



International Retail

Annual Templates Creative Guidance Pack

17/10/23

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Chinese New Year



Ramadan



Ramadan (2nd creative)



Rainy season



Songkran



Singles Day



Celebrations



International women's day



Spring



National day



Bonus time



Gifting



Portrait



Landscape



Portrait



Landscape



Portrait



Landscape

RAMADAN 2024 - CREATIVE N°2

(MORE COLOUR OPTIONS)

Ramadan
Kareem
Dual language

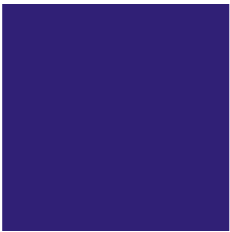
OFFER



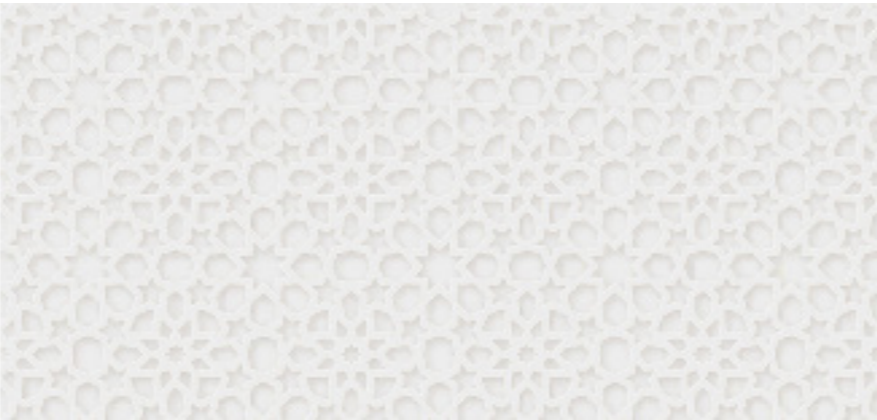
Lorem ipsum secondary line

In store | boots.com | App

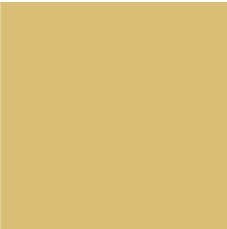
With you. For life.



c94 m100 y0 k24



c25 m36 y72 k27



c14 m20 y62 k2

Ramadan
Kareem
Dual language

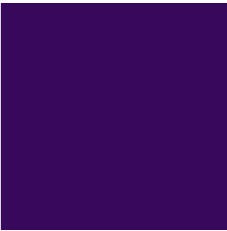
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Lorem ipsum secondary line

In store | boots.com | App

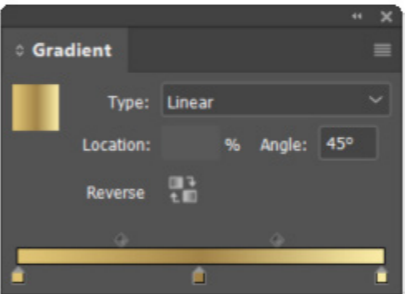
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c80 m100 y0 k45



c80 m80 y0 k25





Portrait



Landscape



Portrait



Landscape



Portrait



Landscape



Portrait



Landscape

CELEBRATION 2024 - CREATIVE

(MORE OPTIONS)



SHUTTERSTOCK.COM

STOCK PHOTO ID: 769542112

Abstract Light Bokeh Background.
Winter holidays background.



SHUTTERSTOCK.COM

STOCK PHOTO ID: 1212109987

Christmas and New Year holidays
background with champagne.



SHUTTERSTOCK.COM

STOCK PHOTO ID: 1186752985

Elegant abstract background
with bokeh.



SHUTTERSTOCK.COM

STOCK PHOTO ID: 1490677262

Abstract Blue bokeh defocus glitter
blur background.



SHUTTERSTOCK.COM

STOCK PHOTO ID: 772164226

Pink blue, purple bokeh, circle
abstract light background, Pink
gold shining.

INTERNATIONAL WOMEN'S DAY 2024 - CREATIVE

International women's day

Dual language

OFFER

CHAMPNEYS
HEALTH SPA

hand wash

awaken.

