoid over-indexing on one product category and include multiple product groups where possible (e.g. footwear, apparel, accessories).
- For a single-product theme, consider adding a complementary product category (eg. Hero = bag, complementary products = bag charms, silk scarves, etc.)
- Order all entities intentionally: create a balanced mix of SKUs throughout the board.
- Place your strongest content at the top - the top 25 will be included in the entrypt point carousel: ensure hero products and bestselling SKUs receive the most visibility.
- Frequent maintenance: review relevance and seasonality, replace outdated, sold-out or discontinued SKUs, check copy accuracy.

Inspiration



Board theme - Bestsellers

✓ Nike Performance

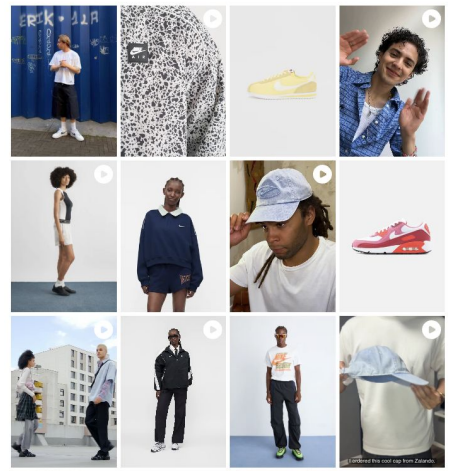
Just do it

+ Follow

The court-to-street lifestyle – powered by Nike bestsellers built for performance and style.

Filter board

99 items Updated 2 weeks ago



✓ Lacoste

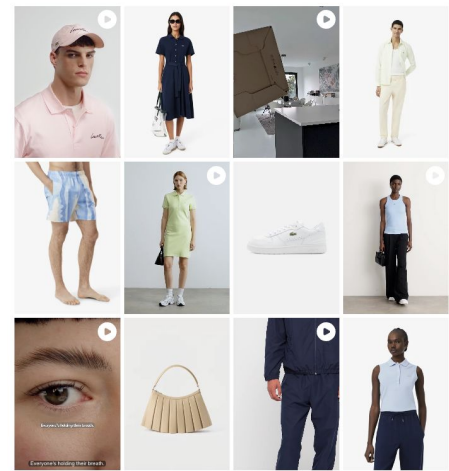
Crocodile style

+ Follow

Sharp angles, clean whites and a killer instinct for sporting luxury. Lacoste has been serving looks since '33.

Filter board

97 items Updated 2 weeks ago



✓ Calvin Klein

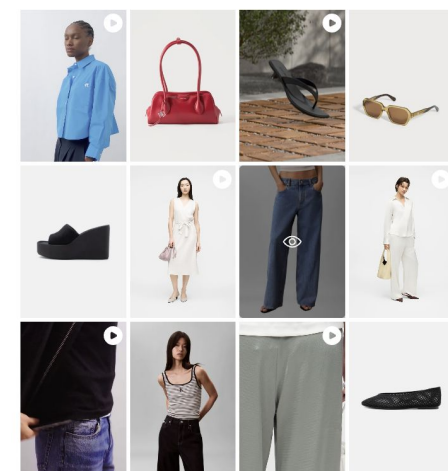
Everyday elegance

+ Follow

Denim, underwear & essentials – Calvin Klein bestsellers bring effortless confidence to every layer of your life.

Filter board

100 items Updated this week



Board theme - Hero product / trend

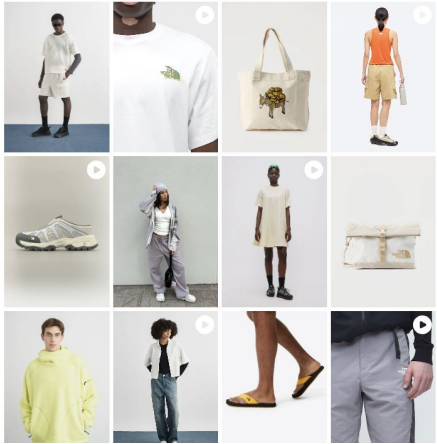
In full gorpcore mode

+ Follow

Where outdoor utility meets streetwear edge: Gorpcore takes you from the mountains straight into the heart of the city.

