


Design & Examples Guide



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Welcome...

Have you ever wondered why some adverts work better than others?

Does your business have some key marketing messages and you are unsure on how to turn them into effective adverts? This guide is a simple step by step approach to help you consider all the elements that are needed to achieve a successful marketing campaign.

Common themes in Advertising

Often, Rightmove Customers use Display Advertising Products to talk about these key messages:

- Recent Successes
- Unique Selling Points
- Special Offers
- Local Expertise
- Promotion of Property
- Breaking into New Areas
- Pure Branding
- Recommendations

Advertising Code

All adverts in the UK, including marketing claims made on websites must adhere to the UK Code of Non-Broadcast Advertising, Sales Promotion and Direct Marketing (CAP Codes). The Code is administered by the Advertising Standards Authority (ASA).

- The overarching principles of the Code are that adverts must be legal, decent, honest and truthful;
- Advertisers must hold evidence to prove that any claims are capable of objective substantiation;
- Adverts must not mislead by exaggeration, ambiguity or omission;
- Comparative claims with competitors are allowed, but must not mislead consumers or denigrate a competitor.

Advertisers are encouraged to contact the Committee of Advertising Practice (CAP) Copy Advice Team for prepublication advice. This service is free, confidential and provides expert guidance on how to ensure your advert adheres to the guidelines. CAP Copy Advice can be contacted on **020 7492 2100** or www.cap.org.uk

Please note: Rightmove reserves the right to refuse any claim or text supplied for any advert.

Please view our [Display Products Text Content Guide](#) for more information on how the Code effects your adverts.

We are here to help

Struggling with ideas?

If you want to land a new marketing message or change an existing one but are unsure how, or want to make a claim but are unsure if it's acceptable, our Design Studio experts can offer you guidance and support in this area. You can contact us as follows...

 **020 7087 0751**

 hub.rightmove.co.uk/amendrequest **(For amendments)**

 DesignStudio@rightmove.co.uk **(For New Orders)**

What makes a good advert?

A good advert has a variety of elements. To achieve these we use the acronym H.I.C.L.U.

Headline

- A good headline should grab the readers attention
- Make sure it stands out
- Text should be bolder/bigger than any other text on the advert
- Short and to the point
- Think about a Slogan or Key Message

Image

- Use images to support your headline, this will strengthen your main message
- Make sure it's relevant
- Only use large, good quality images (see page 28 for more information)
- Visit [iStock](#) where you can purchase or look for images should you need inspiration

Copy

- Your copy should reflect your advertising message to your audience
- It should be clear and concise, refrain from using too many words
- Think of Unique Selling Points services, offers, contact details
- Top Tip - for mobile creative use 'Tap Here', for web creative use 'Click Here'

Logo

- Your logo is a reflection of your brand and should be included
- The logo needs to be high quality. EPS/PSD/Illustrator (Vector) files are best (see page 28 for more information)
- Mobile adverts should be brand heavy
- Be aware logos look different on various platforms (for example mobile vs web)

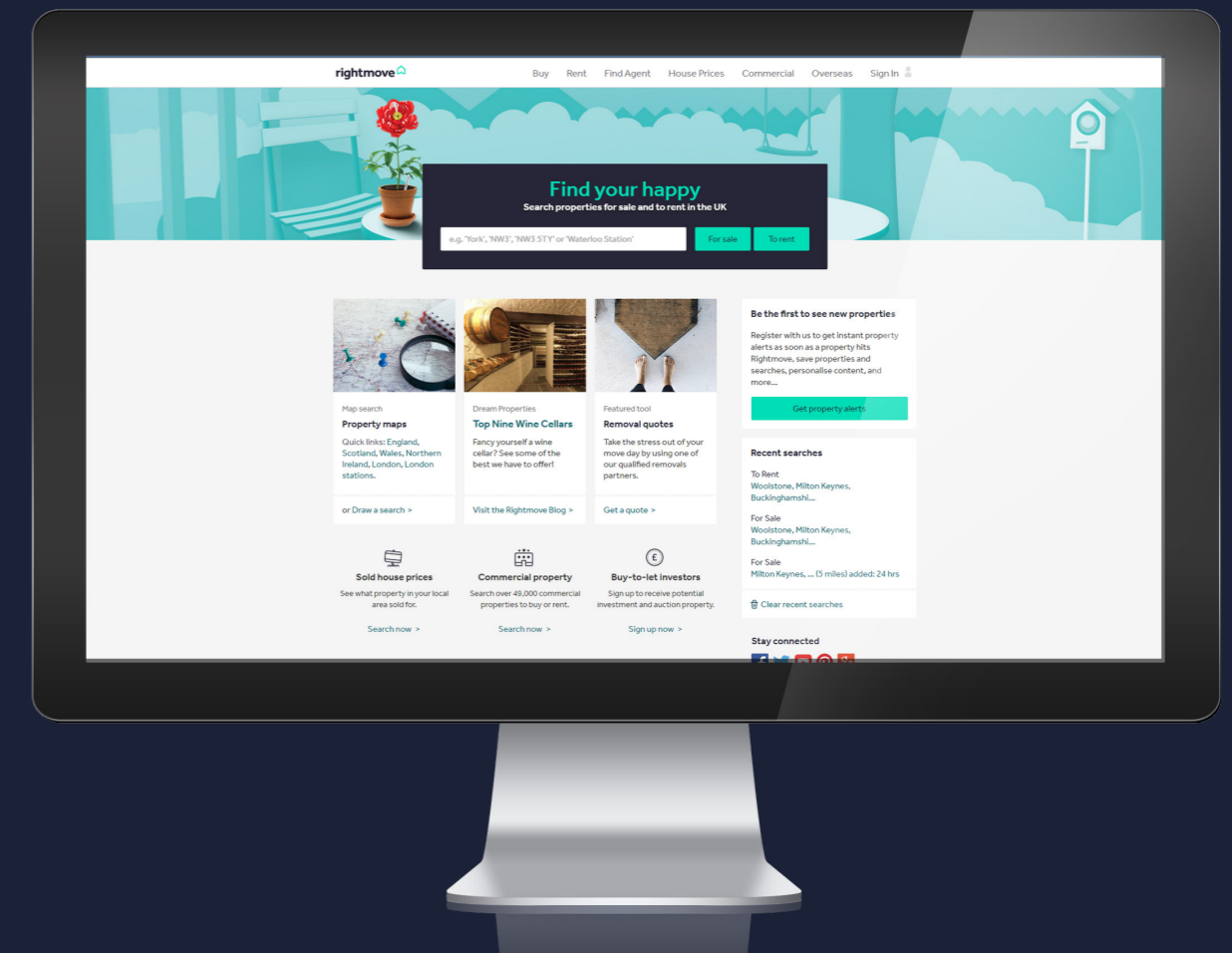
Uncluttered

- Your audience will have only seconds to read your advert, therefore less text is more
- Leave plenty of background space so text is easy to read
- Think about the space, for example Featured Agent is a lot smaller than Local Homepage

Brand Continuity

The most successful brands throughout the years have ensured that their message and images remain consistent.