LIZ EARLE

CLEANSE & GLOW™

Transforming Gel Cleanser

150 ml e 5 Fl. Oz.

Dove

deeply nourishing

0% sulfate SLES

microbiome gentle

instantly soft skin

moisturizing

150 ml e 5 Fl. Oz.

Subject to availability

See display for details

LOREM IPSUM SECONDARY LINE

In store | boots.com | App

Boots

With you. For life.

Portrait

International women's day

Dual language

OFFER

CHAMPNEYS
HEALTH SPA

hand wash

awaken.

LIZ EARLE

CLEANSE & GLOW™

Transforming Gel Cleanser

150 ml e 5 Fl. Oz.

Dove

deeply nourishing

0% sulfate SLES

microbiome gentle

instantly soft skin

moisturizing

150 ml e 5 Fl. Oz.

Subject to availability

See display for details

Landscape

12



Portrait



Landscape

SPRING 2024 - CREATIVE

(2ND OPTION)

Welcome
Spring

OFFER

LIZ EARLE

CLEANSE & GLOW™

Transforming Gel Cleanser

Gel to Oil to Milk

Melts away impurities to instantly brighten skin and minimise the look of pores



EFFECTIVE • ETHICAL • KIND

NATURALLY ACTIVE INGREDIENTS

Black bee honey, apricot cherry and vitamin E

CRUELTY FREE

150 ml e 5 FL. Oz.

CHAMPNEYS

HEALTH SPA

1993

hand wash

Use and dilute with scented notes of Bergamot, Saffron and Cardamom essential oils. Lick, wash and regenerate your senses ready to tackle the day ahead.

awaken.

Dove

deeply nourishing

0% sulfate SLES

microbiome gentle

instantly soft skin, lasting nourishment

skin-natural moisturisers



BODY WASH

Lorem ipsum secondary line

In store | boots.com | App

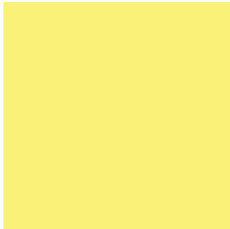


With you. For life.

Subject to availability. See in store for details



Shutterstock image: 1696926166.jpg



c3 m0 y66 k0

Portrait



Portrait



Landscape



Portrait



Landscape



Portrait



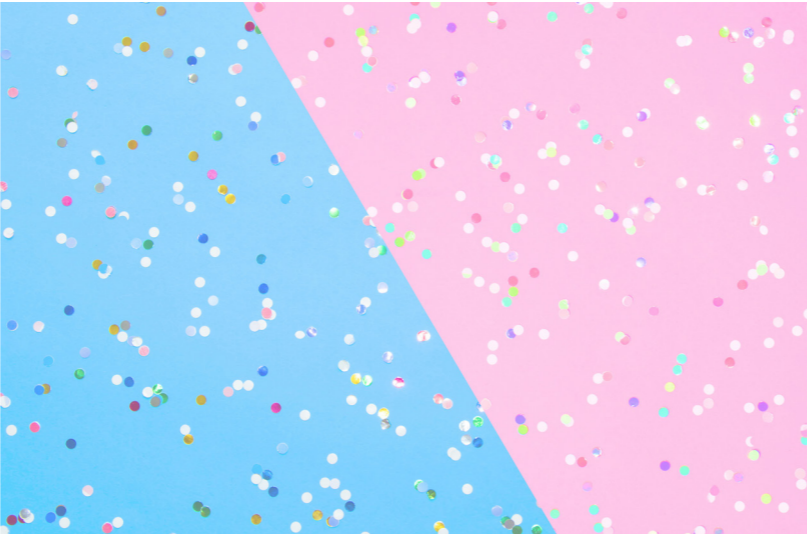
Landscape

GIFTING 2024 - CREATIVE

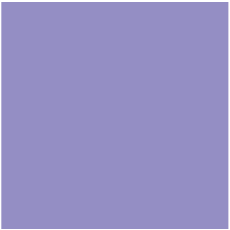
(2ND OPTION)



Portrait



Shutterstock image: 1467055343.jpg



c43 m43 y0 k0