Filter board

96 items Updated 2 weeks ago



Coach

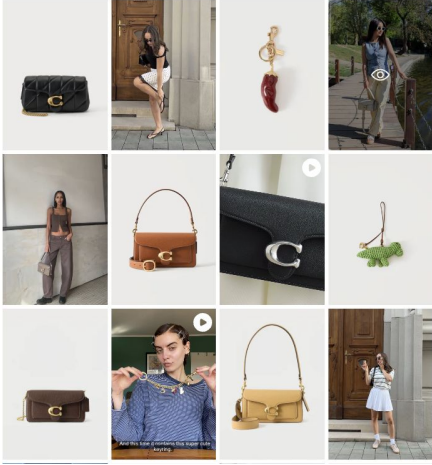
It-bag coded

✓ Following

Meet the Coach Tabby: classic at heart, expressive by choice. Charm it up or keep it simple – this bag is all yours.

Filter board

100 items Updated 3 weeks ago



New Balance

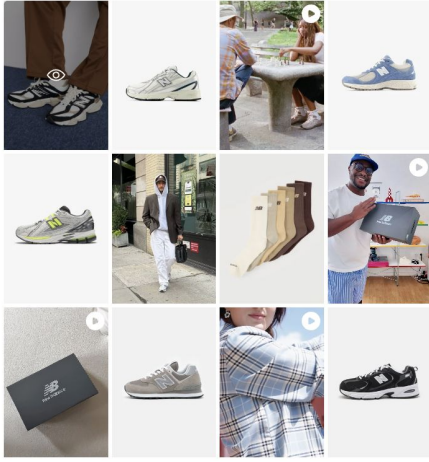
Dad sneaker DNA

+ Follow

Before the trend had a name, there was New Balance. Discover the dad sneaker at its origin, executed in fresh styles.

Filter board

94 items Updated more than a month ago



Board theme - Seasonal

Polo Ralph Lauren

Tailored for love

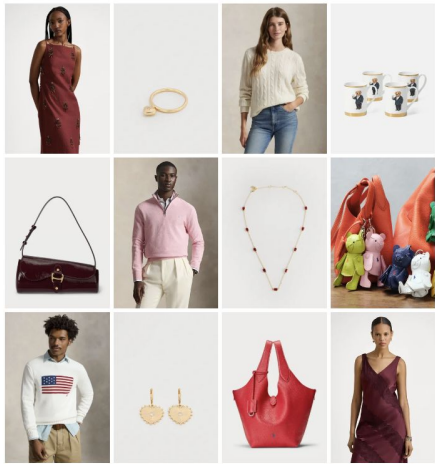
+ Follow

Love at first sight, and forever. Valentine's Day gifts for the one, shaped by Ralph Lauren's timeless elegance.

Filter board

56 items Updated this week

Info Laptop Grid



Swarovski

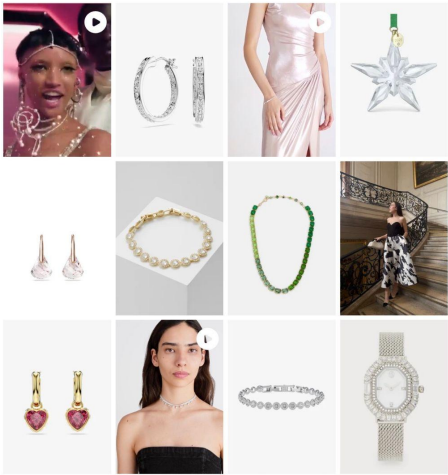
Festive brilliance

+ Follow

It's your moment to shine. Illuminate your holiday style with this year's most sought-after Swarovski jewellery.

76 items Updated this week

Info



Timberland

Dry steps ahead

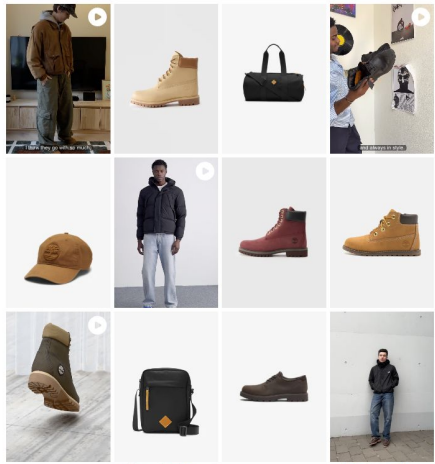
+ Follow

Through puddles and storms, rain or shine: you can always count on Timberland.

