

# In-store guidelines



# **1.Assets placement**



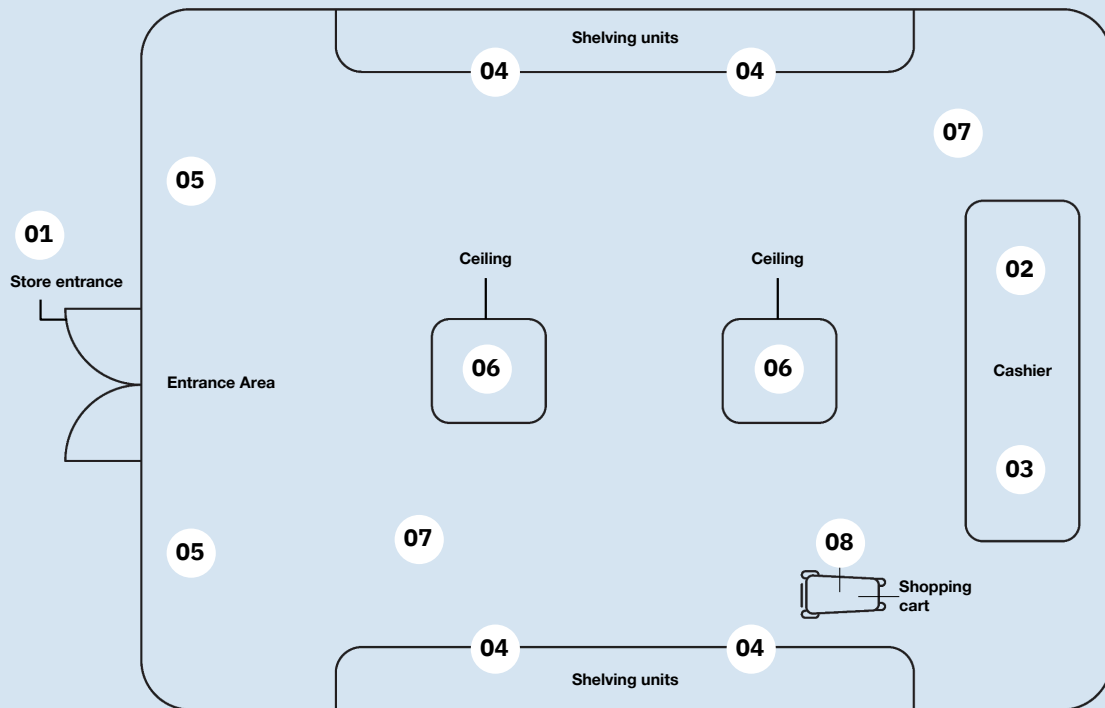
# Assets placement

**In-store merchandising is an effective way to attract and engage customers in your business.**

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.

- |                          |                         |                          |
|--------------------------|-------------------------|--------------------------|
| <b>01</b> Mada Sticker   | <b>02</b> Acrylic Board | <b>03</b> POS Sticker    |
| <b>04</b> Wobbler        | <b>05</b> Floor Sign    | <b>06</b> Ceiling Banner |
| <b>07</b> Roll-up Banner | <b>08</b> Shopping Cart |                          |

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. Arabic 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 Arabic side but make sure that there are few in English.



## **2.In-store assets**



# Mada Sticker (1/2)

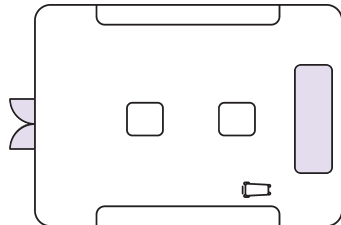
Make use of these stickers to capture the attention of customers and enhance their purchase decision during their visit in your store. It's important to inform customers that you offer Tamara as a payment solution.

