

GS1 Standards

Product Images and Media Assets

for Strategic Brand Management and Successful
Content Marketing - FMCG



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PREVIEW

1 Introduction

1.1 Objectives of the specification

The digital presentation of products is a critical success factor in multichannel.

This document describes specifications for the production of product images and media assets as well as the standard for naming the media files. The requirements have been developed together with stakeholders from suppliers and retailers as well as Smart Data One GmbH, GS1 Germany GmbH, 1WorldsSync GmbH and ZIPPEL MEDIA GmbH, especially in the context of multichannel marketing.

With this document, an industry standard for the creation of product images is prepared which regulates an increasingly uniform processing of media assets such as 360 degree views for web shops or instore TV, views for space management, advertising images from different perspectives for use in marketing.

1.2 Target group

The document is intended for all those who are responsible for marketing and information technology to ensure the media asset supply for strategic brand management and content marketing in the systems of their organization.

1.3 Scope

The document was developed in collaboration with stakeholders of the FMCG sector, and therefore its validity is in the areas of food, near-food, non-food and DIY.