

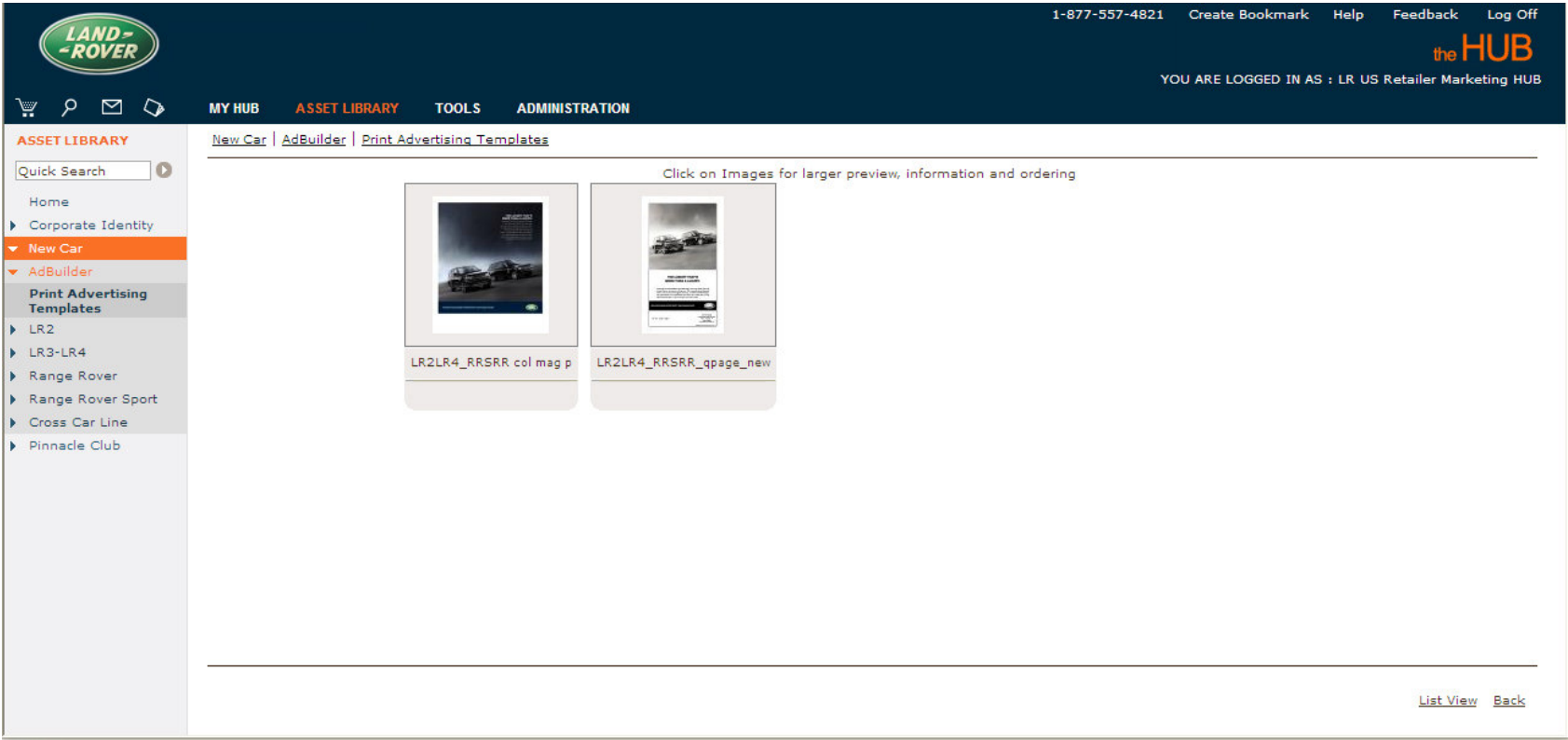
AdBuilder – user guide

Please read this carefully before using the system.