**Placement** > Storefront & Cashier counter

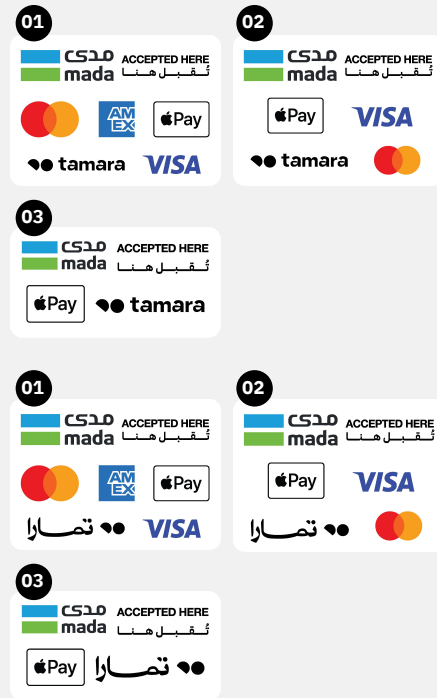
**Value** > Increase interest and awareness and informs customers that you offer Tamara

**Size 01 & 02** > H10 x W14cm

**03** > H6.5 x W12.5cm



## Artwork



Download



# Mada Sticker (2/2)

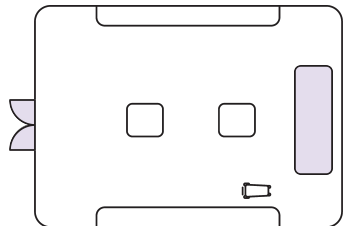
Make use of these stickers to capture the attention of customers and enhance their purchase decision during their visit in your store. It's important to inform customers that you offer Tamara as a payment solution.

**Placement** > Storefront & Cashier counter

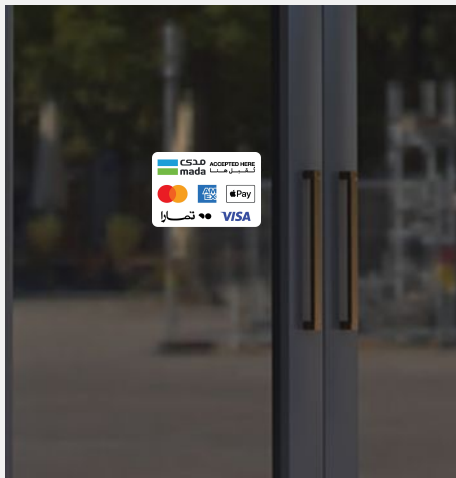
**Value** > Increase interest and awareness and informs customers that you offer Tamara

**Size 01 & 02** > H10 x W14cm

**03** > H6.5 x W12.5cm



Mockup



Download



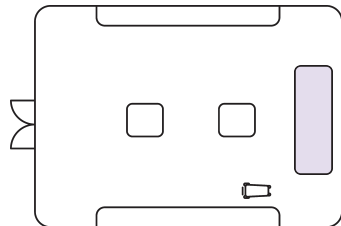
# Acrylic Board

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.

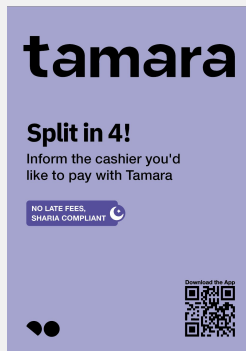
**Placement** > Cashier counter

**Value** > Attract and educate customers along with retaining their interest

**Size** > A5 (H21 x W14.8cm)  
A4 (H29.7 x W21cm)



Artwork



Mockup



Download



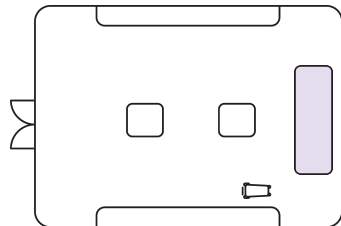
# POS Sticker (1/2)

Make use of checkout stickers to capture the attention of customers and enhance their purchase decisions during their visit to your store. Strategically place these stickers in designated areas near the cashier to maximize their impact.

**Placement** > Cashier counter

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

**Size** > H4.5 x W8cm



## Artwork



Download





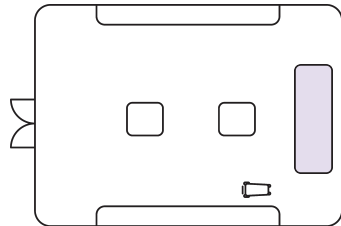
# POS Sticker (2/2)

Make use of checkout stickers to capture the attention of customers and enhance their purchase decisions during their visit to your store. Strategically place these stickers in designated areas near the cashier to maximize their impact.