Use your logo and colour scheme wisely as this is your identity. Stand out from the crowd, it's important to know what the competitors are doing but not do the same.



Importance of Brand Continuity

For an organisation to have brand continuity, it must use a consistent approach throughout all of its marketing. A unified branding approach is about ensuring that a brand's styling, colours, images, typeface and more are the same on all printed and online materials, and it's also about ensuring that the messages given to customers are consistent.

Brand continuity is essential for success because it helps businesses reinforce their image. The more often customers see the same message or image, the more likely they'll retain it.

Continuity vs. Consistency

We know what you're thinking: "My branding is dialled in. My logo is always in the bottom right-hand corner and I never use anything other than Pantone 326." That's a good start. Your brand is consistent. But while it may have high recognition, it may have a low retention. Your target customers are seeing your brand, but they may not be experiencing it.

Top Tips

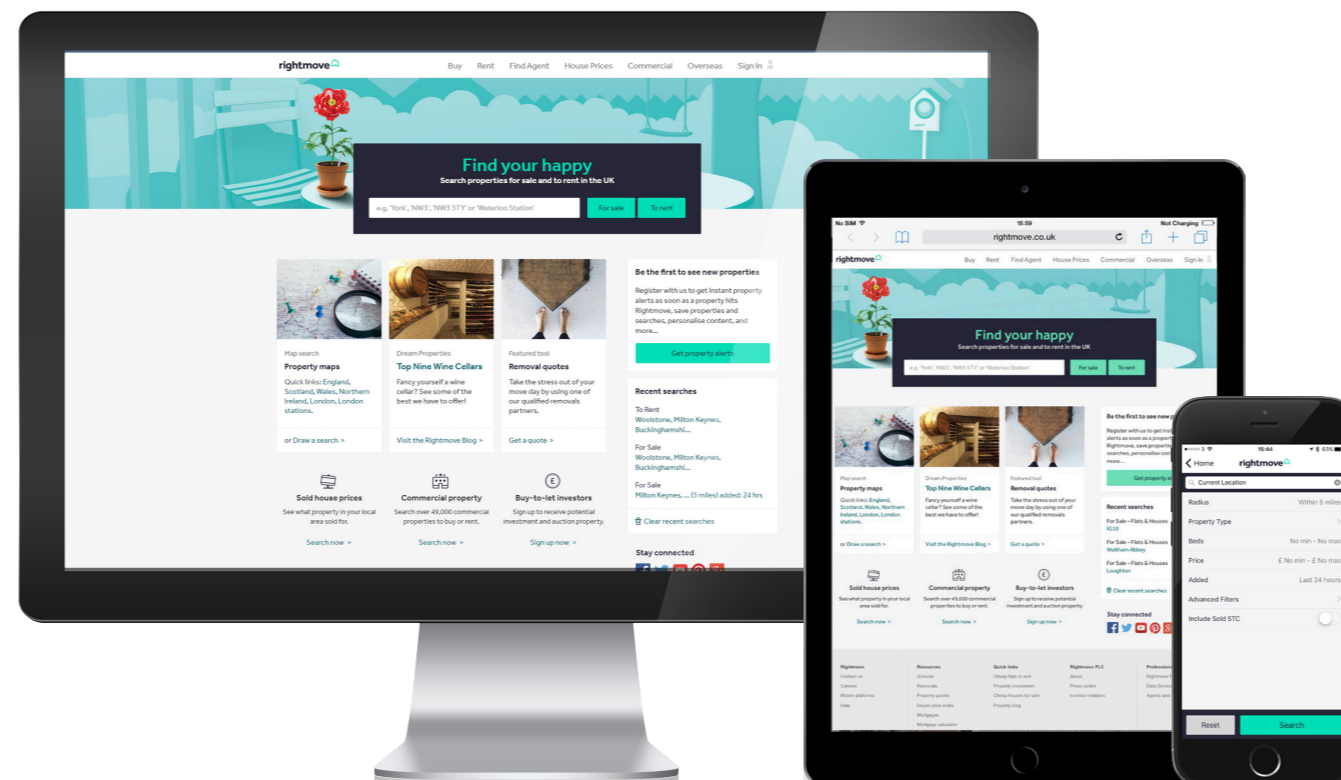
1 - Logo - This is your first point of recognition and is your main identity. Make it consistent across all material.

2 - Colour - Generally colour choice should be based on your company colours, or those used in your company logo. If you are to create a wider colour palette it is important to keep this consistent across your branding and keep it to a small select choice.

3 - Font - The font used in your logo or company name is a good place to start. This can be used for headers but it is a good idea to have a clear pairing font which compliments this and will work for both headers and main body text in various weights.

4 - Message - Your message needs to be clear and concise, keeping the message uniform and in the same format and font across all adverts will increase its effectiveness.

5 - Images - Professional imagery helps engage with the audience and can help support and deliver a message or theme of the advert. A good choice of image will be relevant to the message and be in keeping with the brand.

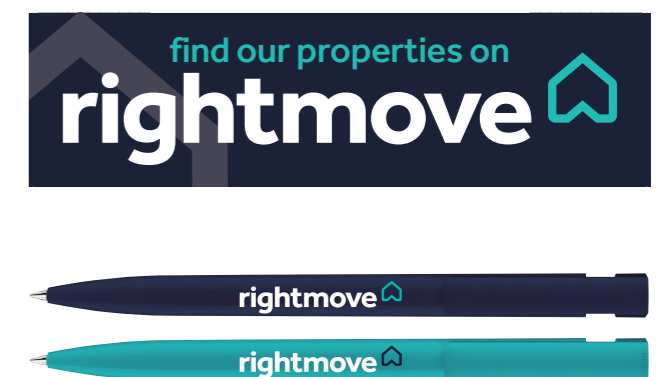
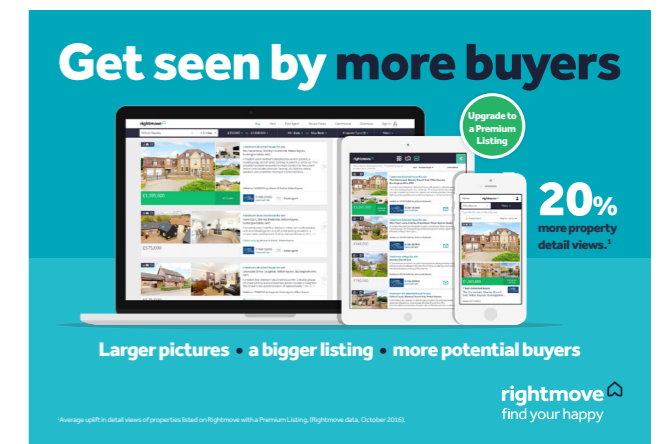
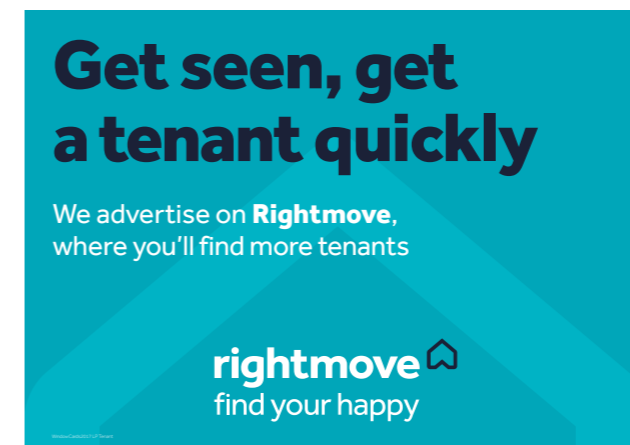


Our Own Brand Continuity

How? - This was achieved by focusing on our branding. Our brand, logos and colours being the most important features.

