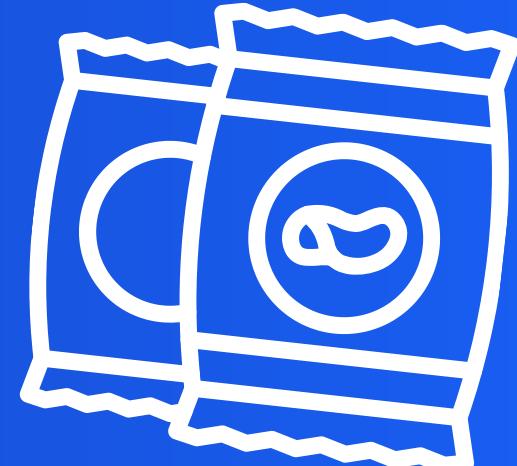
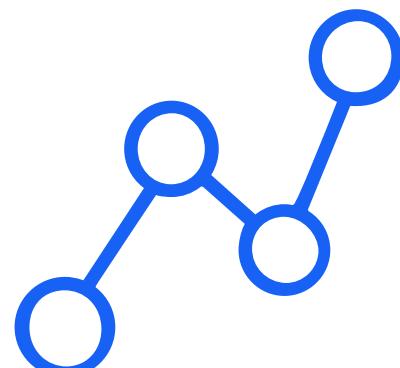


Retail media guide to the new HFSS landscape



'High Fat, Sugar or Salt' is transforming how retailers can promote products. Here are some steps to continue driving growth.



Offsite

1. Product-led creatives are still permitted post-9pm. Ensure day-parting is in place to show only branded video content before 9pm.
2. Make branded content work harder with different creative formats. Consider high-impact creatives built via managed service to lighten the load.
3. Introduce audience extension to target shoppers in the open web or on their TVs.

TIP

HFSS is a huge opportunity for brands looking to promote non-HFSS products with potentially decreased competition. Make sure they are on your radar.

Onsite

1. Increase sponsored product slots on existing placements, particularly for high fill rate page types.
2. Add new placements on highly valuable page types: homepage, category, order confirmation page.
3. Increase the use of banners with branded content.
4. Consider enabling video formats for impactful, emotive and compliant storytelling.
5. Simple, self-service creative builders can help brands update creatives quickly and easily.
6. Review rate cards to ensure that you are priced competitively within your vertical.
7. Check charging models are suitable for the format i.e. CPI/CPM for banners or video banners.
8. Allow advertisers to target custom first-party audiences.

How we're supporting our retailer partners

Onsite

1. Flags are added within the catalogue file if a product is classed as HFSS. Flags control whether the interface shows a warning throughout the campaign creation process. These products can be blocked from being added to a campaign for specific placements.
2. For campaigns setup with HFSS products, retailers will see a warning during the approval process. Retailers will see HFSS alerts and be able to approve/reject any sponsored product or display banner campaigns.



Offsite

Relevant product SKUs are added to campaigns by our managed service team. Account teams will work with the operational teams to daypart CTV creatives containing HFSS products to show only after 9pm.



To find out more, contact hello@epsilon.com