

UAE In-store guidelines

2024



1.Assets placement

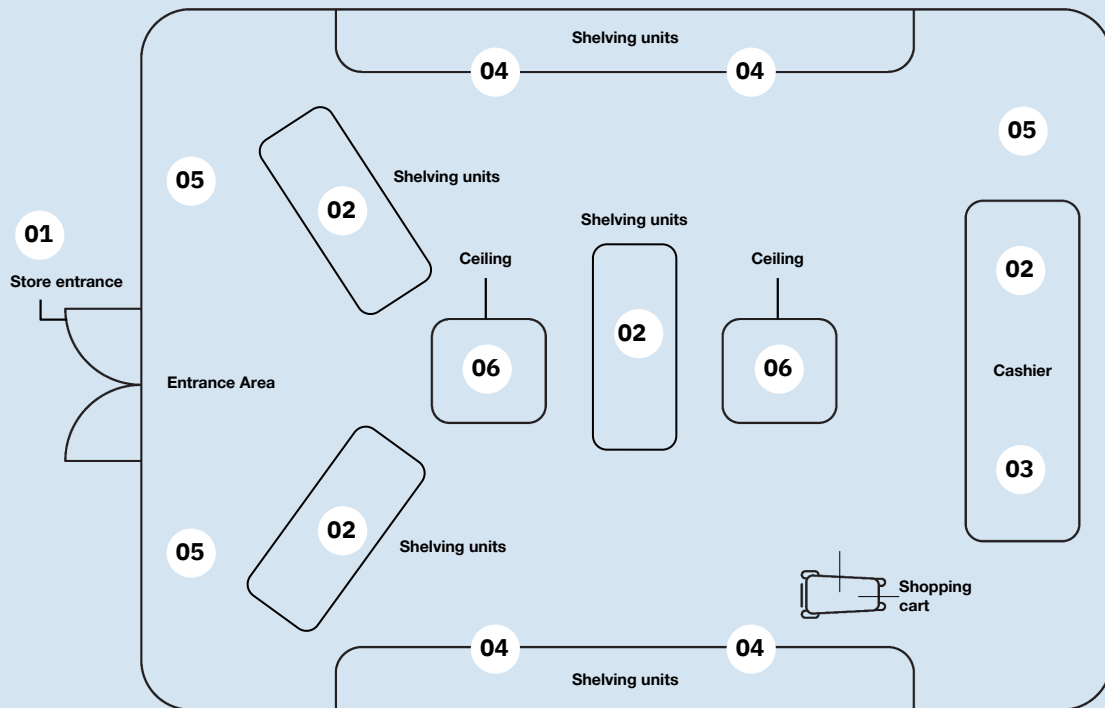


Assets placement

To support this effort, we have developed a Tamara in-store merchandise deck. The pack is intended to be displayed at designated touchpoints in-store and serve as a visual reminder for your staff and customers that you offer Tamara as a payment solution.

- 01** Door sticker
 - 02** Acrylic Board
 - 03** POS Sticker
 - 04** Wobbler
 - 05** Floor Sign
 - 06** Ceiling Banner

To help make the most of our in-store merchandising assets, we have included a detailed map that shows where assets should be displayed in-store.



Note: Some in-store assets are double-sided with Arabic & English versions on each side. English side should always be prioritized if only one asset is in possession. If more assets are available, then the majority of assets should be placed facing the English side but make sure that there are few in Arabic.



2.In-store assets



Tamara Stickers (1/2)

Make use of these stickers to capture the attention of customers and enhance their purchase decision during their visit in your store. It's important to inform customers that you offer Tamara as a payment solution.

Placement > Storefront, cashier counter, fitting room, mirrors.