STEP 1 – SELECT THE TEMPLATE

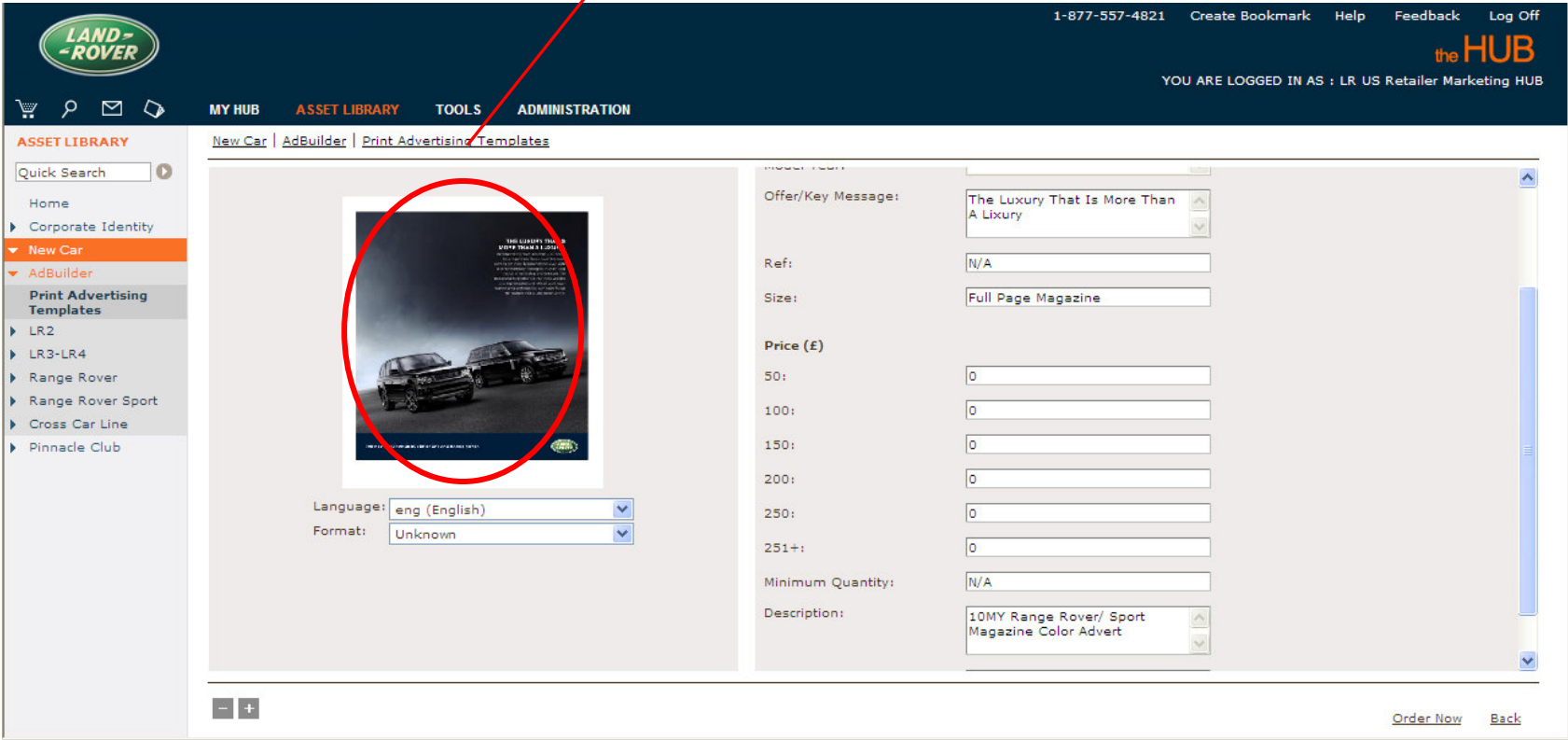
First navigate to where the AdBuilder templates are located, using the menu on the left side of the screen; select the New Car section within LR US Retailer Marketing top level, then; [AdBuilder](#) | [Print Advertising Templates](#). A series of thumbnail images will be displayed (see below). Simply click on the chosen thumbnail to begin the personalization and ordering process.

The level of functionality that’s available depends on the template that’s been selected. Most templates also allow users to alter headlines, sub-heads, and copy via a free text function. On all examples the retailer name, address, telephone number and web address is automatically populated.



