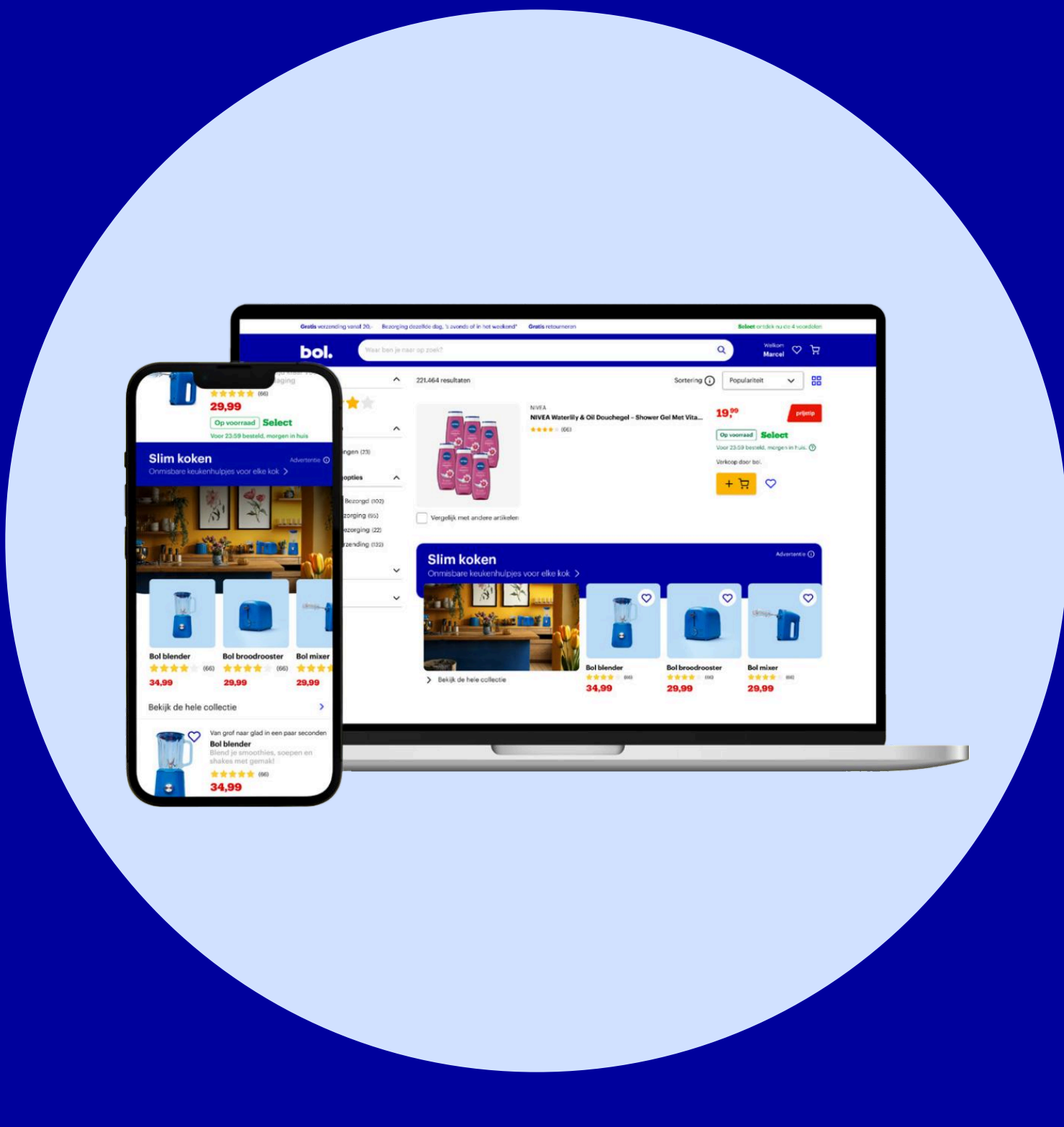


Guidelines Branded Shelves

This guideline document outlines the basic rules we follow when creating **Branded Shelves**.



Background Color

Choose a background color that fits your brand best. The text color will be automatically selected based on the **HEX code** of your background.