Why? - By using these key points in the right way we created really powerful and engaging adverts that our audience will remember us by and connect with.

See the new Rightmove branding campaign continuity



Achieving a good campaign on Rightmove.

A good campaign is consistent, so the user sees your branding and message are the same, no matter where they are seeing it. Think about your marketing across Rightmove, below are a list of the available Display Products. Do you have any of these? Are they using the same message/idea?

- Local Homepage
- Homepage for Mobile
- Featured Agent
- Property Alert Sponsor
- Agent Microsite (Header, Mid Page Advert, Tab Promotional Advert)
- Brand Plus (logo only)

The Brief

You know your business better than anyone, therefore you know what key messages or unique selling points you would like to tell your customer about.

When writing a clear brief, think about the following...

- 1) What do you want the audience to do once they have seen your advert?
- 2) What can you say to achieve this?
- 3) Why will the audience want to listen?
- 4) Why will the audience believe you?

An Idea

A campaign needs an idea! A statement that connects the audience with the brand (or service) that you are talking about, it needs to communicate this message simply and clearly. If you have something in your advert that catches the consumer's eye it is more likely to be seen.

It is then down to our designers to take your brief and apply it across all of your products to produce your campaign. Bare in mind, that not all products can contain the same amount of text and imagery due to size, some are more limited than others.

On the next page, we have put an example of an agent who currently have a variety of products and use the same marketing message across all.

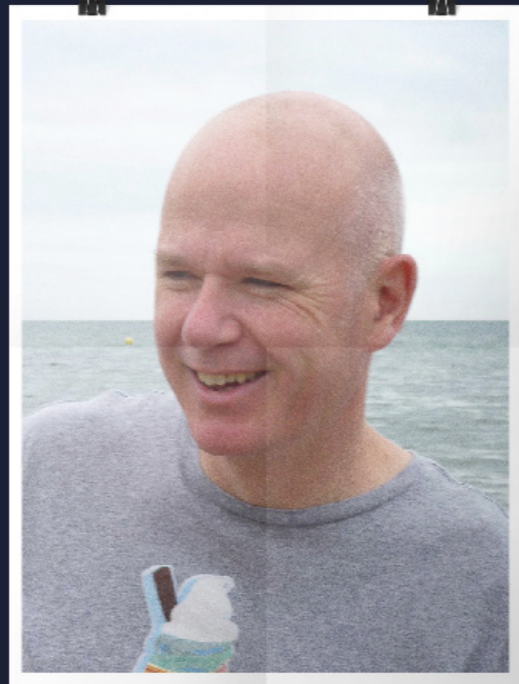
Continuity Examples



The creatives in this document are examples only and not template designs

Top tips from our Head of Marketing - Iain Kennedy.

Risk being seen – you have a crazily small amount of time to catch someone’s eye and make an impact. To stand out when your competitors don’t you really do need to be seen. Creating bad marketing is just as hard, if not harder than doing good marketing and yet guarantees your progression into obscurity in today’s noisy marketplace. Dare to be seen and dare to stand out in a way that will make a difference to you and your business. For our own marketing at Rightmove we think about four things...



Marketing is Precision

The more specific you are about who you are targeting the better. Its tempting to develop work for sellers, buyers, landlords, tenants, retirees, downsizers, upsizers, families, first time buyers, locals, people from outside the area, pets. It doesn’t work. If you try to appeal to all you risk appealing to no-one. So make sure you choose exactly who you are trying to appeal to and develop work for them and only them. The key question to ask yourself: can I tell who this ad is aimed at?

‘And’ is not your friend

There is so much we can say. So much we want to say. We’re all fighting for attention across a range of media, and given the number of ads we all see in a day, a single minded approach is best. Think about the one most powerful thing you can say and say it simply and clearly. If it is simple and clear it will be understood and if it is understood it will be acted upon. Key question to ask yourself: is this ad focused on one thing?

2 + 2 = 4

I did crazy, stupid maths at university and learnt that 2+2 is nearly four – I told you it was crazy, stupid maths. This is a plea to look at the world in a different way. Don’t just do what everyone else does. Don’t just copy what others do. Look at the data you have, and look at it differently. Thinking beyond the obvious will be rewarded by greater engagement, because you will look different and say something different. Key question to ask yourself: does this look familiar or does it feel new and exciting?

Risk Being Seen

So after all that thought, work and effort let’s make sure our work is noticed. Dare to stand out. We all see so many ads, so you need to make sure that your ad is noticed and makes a positive impact on the audience. Key question to ask yourself: would I notice this ad on a page or does it disappear into the background?

Local & Mobile Homepage.