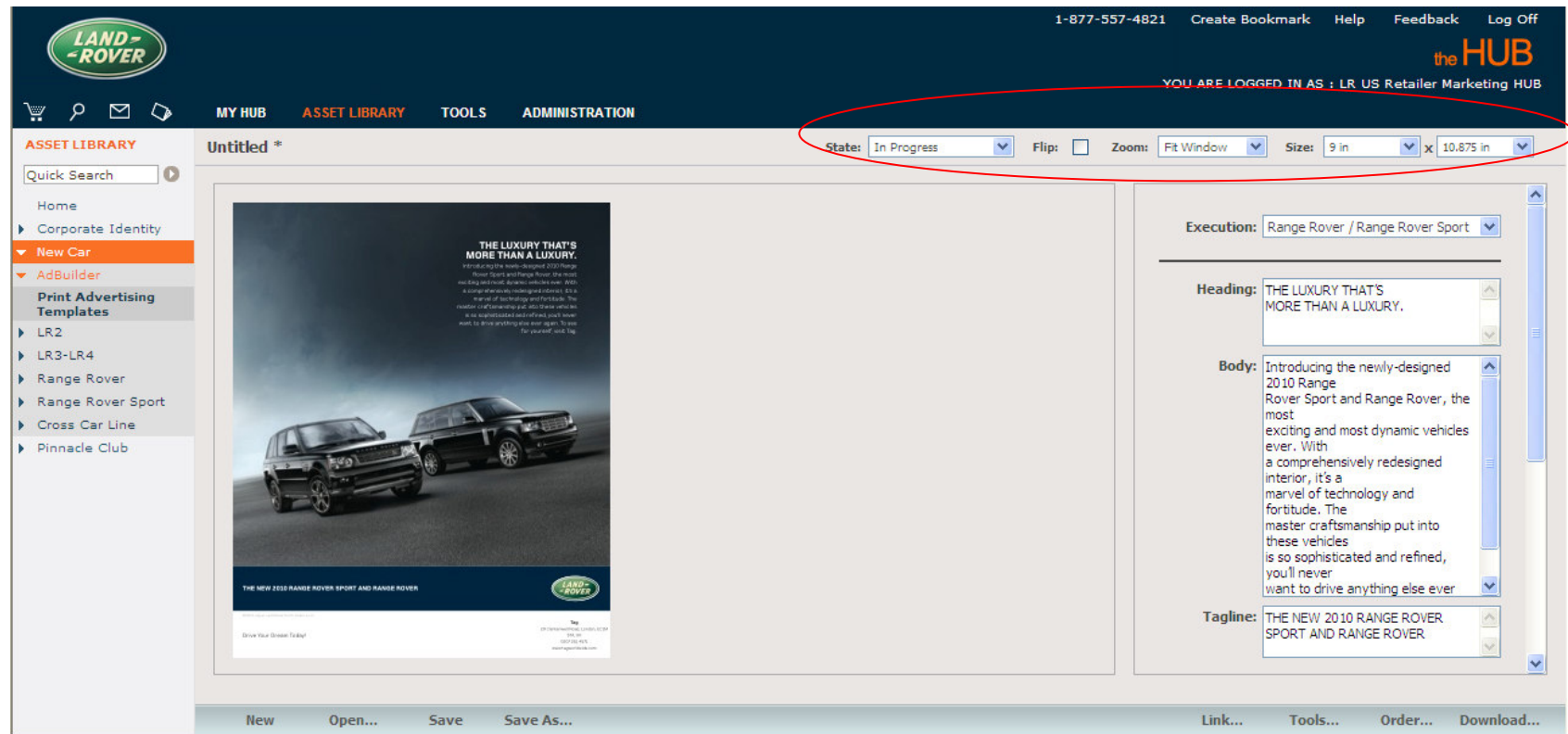
STEP 2 – OPEN THE TEMPLATE

Once a template has been selected, the detail is displayed in the usual way with a thumbnail image on the left hand side of the screen and data on the right hand side. To open up the advert and begin customizing, click on the thumbnail image. This will display a new view.



