LEDBANGERS FIELD GUIDE · EPISODE 13 DELIVERABLE

Rollout Standard

Templates that protect the brand, a local voice with limits, approvals with numbers, and versions you can trust.

1 Template architecture per template

Locked
Ground and motion, grid, type sizes and weights, colours, marker, safe area. Never edited in a store.

Fields
Headline, support, product media, price, dates. Approved centrally, filled per country.

Local touch
One line the store writes, in a fixed slot, capped at _____ characters, always dated.

TEMPLATES ☐ Window statement ☐ Interior ambient ☐ Product highlight ☐ Corner (two faces)
☐ Checkout and queue service

2 Elastic copy no improvising per language

- Headline: max _____ characters per line, max two lines
- Too long for one line: switch to layout state B, never shrink
- Smallest type size: _____ (never below)
- Price format per country written down (e.g. £3.80 · 4,20 € · 165 ₺)
- Test the longest language first; short source text can double
- Every optional field can be empty without a gap

3 Approvals two tiers, with numbers

WHAT	WHO APPROVES	WINDOW
System (templates, motion, type)	Brand lead + creative lead	_____ days
Campaign fields	Marketing	_____ hours
Local touch and info	Operations	_____ hours
Legal (flagged only)	Legal	_____ hours, planned ahead

4 Versions and expiry always know what is live

Name: BRAND_ZONE_TEMPLATE_CAMPAIGN_LANG_V###_DATE _____

- ☐ One register: store, screen, file, version, since
- ☐ Every campaign and local item has an end date
- ☐ Expiry falls back to the evergreen base
- ☐ Rollback to the last approved set in minutes

5 Pilot 3 to 5 stores, 4 weeks

- ☐ Stores chosen for different conditions
- ☐ Week 1 base and skin; week 2 campaign
- ☐ Week 3 local slot; week 4 review and fix
- ☐ Pass: one brand in every store
- ☐ Pass: approvals hit their windows
- ☐ Pass: rollback works, register is right