

# CVS Weekly Ad Style Guide

## Tone & Voice

Friendly and Informative: The ad should feel welcoming, clearly guiding shoppers to the best deals.

Urgency: Use time-sensitive language to encourage prompt purchases, e.g., 'August 6-12, 2023.'

## Headings

Use bold, large fonts to highlight categories or major deals.

Examples: 'Back to School Event', 'Seasonal Specials'.

## Offer Descriptions

Bold and clear: Highlight the core offer in bold, e.g., 'Buy 1 get 1 50% OFF'.

Include specifics: Always specify conditions, e.g., 'WITH CARD' or 'Excludes clinical and twin packs'.

## Product Names

Mention both the brand and the type of product, e.g., 'ANY Purell hand sanitizer' or 'Tide 92 oz'.

For generic or store-brand products, use a comparison, e.g., 'CVS Health allergy relief (Compare to Allegra)'.

## Pricing & Discounts

Clearly state the original price and the discounted price.

Use symbols and larger fonts for emphasis, e.g., '\$10 off' or 'Save \$4'.

## Imagery

Use clear, high-resolution images of the products on sale.

Group related products together in an appealing layout.

## **Calls-to-Action (CTAs)**

Use inviting language to encourage further exploration, e.g., 'Click here to see more hot deals of the week!'

Use a different color or button-like design to make CTAs stand out.

## **Loyalty Programs & Incentives**

Highlight the benefits of the store's loyalty program, e.g., 'ExtraBucks Rewards'.

Clearly state how much can be earned and on what conditions, e.g., 'Spend \$40, Get \$10'.

## **Fine Print & Exclusions**

Always include any terms and conditions in a smaller font at the bottom or near the offer.

Examples: '\*Exclusions apply. Plan eligibility and items vary.'

## **Design & Layout**

Use a clean layout with a balance of text and imagery.

Use color coding to group related offers or to highlight special promotions.

## **Language & Phrasing Tips**

Use active verbs: 'Save', 'Buy', 'Get'.

Keep language simple and direct.

Utilize positive and encouraging words: 'Best', 'Special', 'Exclusive'.