STEP 2 – OPEN THE TEMPLATE (continued)

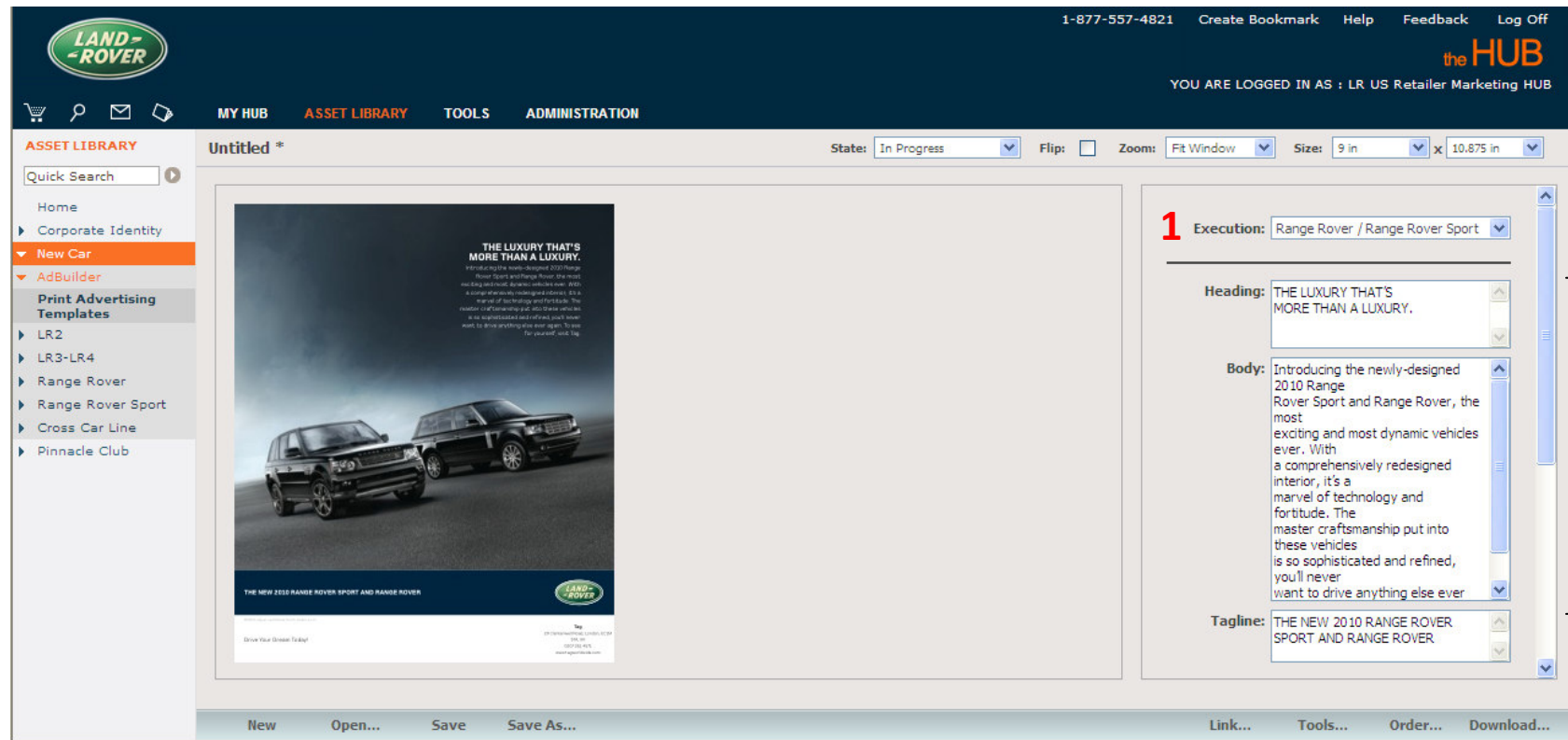
The template is now displayed with a much larger preview image on the left side of the screen and a series of option boxes on the right. A new set of option boxes also appear across the top of the screen; to show the current status of the project (i.e. 'in Progress'); a Flip option to spin the view 180°, Zoom function and the Size dimension drop downs.