**Placement** > Cashier counter

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

**Size** > H4.5 x W8cm



Mockup



Download



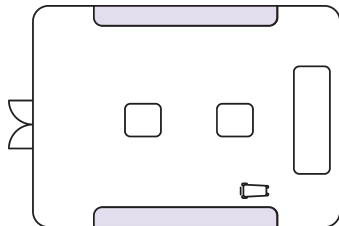
# Wobbler

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



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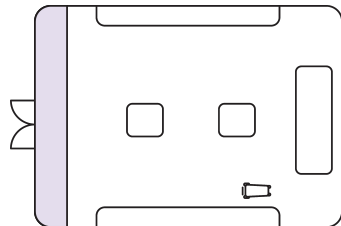
# Floor Sign

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

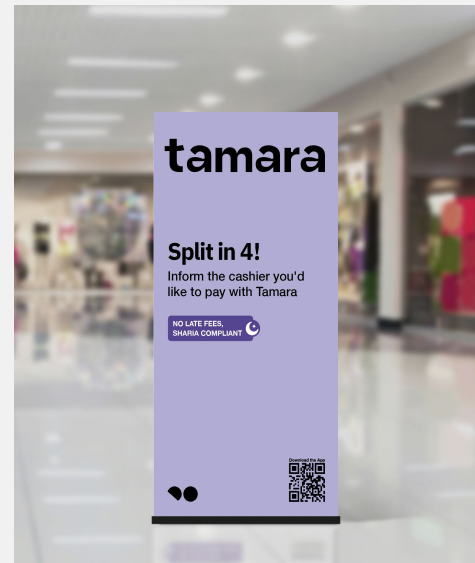
**Size** > H120 x W58cm



Artwork



Mockup



Download



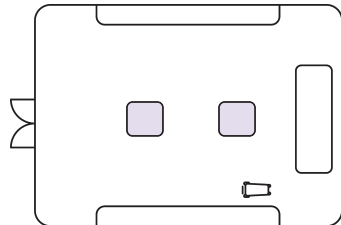
# Ceiling Banner

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



Download



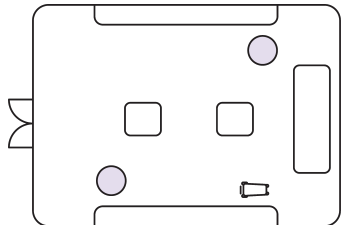
# Roll-up Banner

The roll-up banner is an effective way to grab the attention of customers and influence their purchasing decisions while they are in your store. It helps customers make faster purchasing decisions on higher-priced products.

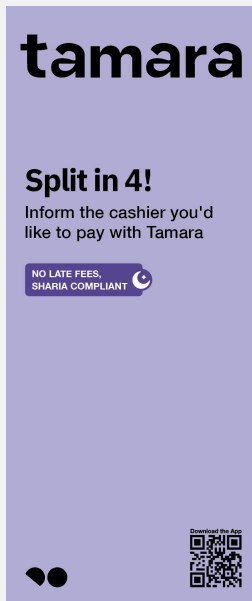
**Placement** > Strategically placed in open space  
- next to products that would sell well with Tamara

**Value** > Helps customers make faster purchasing decisions on higher-priced products (within limit)

**Size** > H200cm x W85cm



Artwork



Mockup



Download



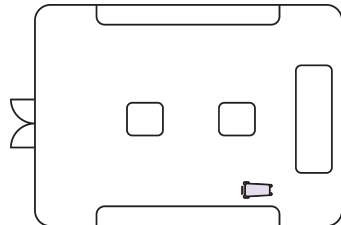
# Shopping Cart

The shopping cart is an effective way to grab the attention of customers and influence their purchasing decisions while they are in your store.

