

Images SOP: Listing Images

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Who is this for: Brand Team



Objective: Streamline finding content

Article information and steps.:

Listing Images

Images will be named based on the SKU they belong to and the order they appear in the listing.

Example: AIC13900240.png (main or hero image)

AIC13900240.2.png (second image)

AIC13900240.3.png (third image)

and so on...

In the case of multipacks where all the listing images are the same as single packs, the main image will be named for the multi-pack SKU and the remaining listing images will be the single pack SKU. This reduces duplicate images in the drop box.

Listing images are found in Brand Management > Brand Folder > Images > Listings > Main Images and Infographics

(Please note that some folders may vary in how they are organized but there will always be a listings folder)

A+

A+ will be named per the module, and product.

Example: Module 1 – Asiago Caesar (will be the module 1 for the only the Asiago Caesar ASINS) and so on.

A+ images will be found in either Brand Management > Brand Folder > Images > Listings A+ and Brand Story OR in some brands it will be found in Brand Management > Brand Folder > Images > A+ and Store Front

See attached diagram of how Images Folders will look within the brand folder. Please keep in mind that some folders the organization will vary slightly due to the complexity or needs of the brand.

Brand Essentials – logos, brand guide, fonts, etc.

Brand Review – temporary home for anything that is read to be or has been send to the brand for review. Images are moved into their final destination upon brand approval.

Photography and Assets – main images, pngs, linked files, etc, lifestyle images

Listings – Anything that is to be live on Amazon.

Physical Designs – only if the brand is in need of packaging from us, labels or custom boxes and bags.

Working Files – working files made by creative specialists. Illustrator files or Photoshop files.