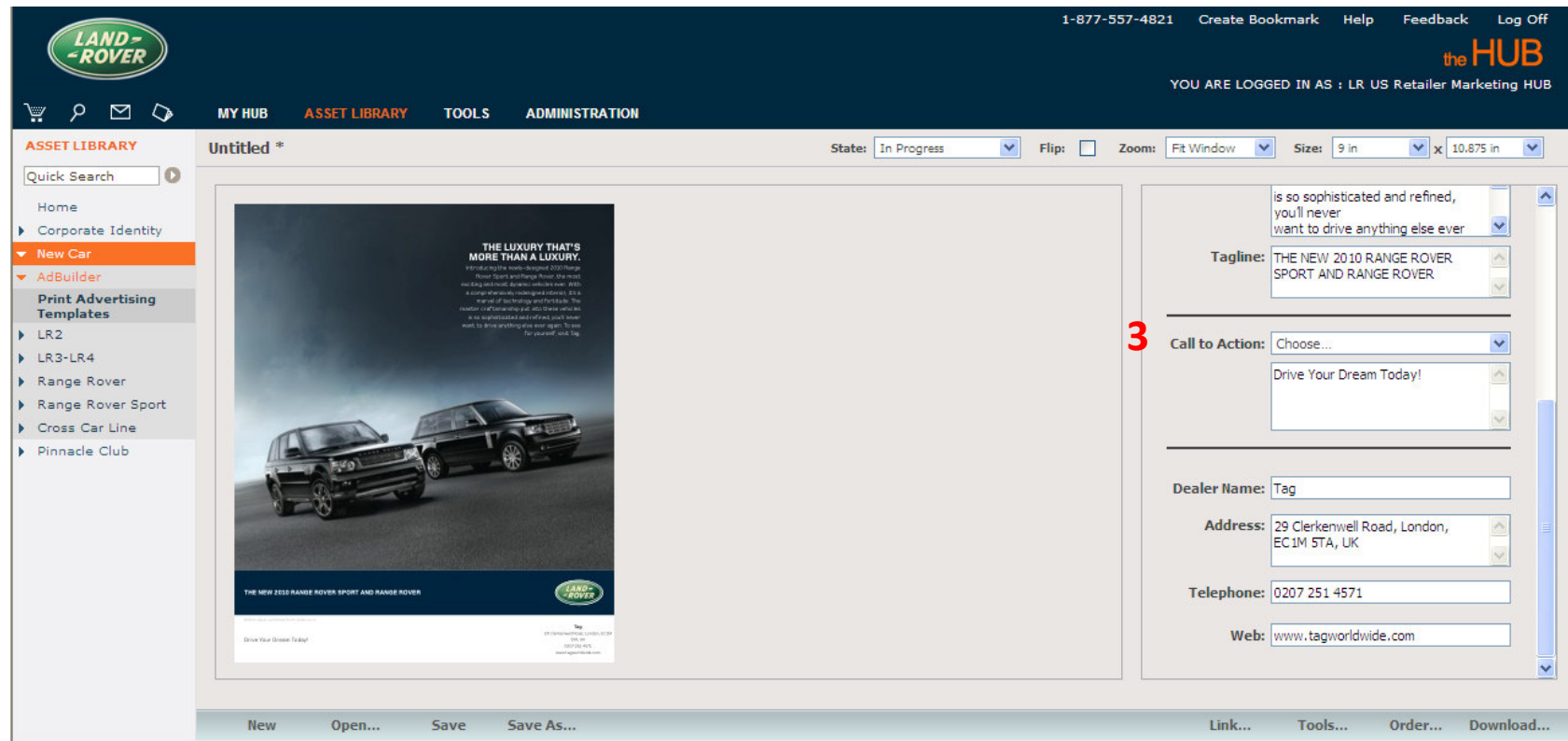
STEP 3 – PERSONALIZING THE TEMPLATE

A series of options is displayed on the right hand side of the screen – the options available are dependent upon the asset that has been selected and can include any of the following options;