Filter board

94 items Updated this week

Info Laptop Grid



Board theme - Big moments / events

adidas

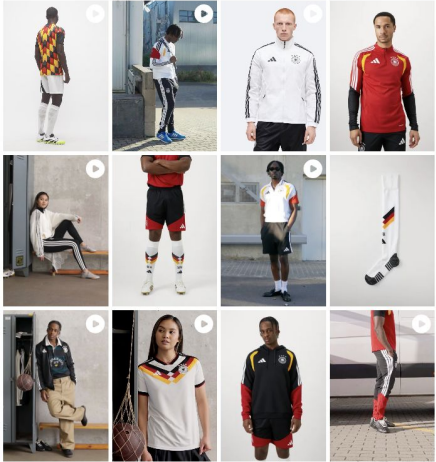
Matchday energy

+ Follow

Excited for the World Cup 2026: bold colours and iconic designs deliver the strongest fan style moments.

Filter board

100 items Updated 1 week ago



tommyhilfiger

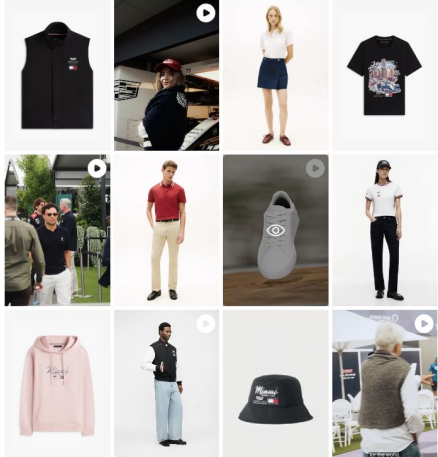
Style at full throttle

+ Follow

Preppy paddock style sets the pace, with Checo Pérez fronting Tommy Hilfiger x Cadillac Formula 1® Team.

Filter board

100 items Updated 3 weeks ago



Vivienne Westwood

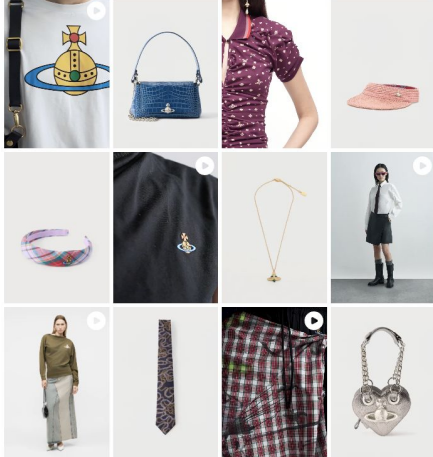
Punk meets pearls

+ Follow

Inspired by the FW26 Paris runway, this Vivienne Westwood edit brings rebellious elegance to your everyday wardrobe.

Filter board

96 items Updated this week



Hero image



Skate vibes



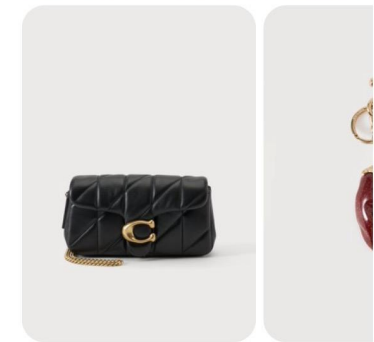
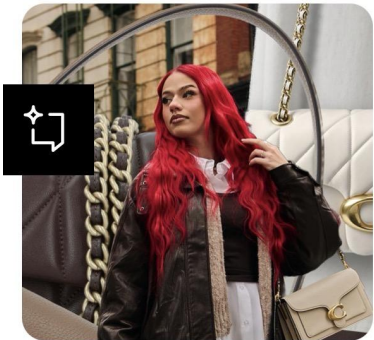
...



Don't blush
College style meets
Calvin Klein icons

Sponsored ⓘ

...



It-bag coded

Coach

...

Hero image - from briefing to output

Briefing:



Collage-style Hero image:



The briefing also provided more details on the desired vibe of the visual, such as representing sports and collegiate style.

Thank you