Local Homepage Dimensions

Size: 900 (w) x 240 (h) pixels • 72dpi • RGB • File: Jpeg

Mobile Homepage Dimensions

Banner Size: 1536 (w) x 410 (h) pixels • 72dpi • RGB • File: Jpeg

Billboard Size: 1536 (w) x 1997 (h) pixels • 72dpi • RGB • File: Jpeg

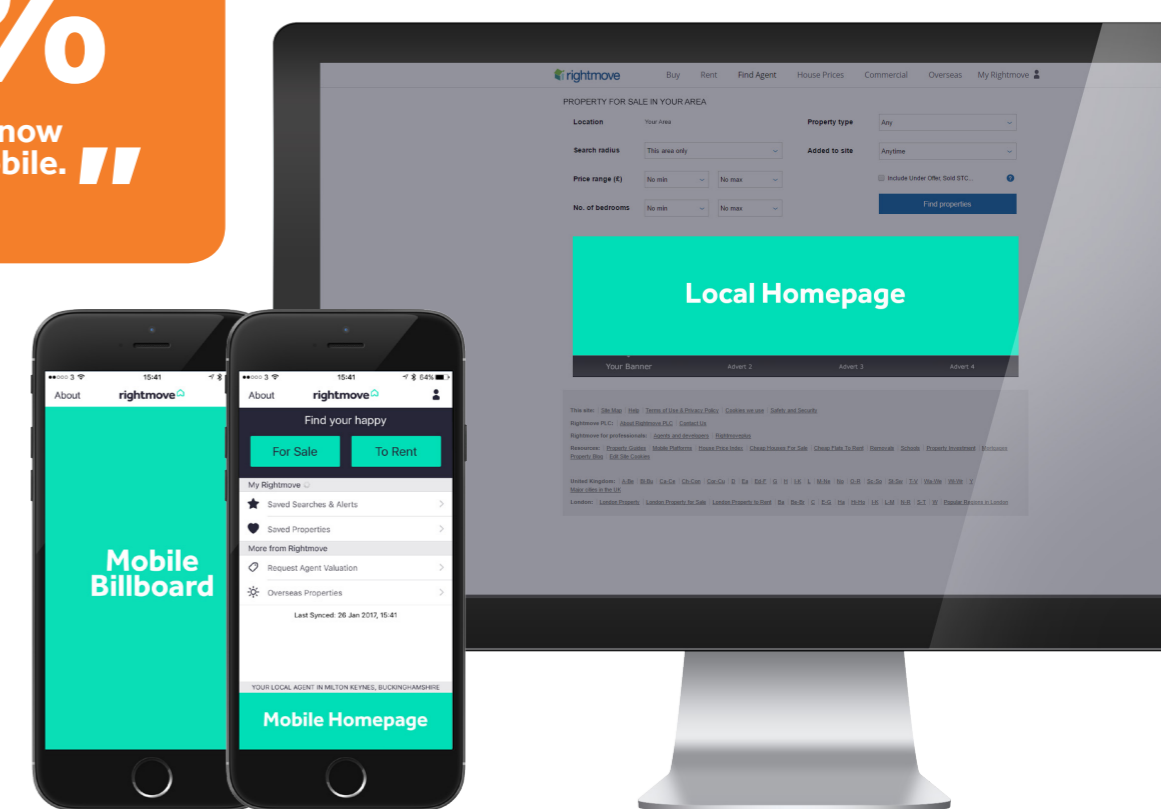
What is it?

Use Local Homepage to place eye-catching, targeted ads in search areas chosen by you. It’s the largest ad space on Rightmove and can be used for campaigns and branding in the same way as a billboard on the High Street.

How can it help you?

As it appears early in the search or research journey, Local Homepage is effective at influencing vendors looking for a leading local agent. Our in-house design team can also match your ad on Rightmove to your existing campaign creative.

“60%”
of our site visits now take place on mobile. **”**



Local Homepage

cps homes
The smarter way to rent

“My buy-to-let property is **fully tenanted** all-year-round”*

Try our **Free Agent Switch Service**.

02920 668585 | cpshomes.co.uk/switch

*Mrs Jones - Jan 17

Expert knowledge of Cambridge and beyond

Click to discover more

bush sales

Established. Independent. Passionate. 01223 246262

Your local property experts

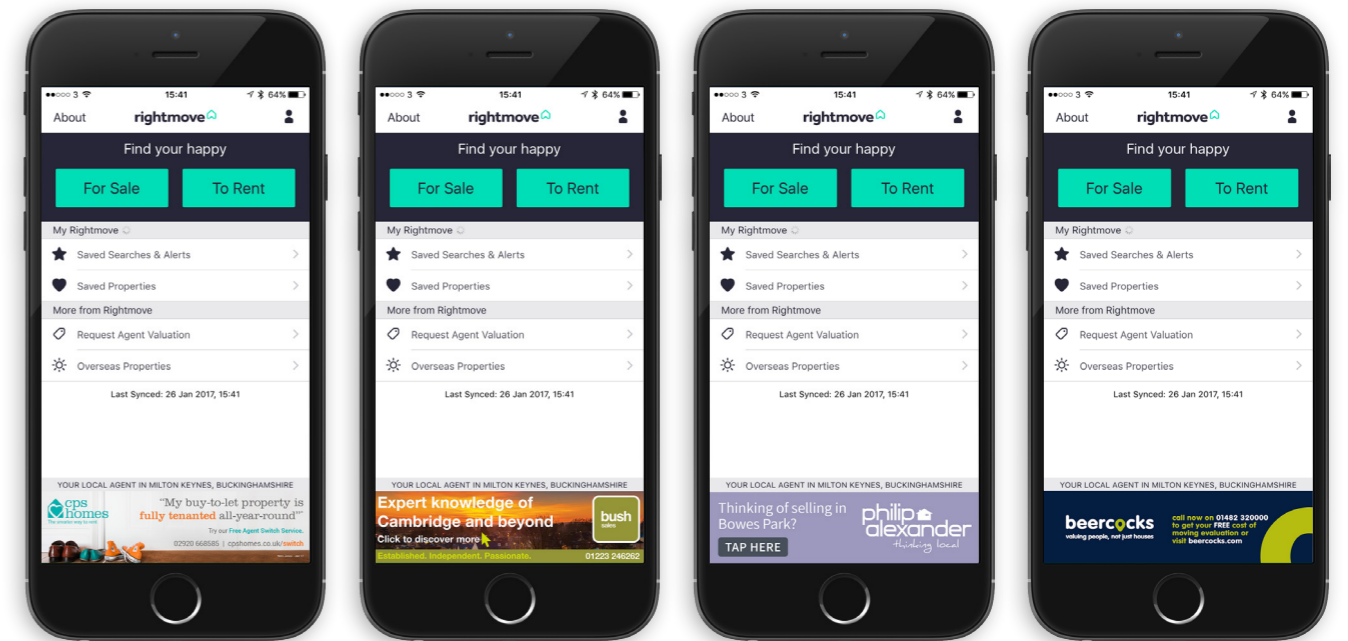
Thinking of selling in Bowes Park? Book a **FREE** valuation today by calling 020 8342 9444

philipalexander
thinking local

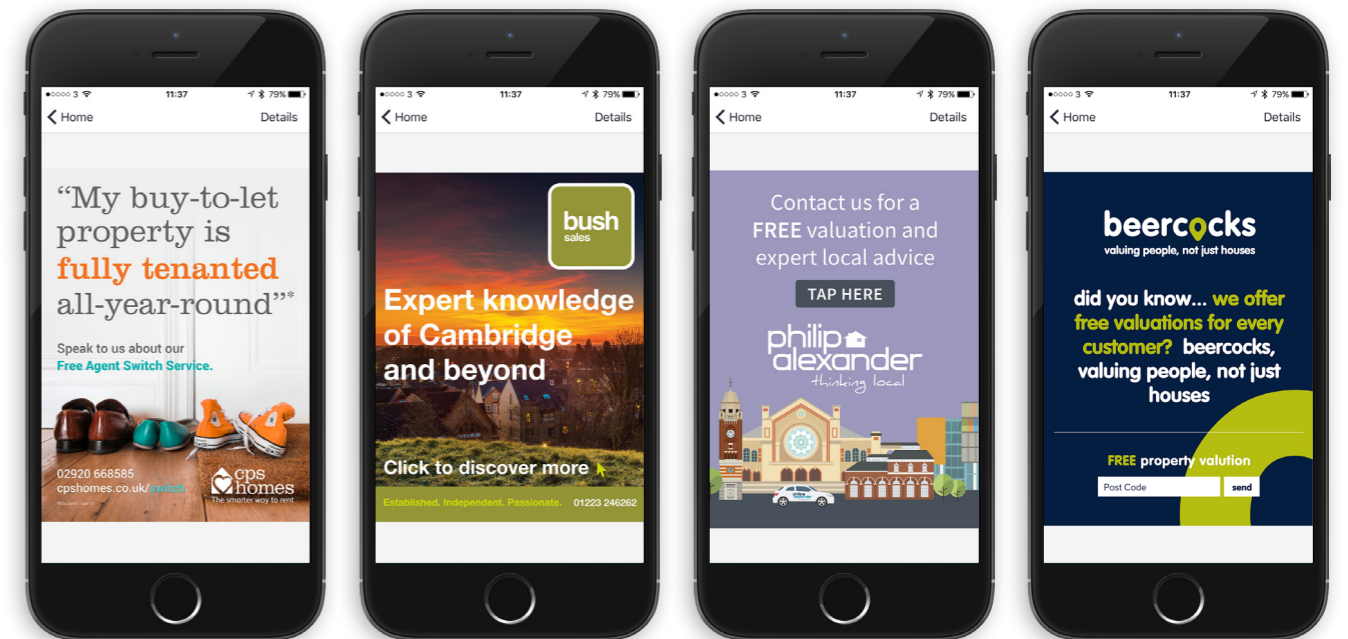
beercocks
valuing people, not just houses