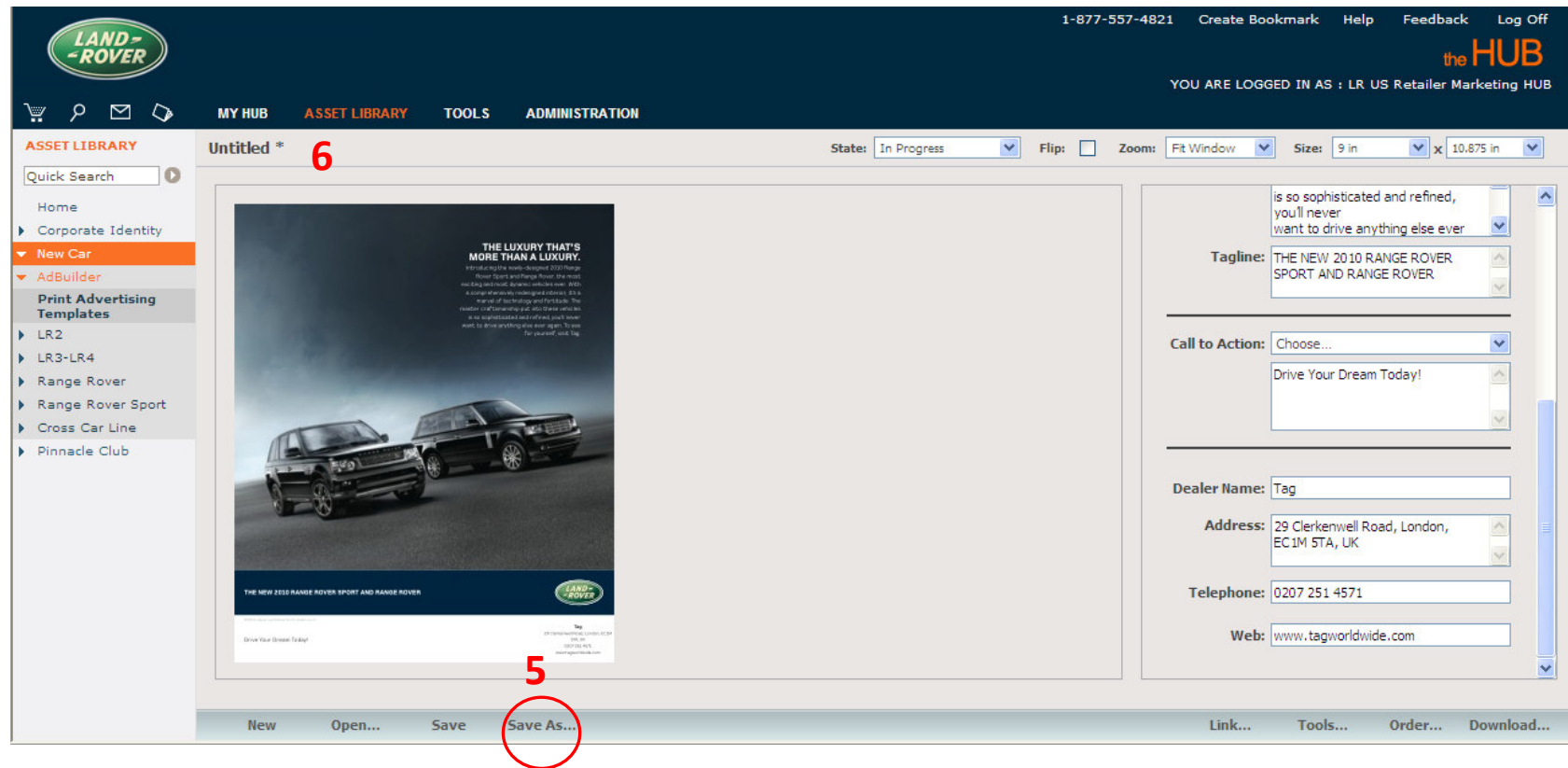
1. 'Execution' Change between Images / Nameplates, i.e.) Range Rover Sport and Land Rover LR4.