Value > Increase interest and awareness and informs customers that you offer Tamara

Size (A4 Sticker sheet)

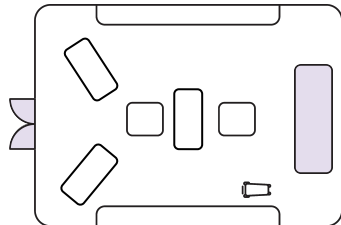
01 > H4.5 x W8 cm

02 > H13 x W5.5 cm

03 > H9 x W20 cm

04 > H6 x W6 cm

05 > H6 x W6 cm



Artwork

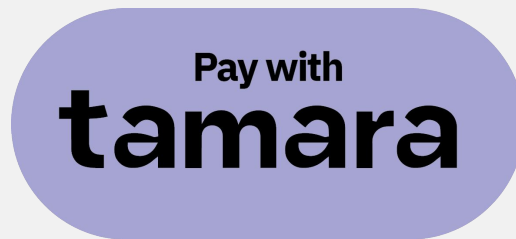
01



02



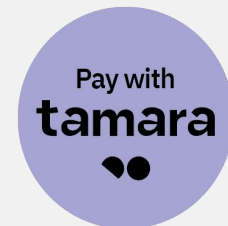
03



04



05

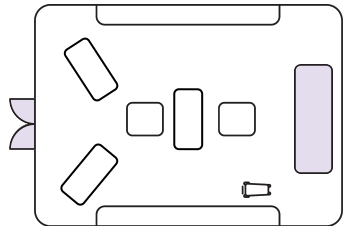


Tamara Stickers (2/2)

Make use of these stickers to capture the attention of customers and enhance their purchase decision during their visit in your store. It's important to inform customers that you offer Tamara as a payment solution.

Placement > Storefront, cashier counter, fitting room, mirrors.

Value > Increase interest and awareness and informs customers that you offer Tamara



Mockup



Model Installation



Acrylic Board

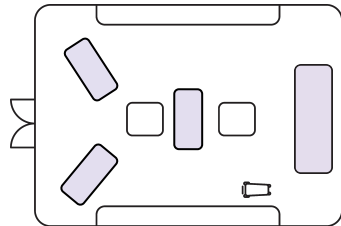
Acrylic boards are a great way to inform potential customers about Tamara and how our service works. They must be placed at the cashier counter for easy access and visibility and not arbitrarily around the store.

Placement > Cashier counter

Value > Attract and educate customers along with retaining their interest

Size > A5 (H21 x W14.8cm)

A4 (H29.7 x W21cm)