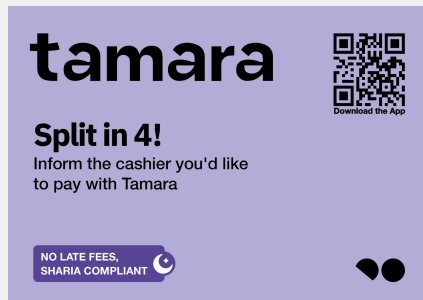
**Placement** > Inside shopping carts

**Value** > Increase awareness

**Size** > H24cm x W17cm



Artwork



Mockup



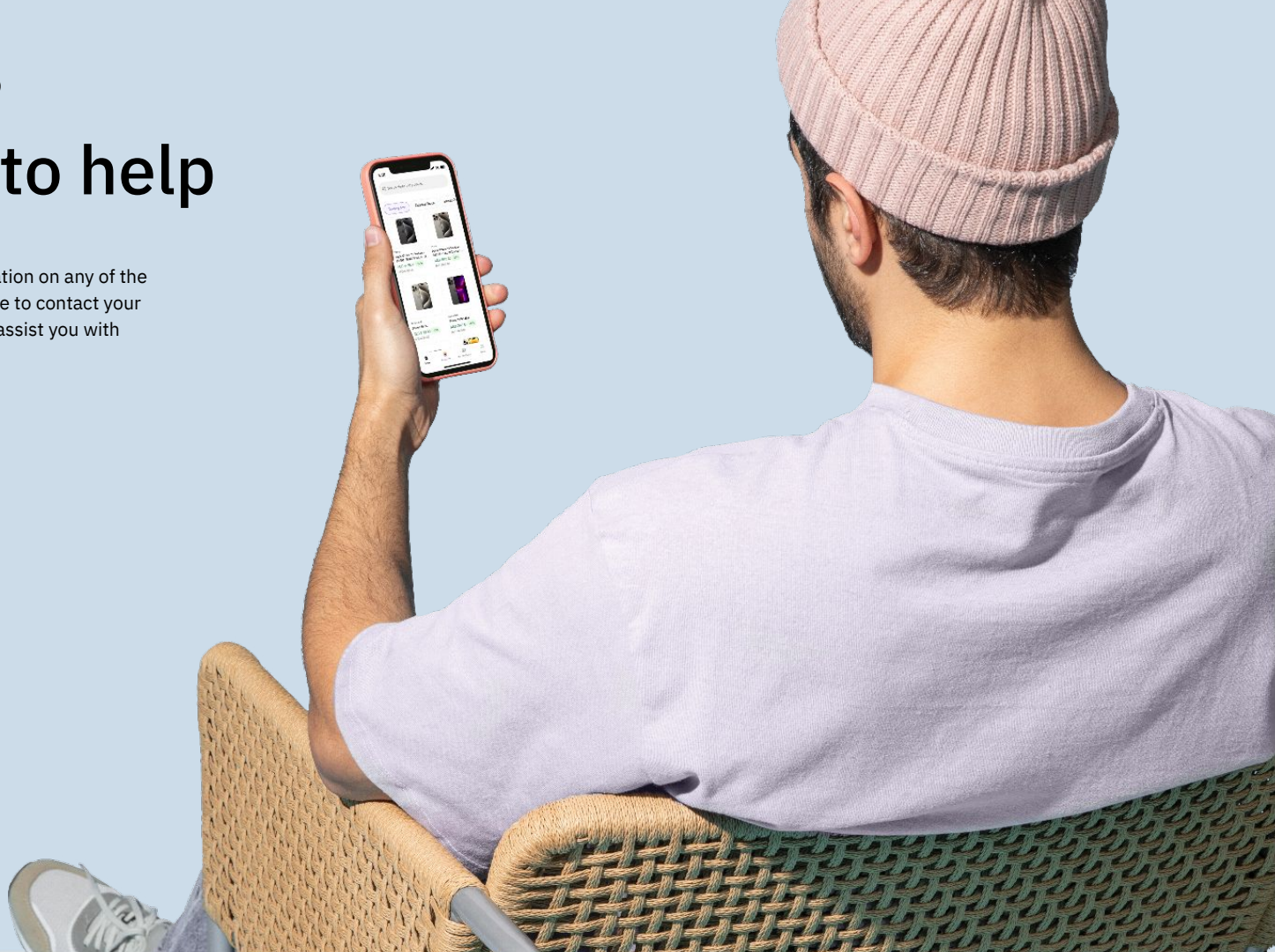
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# Questions? We're here to help

If you have any questions or need clarification on any of the information provided, please don't hesitate to contact your partner success manager. We are here to assist you with any inquiries you may have.





# Thank you!

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