2. 'Headline', 'Body' and 'Tagline' contain the default text from those areas of the advert. To edit any of these areas, simply click into the relevant box and start typing. Depending upon your internet connection speed, computer specifications and browser settings the on-screen image will reflect the changes that are made. **Please note that copy is anchored to prevent running over on the width but NOT on length.**

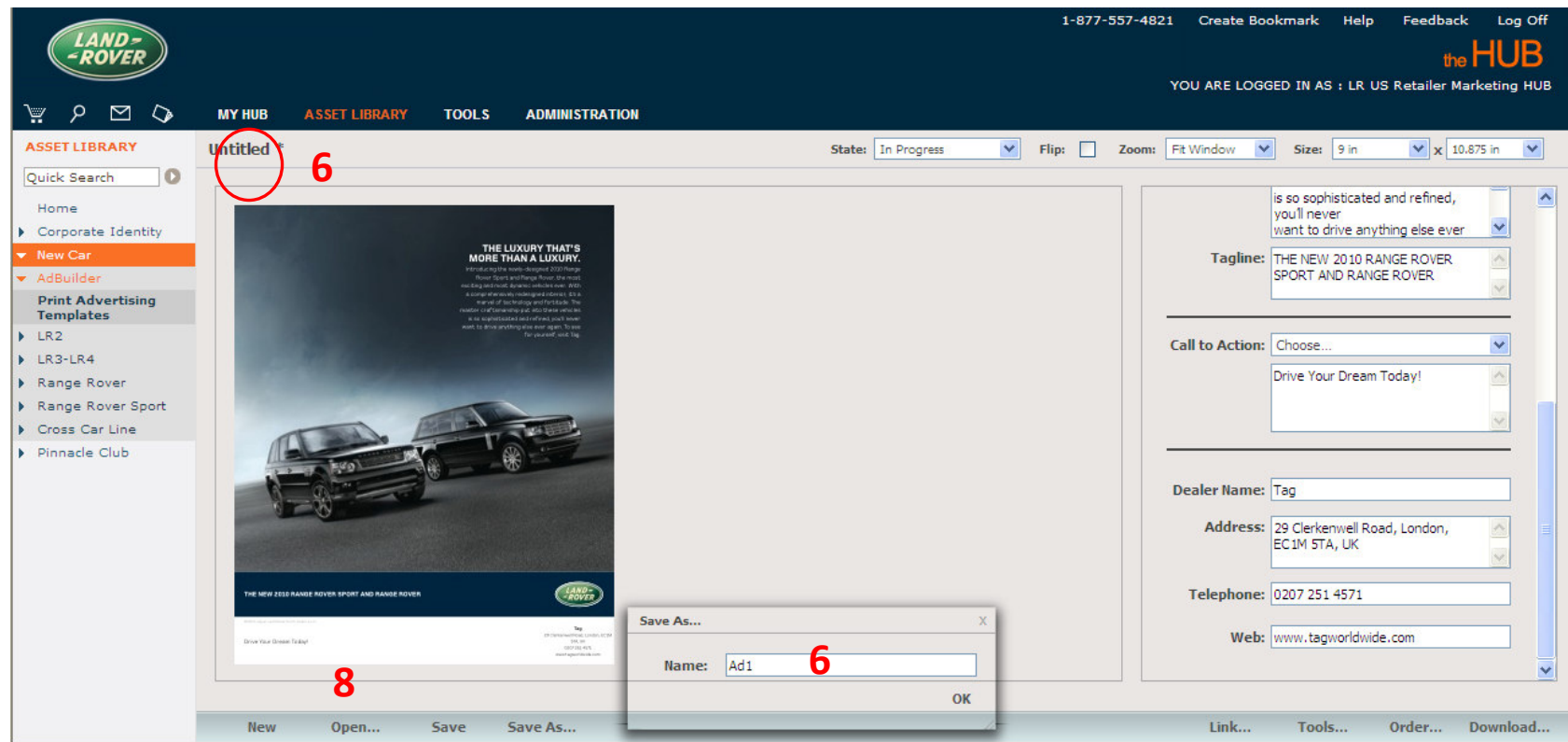


3. 'Call to Action': these pre-populated call to action statements, also have the ability to allow users to enter their own 'Call to Action' into the advertising asset.
4. Retailer contact details which have been pre-populated (as detailed above) with separate boxes for dealer name, address, telephone number and web address. All of these fields are editable. Just click on the appropriate box to edit the default text.