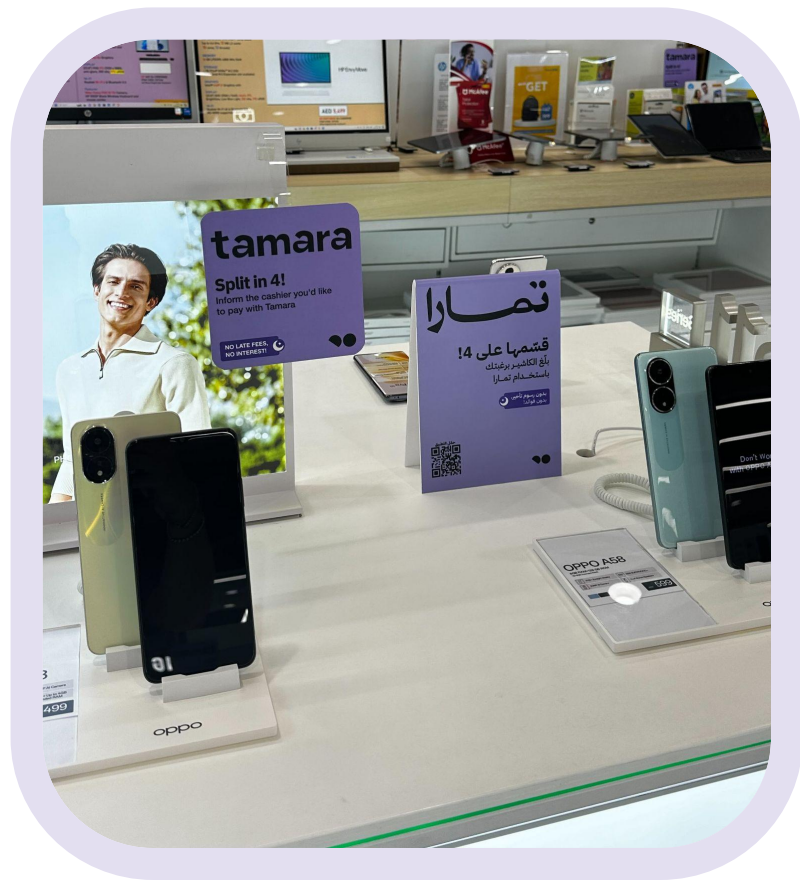
Artwork



Mockup



Model Installation



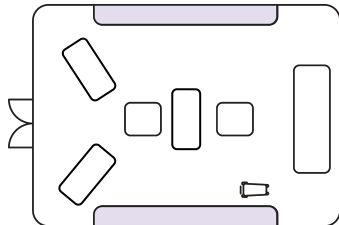
Wobbler

Use wobblers to attract the attention of customers and influence their purchasing decisions while they are in your store. Place them in designated locations throughout your store, such as between shelves and near checkout.

Placement > Store shelves and at checkout - not to be placed next to items out of spending limit

Value > Increase product interest and awareness

Size > 13 cm



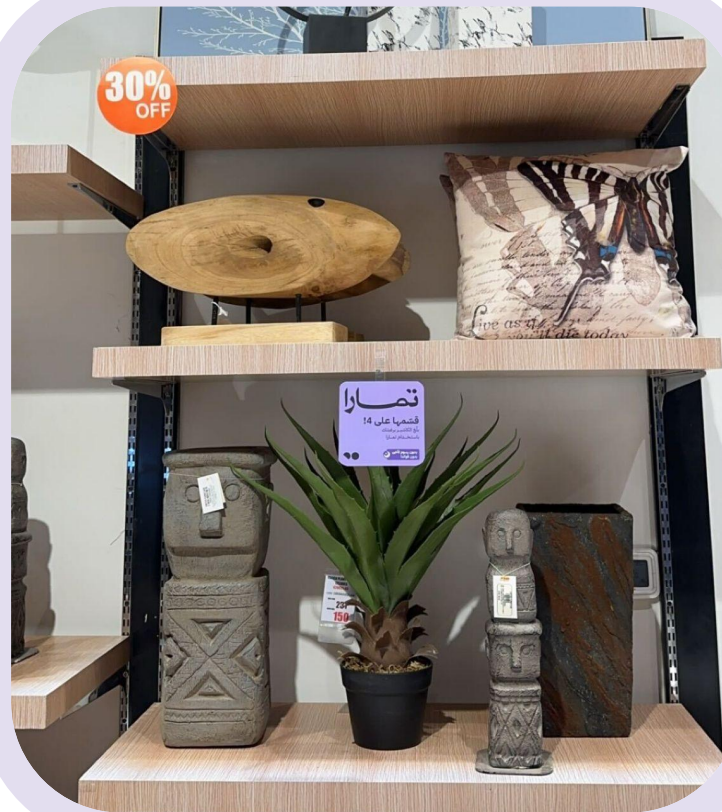
Artwork



Mockup



Model Installation



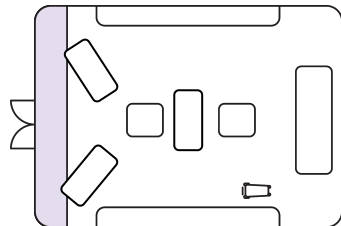
Floor Sign

Position a floor sign near the entrance to attract and motivate customers to visit your store. This will highlight that you offer Tamara as a payment solution.