Not allowed

- Pure **black** (#000000)
- Pure **white** (#FFFFFF)
- Colors that closely resemble **black** or **white**

Copy

Write your own copy that clearly communicates your product's message. The copy consists of a **title** and a **subtitle**, and must follow these rules:

Titel

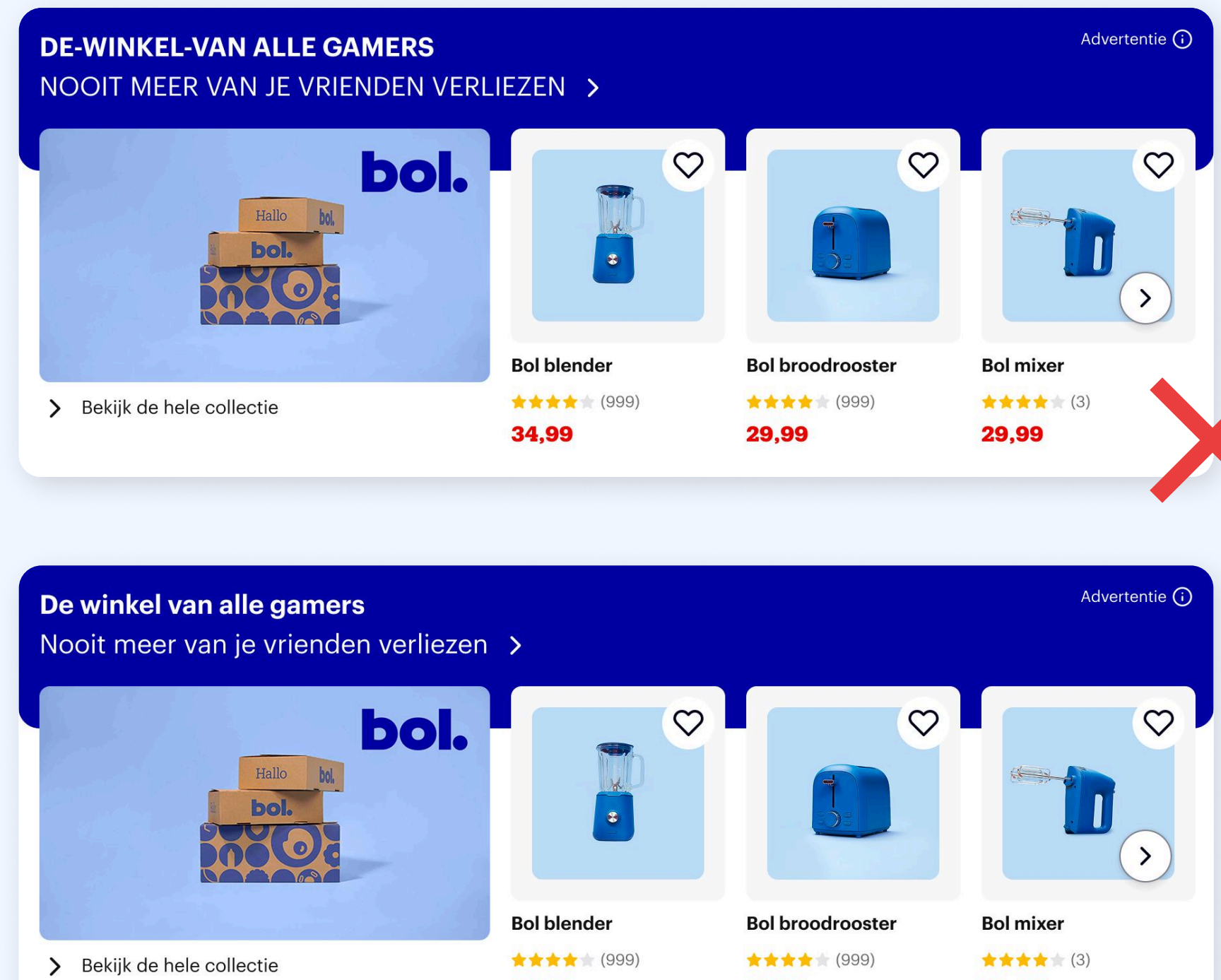
- Max. **24 characters** (including spaces)
- In the correct language: **Dutch** or **French**

Subtitle

- Max. **56 characters** (including spaces)
- In the correct language: **Dutch** or **French**

Dashes in the copy

Capital letters in the middle of a sentence



Allowed

- **Capital letters** for brand names
- **Capital letters** at the beginning of a sentence
- Punctuation: **&** and **,** (comma)

Not allowed

- **Capital letters** in the middle of a sentence (unless brand name or sentence start)
- Punctuation: **?**, **!**, **.**, **:**, ****, **-**
- **English text** (unless it's a campaign or brand name)
- Mentioning **other brands**
- Mentioning **discounts (%)**
- Mentioning **prices (€)**
- **Mixing languages** in title and subtitle
- **Sustainability** claims (unless the product has a "Goede Keuze" label)
- **Value judgments** like "expensive", "cheap", "best", "premium"

Visuals

A **strong lifestyle image** grabs attention, evokes emotion, and reinforces your message.