call now on **01482 320000** to get your **FREE** cost of moving evaluation or visit beercocks.com

Mobile Homepage



Mobile Billboard



The creatives in this document are examples only and not template designs

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Other ways to use your Local Homepage

Fees.

How can it help you?

All adverts using fees must be displayed inclusive of VAT unless VAT exempt and must be as comprehensive as possible displaying all terms and conditions with no hidden fees.

For Sale Sign Analysis.

How can it help you?

For Sale Sign Analysis (FSSA) data can be used in Local Homepage adverts and on Tab Promotional adverts within an Agent Microsite, using a template that has been specifically designed to include all necessary data. This will require approval from FSSA and the relevant licence to do so, and will be subject to FSSA terms and conditions.

Rightmove Intel.

How can it help you?

Rightmove have created Local Homepage, Agent Microsite Tab Promotional banners and eLeaflet templates for both Available Stock and New Listings performance indicators on RMintel (Resale and Lettings). RMintel data can be used on templated designs where the agent is 1st.

Any banner or eLeaflet must be based on a minimum of the most recent 3 months' worth of Intel Market Share data.

For Local Homepages, the area covered by the data must relate to the search-term of the banner. Agents who wish to use the RMintel templates can only state the facts of the report and not make further claims, such as "No.1 Agent", "Leading Agent" or "Best Agent".

We cannot display results based on the Sales Agreed & Let Agreed statistics on any product.

RMintel data is not available on Featured Agent, Mobile Homepage, Property Alert Sponsors, Microsite Headers or Mid-Page Adverts.



Rightmove Intel & For Sale Sign Analysis Banners

RM Intel

Local Homepage & Microsite Promo Tab Advert Only

For Sale Sign Analysis

For Sale Sign Analysis Local Homepage, Featured Agent & Microsite Promo Tab Advert Only

Fees and Commission

The advertising of Fees and Commissions within Display Adverts is permitted as long as they comply with Committee of Advertising Practice Codes and the The Property Ombudsman Code of Practice and do not reference specific third parties.

VAT

The CAP Code and TPO Code of Practice requires that quoted prices include non-optional taxes, duties, fees and charges that apply to all or most sellers, buyers, landlords and tenants. Where a fee is expressed as a percentage or as a flat rate, the fee should be advertised inclusive of VAT

Sales example

Percentage sales fees should be adjusted to include the current rate of VAT e.g. a sales fee of 2.5% + VAT should be advertised as 3%, alongside a statement confirming that VAT is included.

Flat-rate sales fees should also be adjusted to include the current rate of VAT e.g. a sales fee of £495 + VAT should be advertised as £594, alongside a statement confirming that VAT is included.

In the circumstances where a buyer will become liable for your fees (e.g. Auction, For Sale by Tender), this liability must be communicated at the earliest opportunity within any relevant Display adverts, along with any relevant property details pages. It is worth noting that any fees a buyer will pay may be a chargeable consideration for the property and be included in the calculation for stamp duty liability.

Lettings example

All tenant and landlord fees should be advertised inclusive of the current rate of VAT e.g. a tenant reference fee of £200 + VAT should be advertised as £240. Alongside a statement confirming that VAT is included.

VAT offers

If the VAT cost is being absorbed by you. It would therefore be acceptable to state "We will pay the VAT" but the advert will need the following disclaimer: "Reduction equivalent to 20% VAT on original price, VAT is still applicable and will be shown on the invoice."

You may be VAT exempt in the first year of operating. In this case, "No VAT" can be used, but a caveat explaining why you are VAT exempt must be present.

No fee and Free service offering.

Any reference to a 'free' or 'no fee' service must be that absolutely no charges are to be expected for the service. Should your offering of a free or no fee service be linked to any hidden charges then these should be made clear. Should this however be part of a limited offer or incentive please refer to the guidelines below.

Free service example

You are offering 'free letting agency services' but you will be charging a £500 administration charge then it is not a free service.

Please note: When advertising properties for rent, you must display such Tenant Fee information as required by the ASA ruling of the 6th March 2013 regarding Tenant Fee disclosure.

Fees and Commission



EXCLUSIVE OFFER £995 (INC. VAT) FOR FULL ESTATE AGENT SERVICES

Quote code ****ACU*** (Offer will expire 29th Feb 2016)

acumen estates INDEPENDENT ESTATE AGENTS

Call 0151 228 4447 now for a free valuation www.acumenestates.co.uk

Image of a man and woman holding keys.



PRESCOTT · HALL
SALES & LETTING AGENTS

FIXED FEE £1140 INC VAT

FREE ENERGY PERFORMANCE CERTIFICATE

EXCELLENT CUSTOMER SERVICE AS STANDARD

YOUR LOCAL EXPERTS

01244 349 012



Century 21 SOUTHAMPTON

LOOKING TO SELL OR LET?

0.65% inc VAT

To sell your house. No hidden charges. It's that simple!!!

CALL US NOW ON: 023 8022 2221 southampton@century21uk.com

Image of a building.



Bartrams

All the benefits of a traditional estate agent, with the competitive pricing of an online agent

Sell your property for **£1500** inc. VAT

Call us for a FREE valuation **0121 601 9370**

Contact us today on 0121 601 9370 or visit www.bartrams.com | enquiries@bartrams.com

Image of a house icon.

Please see below link for full text content guide

http://media.rightmove.co.uk/pdf/rightmove_text_content_guide.pdf

The creatives in this document are examples only and not template designs

Featured Agent.

A highlighted position with flexibility for you to advertise your brand and key messages within the search results page. Users who click on your Featured Agent advert can be directed through to your own website or a page on Rightmove.