Placement > Store entrance

Value > Increase store dwell time

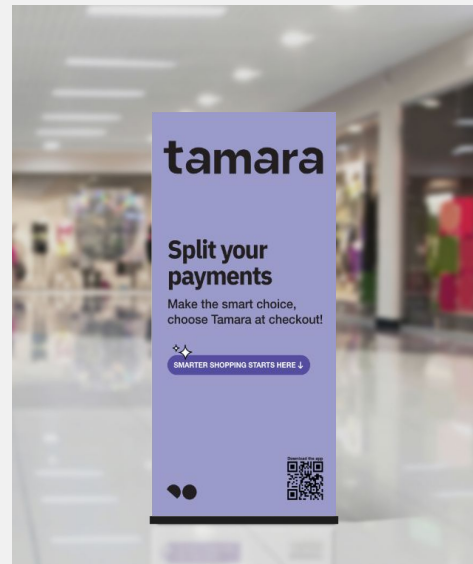
Size > H120 x W58cm



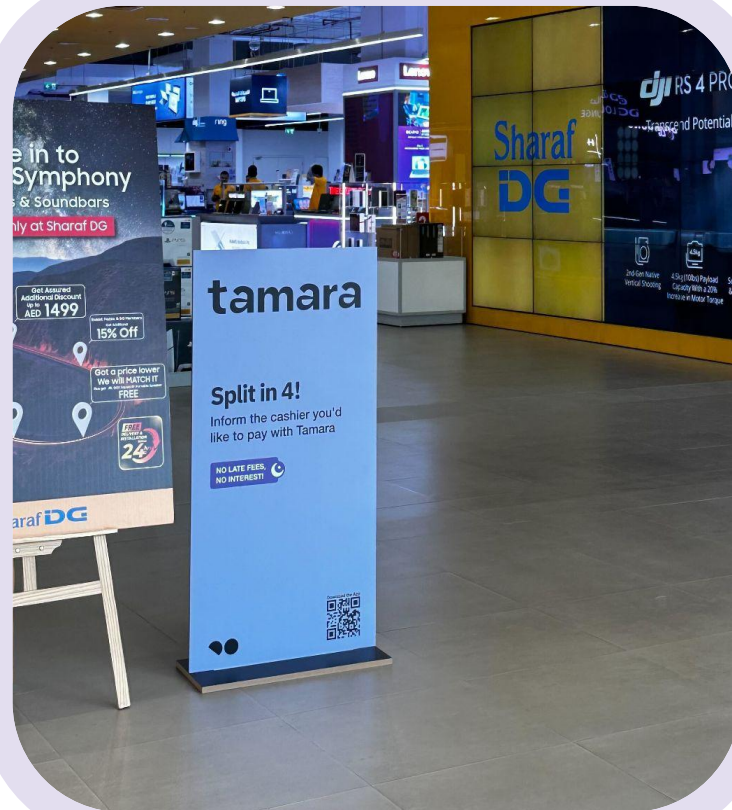
Artwork



Mockup



Model Installation



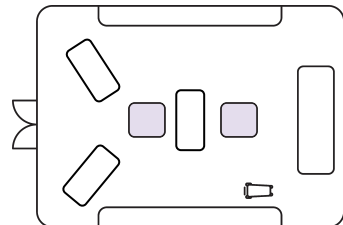
Ceiling Banner

Use ceiling banners to attract the attention of customers and influence their purchasing decisions while in your store. It is important to inform customers that you offer Tamara as a payment solution. Place the banners in strategic locations throughout your store to effectively communicate this information.

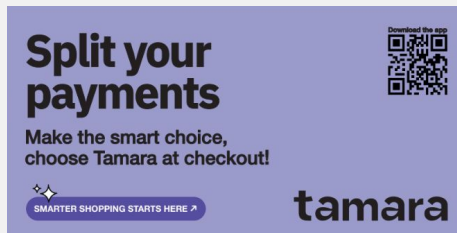
Placement > Ceiling

Value > Captures the attention of customers and promotes Tamara as a payment solution that you offer

Size > H200cm x W100cm



Artwork



Mockup



Order your free kit

Place an order for all your branches!





Thank you!

2024