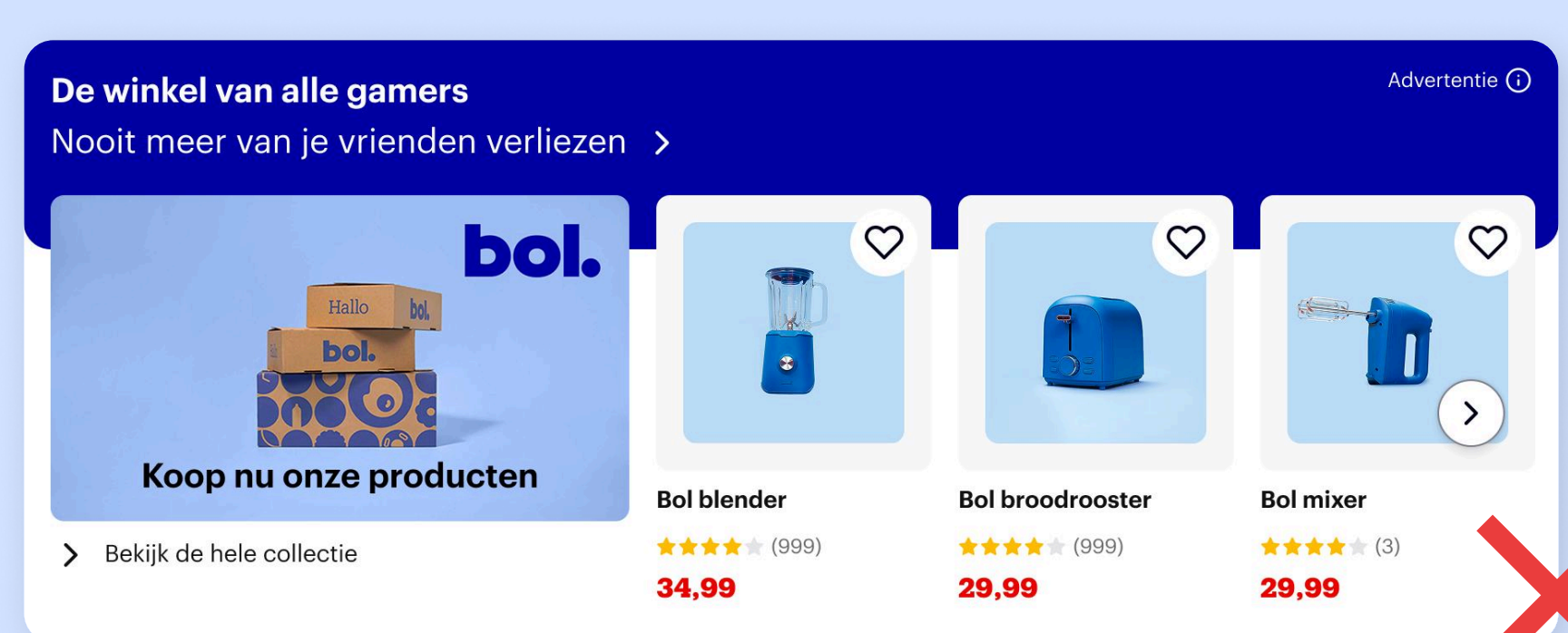
Add your logo to boost brand recognition and awareness.

Lifestyle Image Requirements

- Format: **1920x1080 pixels** (16:9 ratio)
- Optional: **logo** (see placement guidelines below)

Not allowed

- **Text** in the image



Logo Placement (if used)

If you want your logo to be visible, add it to the lifestyle image before uploading it.

Horizontal logo:

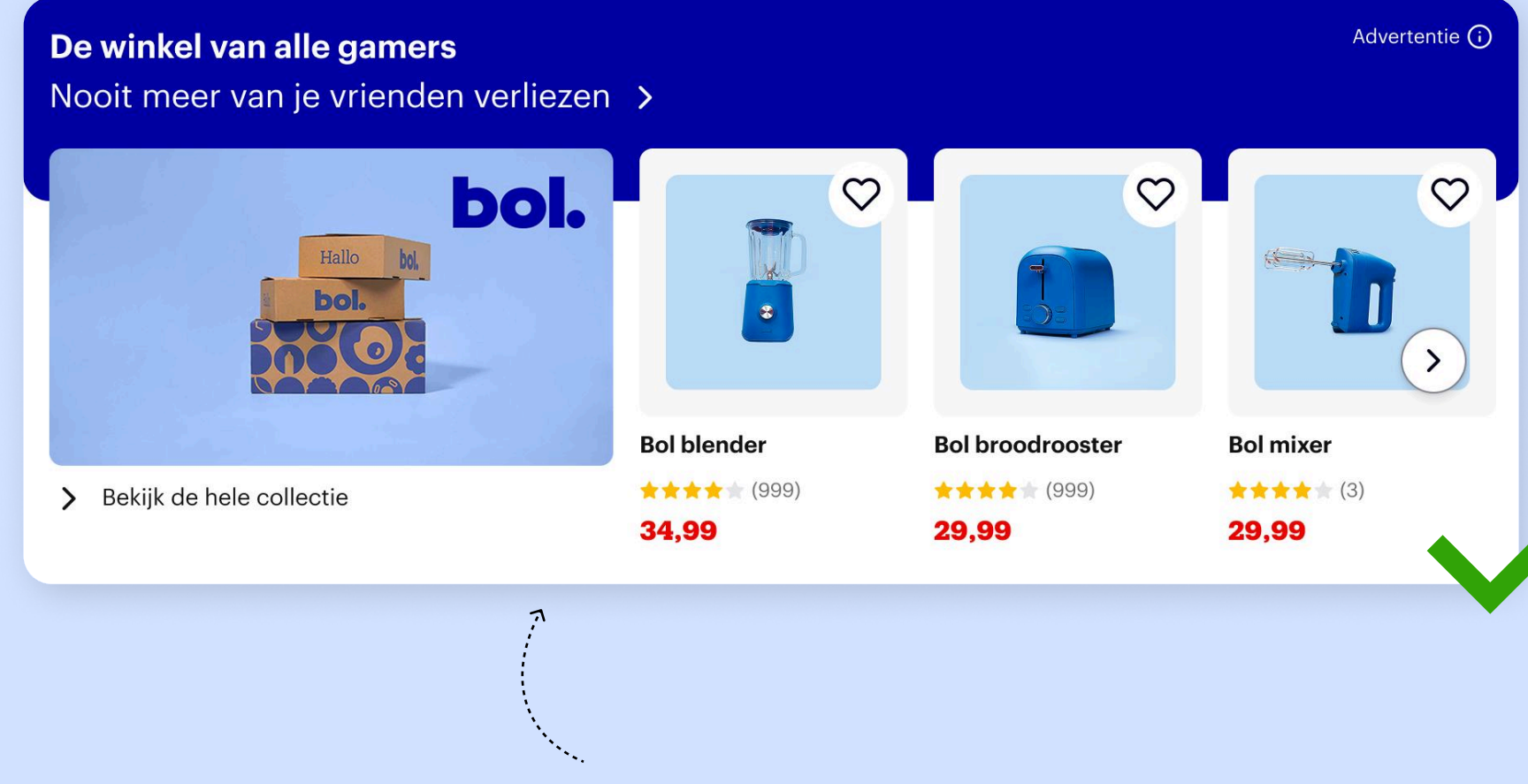
- Placement: **top right corner**
- Margin: **24px** from top and right
- Logo height: **max. 44px**

Vertical logo:

- Placement: **top right corner**
- Margin: **24px** from top and right
- Logo height: **max. 44px**

Text in the lifestyle image

Logo in top right corner



Strong lifestyle image

URL

A **good landing page** makes all the difference. Choose your URL carefully.

Disclaimers

- If the URL doesn't work or the campaign is paused, it affects delivery and performance.
- The moderation team checks the submitted URL once. After that, it's your responsibility to keep it working during the campaign.

Allowed

- URL starts with **www.bol.com/nl...** or **www.bol.com/be...**
- **Correct assortment** loaded
- Minimum of **5 products**
- Sufficient stock **available**
- URL active **at least 1 month** before and after the campaign

Not allowed

- No **?** or **#** in the URL
- No **search text** in the URL (e.g. <https://www.bol.com/nl/nl/s/?searchtext=powerbank>)

Effective Pages

1. Brand Page (recommended)

A permanent brand page on bol.com to tell your brand story and showcase products.

URL contains: **/pb/**

Note: French Branded Shelves cannot link to a brand page.

2. Brand Activation Page

A temporary landing page for a specific campaign or promotion.

URL contains: **/pb/**

3. Retail Action Page

A standard list page based on a selection of EANs provided by the advertiser.

URL contains: **/ra/**

4. Branded list page

A filtered list page by brand, e.g. "all Philips Sonicare products".

URL contains: **/l/**

5. Product detail page

A standard product page showing one specific product.

URL contains: **/p/**

Note: the product must have three or more options to choose from (e.g. color, size, quantity).

Accepted Content

Campaigns must comply with bol's values and guidelines.

Not allowed

- **Discrimination** based on (but not limited to): gender, race, religion, sexuality, political preference, or health status
- Targeting **vulnerable individuals** (e.g. mentally unstable or financially limited)
- Targeting **children** (under 18)
- **Misleading or deceptive content**
- **Abuse** or **exploitation**
- **Harmful** or **aggressive** messaging

Target Audience

You can target both the Netherlands and Belgium (**NL & BE**). Language (Dutch or French) is selected based on the customer's browser settings.



Thank you!