5. When the advert is complete in terms of image/execution selection, finance offers (as applicable), headline, subheading, body copy, call-to-action copy, and dealer/retailer contact details, the artwork can be saved using the 'Save As' option at the bottom left of the screen.
6. Select 'Save As' to open a free text box, enter a filename and click 'OK' to save the advert. The new filename will be reflected in the 'Title' field in the top left corner of the screen. The 'Save As' function can be used to save artwork partway through a session. To save additional changes to an existing item, select 'Save' rather than 'Save As'

7. A low-resolution PDF can be downloaded for checking/approval/archive purposes by clicking the 'Download...' button. **Please note that the PDF will have a 'PROOF' watermark across it to prevent it being inadvertently printed.**
8. The 'Open' button on this lower option bar will open up previously saved mailers (for either ordering or further revision) and the 'New' button will open a new default version of that particular mailer.
9. To progress to the printing stage of the advert piece click 'Order...' at the bottom right corner of the screen. **Note; the advert must be saved before it is ordered.**



STEP 4 - ORDERING

The 'Order...' function takes the user through to the order form screen. Some aspects of the order form may be pre-populated:-

- A.** The title of the advert, a unique reference number for the order and the size of the advert.
- B.** The dealer/retailer name, delivery address and telephone fields (pre-populated according to the user login). These details can be amended but you are also required to tick the appropriate boxes relating to change of recipient and/or change of delivery box and type in the revised details.
- C.** If you have a publication date and you are aware of when the material would be required then please input the appropriate data into the field.
- D.** This free text box allows the user to type in the name of the publication that the advert will be sent to. Contact name, telephone number, and email address are also required.
- E.** This free text box allows the user to type in a PO number or authorization name for those Retailers or Retailer Groups that require them.
- F.** Additional Information that is required for the approver to know, please input into this field, i.e.) point of contact for advertisement feedback, email address/contact details.
- G.** Once the order form is completed the user is presented with a disclaimer notice above the 'Complete Order' button asking them if they have the authority to make the order and accepting responsibility for maintaining corporate guidelines. The user clicks 'Complete Order' and the artwork is sent to Land Rover Retailer Marketing Service for approval. Retailer Service will be in contact with the end user stating whether amends need to be made on the ordered asset or if the advertisement can be approved and be sent to their desired publication, ready for print.



ASSET LIBRARY

Quick Search

Home

Corporate Identity

New Car

AdBuilder

Print Advertising
Templates

LR2

LR3-LR4

Range Rover

Range Rover Sport

Cross Car Line

Pinnacle Club



ORDER SUMMARY

Title: LR2LR4_RRSRR_col_mag_pg_T01.pdf

Your Details

Ordered By: LR US Retailer Marketing HUB
Telephone:
Address Line 1: 29 Clerkenwell Road
City: London
Postal/Zip Code: EC1M 5TA

Your Email Address: apruthi@jaguar.com
Company: Tag
Address Line 2:
State or Region:
Country: UK

Advertising Order Details

Publication Date:
Material Date Required:
Advert Required: LR2LR4_RRSRR_col_mag_pg_T01.

Campaign Details

Publication Name:
Contact Name:
Trim Size: H W mm
Contact Email:
Contact Tel:
Type Area: H W mm

If unsure, please ensure that you add the output facilities contact details, ideally phone number, in the additional information field and the Hub team will liaise with them directly.

Purchase Order No:

Additional Information:

Disclaimer

☐ By placing this order you are confirming that you are authorized to do so. It is also your responsibility to ensure that any amendments that you make to the artwork are in line with Jaguar Land Rover Brand Guidelines and Tone of Voice, any amendments you make to the copy is legally compliant and any amendments that you make to the finance figures are correct.

Complete Order

STEP 5 – LOCATING SAVED ADAPTATIONS

To view saved adaptations, the user needs to navigate back to the original base template thumbnail, using steps 1 and 2 of this user guide, and selecting the template of the previously personalized advertisement.

Once the template is open select “Open” which is located in the bottom left of the screen, this will then generate all previously personalized advertisements the user has created.