Dimensions

Featured Agent now appears across all devices and platforms, including desktop, tablet, and mobile. To maximise the effectiveness of your ad we'll need to adapt the designs to suit each screen size, those sizes are:

Mobile (S)	Size: 270 (w) x 90 (h) pixels	72dpi	RGB	File: Jpeg
Tablet (M)	Size: 534 (w) x 104 (h) pixels	72dpi	RGB	File: Jpeg
Desktop (L)	Size: 800 (w) x 120 (h) pixels	72dpi	RGB	File: Jpeg

What is it?

An eye catching banner which can link directly to your microsite or even your own website.

How can it help you?

Reinforce presence in areas where you are strong or increase brand awareness in areas you are targeting for growth. Like Local Homepage, it's powerful when used to target local vendors & landlords looking for a leading agent.

The Benefits.

All of the 3 mandatory sizes are designed as an entire image. This will allow for more flexibility and better arrangement of the advert.

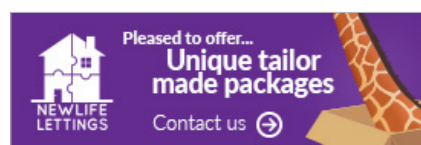
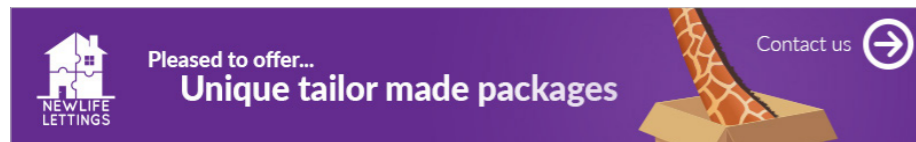
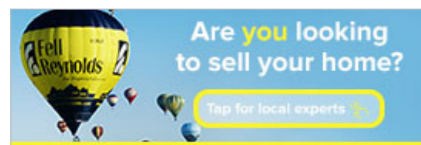
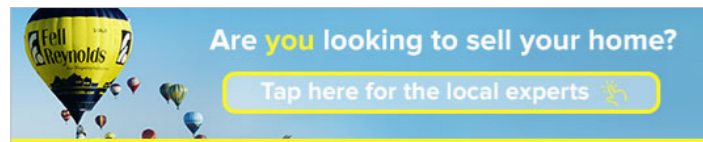
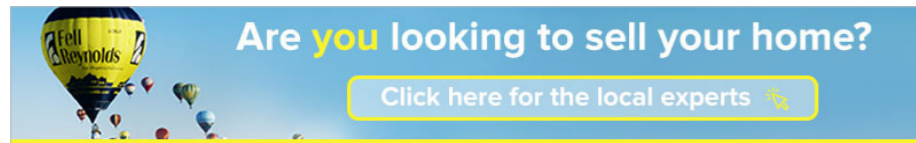
Other benefits include -

- Images span across the full width of the background
- Text can be any font & colour
- Background can be any colour/gradient
- No restrictions on layout and positioning
- Larger logos can be used
- Better brand representation

Top tip: Keep it simple on mobile. As the screen is small, a logo and strap line or image/click here button is all you need.



Featured Agent.



The creatives in this document are examples only and not template designs

Property Alert Sponsor.

Dimensions

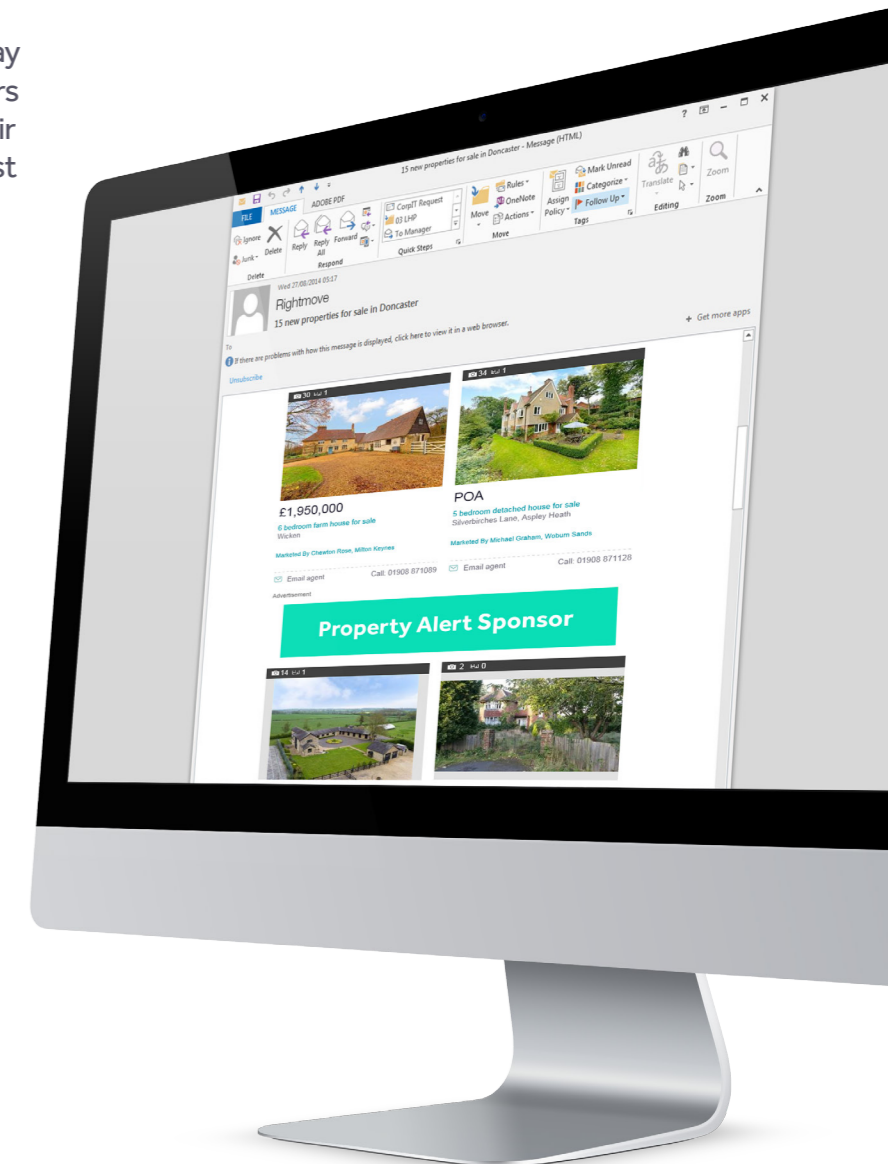
Size: 575 (w) x 102 (h) pixels • 72dpi • RGB
Maximum file size 28kb • File: GIF

What is it?

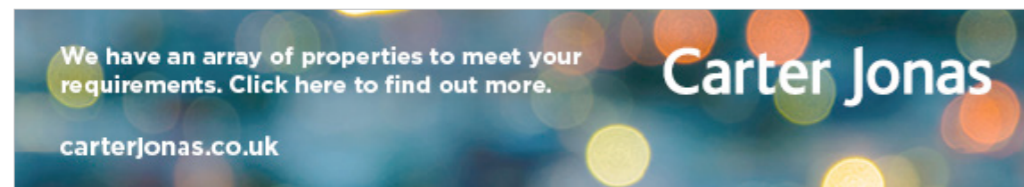
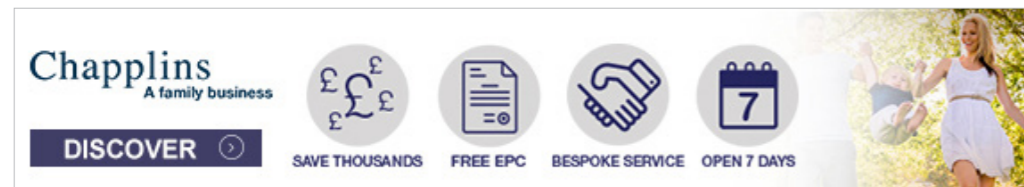
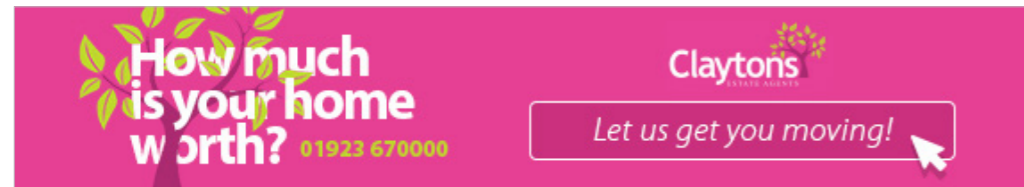
A banner advert in email alerts. We've heard agents describe Property Alert Sponsor as like attaching a business card to the new instructions your competitors send to their registered database!

How can it help you?

Pro-actively push your brand to the inbox of motivated home-movers. It's a great way to reinforce your brand to potential vendors when they are registered and planning their move as these users are amongst the most engaged on Rightmove.



Property Alert Sponsor.



Agent Microsite.

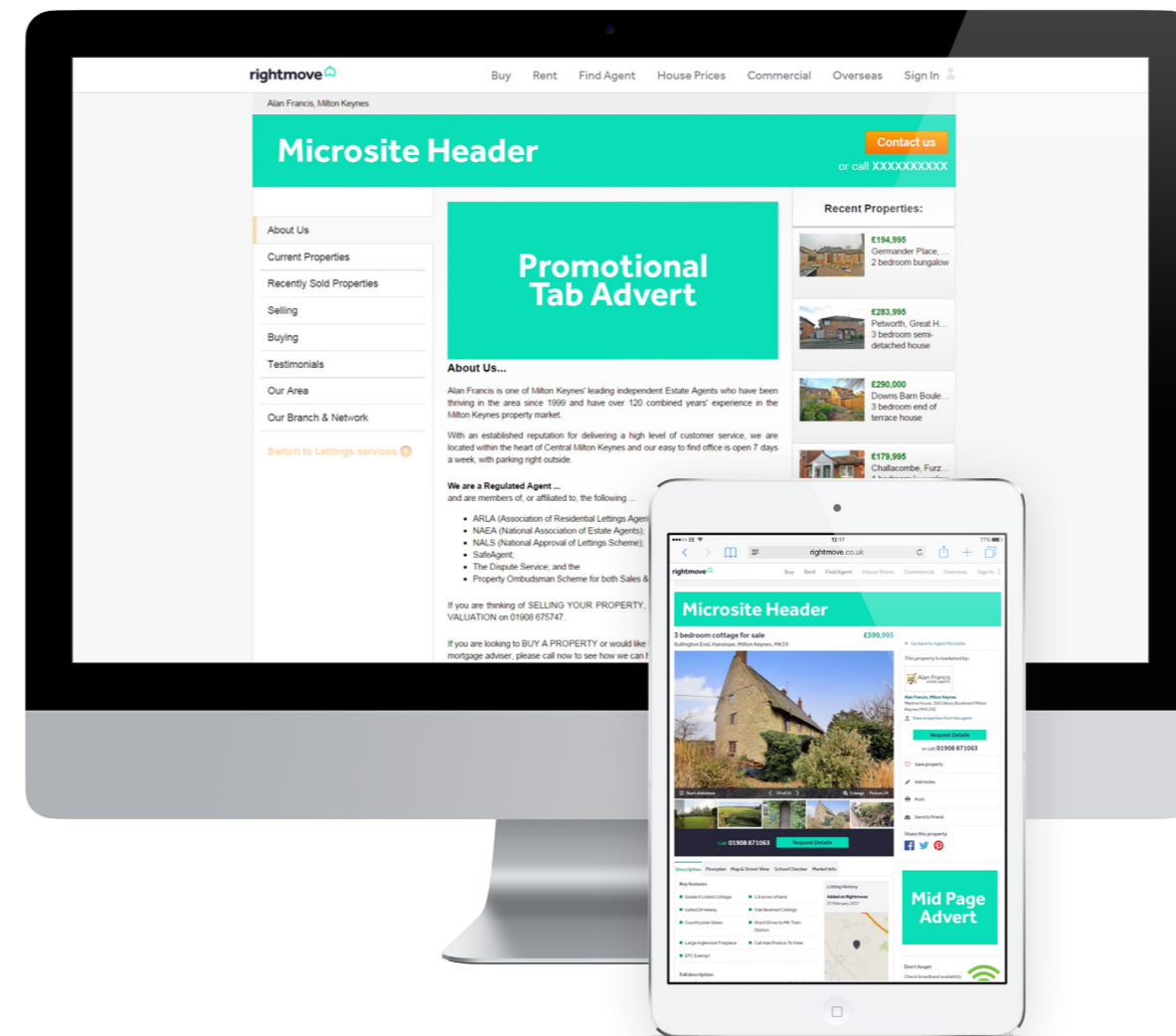
Dimensions

Header Size: Total size 980 (w) x 100 (h) pixel (design space* 750 (w) x 100 (h) pixels) • 72dpi • RGB • File: Jpeg

Please note: The design space is smaller than the total size to allow the 'contact us' button and telephone number to be automatically added to the right hand side of the header.

Mid Page Advert Size: 284 (w) x 218 (h) pixels • 72dpi • RGB • Saved for Web & Devices • File: Jpeg

In Tab Advert Size: 460 (w) x 123-minimum (h) pixels • 72dpi • RGB • Saved for Web & Devices • File: Jpeg



What is it?

The Agent Microsite is a dedicated place to promote your brand, services and expertise, as well as highlight testimonials from satisfied customers. Think of it as a shop window on the UK's busiest high street!

How can it help you?

A microsite can be a one-stop shop for sellers and landlords doing their research. Use it to showcase recently sold stock, your branch network and testimonials. Many agents choose to make it the hub of their advertising on Rightmove.

The creatives in this document are examples only and not template designs

Agent Microsite.

Microsite & Property Details Header



Property Details Mid Page Advert



Microsite Tab Promotional Advert



Microsite & Property Details Header



Property Details Mid Page Advert



Microsite Tab Promotional Advert



The creatives in this document are examples only and not template designs

Agent Microsite.

Microsite & Property Details Header



Property Details Mid Page Advert



Microsite & Property Details Header



Property Details Mid Page Advert



Microsite Tab Promotional Advert



The creatives in this document are examples only and not template designs

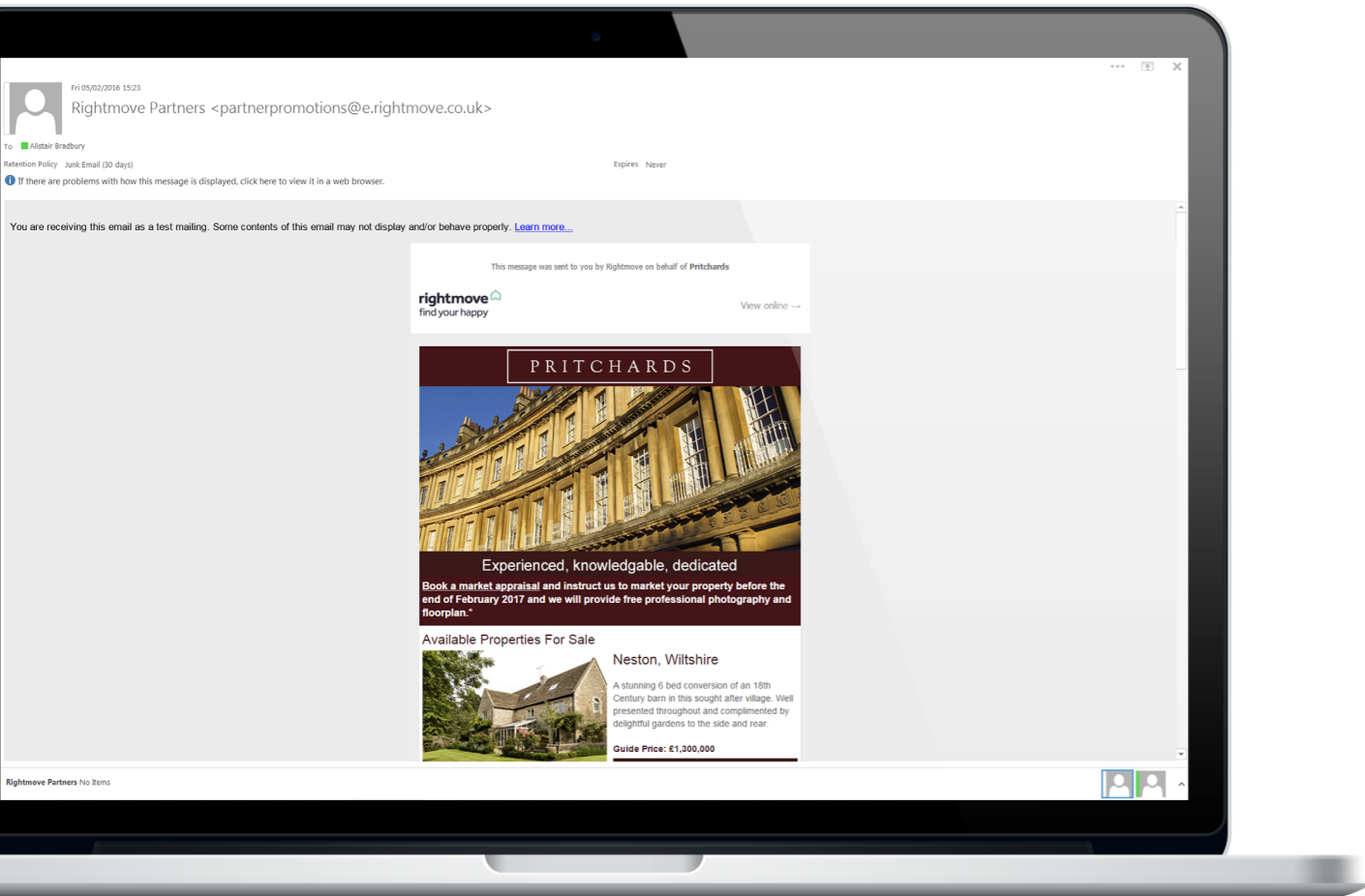
e-leaflet Campaign.

What is it?

An e-leaflet Campaign on Rightmove is targeted and highly effective. Unlike a traditional leaflet drop, Rightmove's database means your campaign is only sent to people who are actually looking to move.

How can it help you?

An e-leaflet campaign gets your brand and messages in front of home-movers within your target markets and reduces wastage. You can choose your message and your audience too, and link to your website, targeting for growth. Like Local Homepage, it's powerful when used to target local vendors & landlords looking for the right agent for them.



The creatives in this document are examples only and not template designs

e-leaflets.

Here are some examples of e-leaflets created to promote the content of your choosing.



The creatives in this document are examples only and not template designs

What we need from you

High Resolution Logo

Please send us through a high resolution logo along with your order. The logo should be at least 410 pixels high and sent in an EPS/PSD or Illustrator file if possible. We do also accept JPEGs or PDFs. If you are not sure where you can get a high quality logo from, think about who creates your sold boards, shop signage or stationery as they should have this on file.

Brand Guidelines

If you have any Brand Guidelines, please send these through to us as it is helpful to see how your branding should be used.

Existing Marketing

Sending through existing examples of marketing can help us keep your adverts consistent with your brand.

It can also be a good way of getting ideas for adverts.

Brief

We require a clear and concise brief with any order. This helps reduce the amount of amends to adverts and also means that we design an advert that you are happy with in the first instance.

Images

If you have any existing images you would like us to use within your adverts, please make sure they are at least 410 pixels high and are digital copies, rather than scanned images. Please also make sure that they are your own images and not images sourced from Google.

Substantiation

If you are making any claims on your adverts, please provide us with the substantiation. We do not accept any claims that cannot be substantiated.

For more information please refer to the [Display Products Text Content Guide](#).

Terms & Conditions

If you are including offers within your adverts, please supply us with the full terms and conditions. We will need to make sure that there is sufficient information on the advert in the small print (for example offer end dates and exclusions).

For more information please refer to the [Display Products Text Content Guide](#).

Creating your own adverts?

There is a list of all the banner sizes and requirements you should need on the next page.

Banner Sizes

Local Homepage

Size: 900 (w) x 240 (h) pixels • 72dpi • RGB • File: Jpeg

Homepage for Mobile - Banner

Size: 1536 (w) x 410 (h) pixels • 72dpi • RGB • File: Jpeg

Homepage for Mobile - Billboard

Size: 1536 (w) x 1997 (h) pixels • 72dpi • RGB • File: Jpeg

New Homes Advanced Microsite (Welcome)

Size: 934 (w) x 472 (h) pixels • 72dpi • RGB • File: Jpeg

Featured Agent

Mobile (S) - Size: 270 (w) x 90 (h) pixels • 72dpi • RGB • File: Jpeg

Tablet (M) - Size: 534 (w) x 104 (h) pixels • 72dpi • RGB • File: Jpeg

Desktop (L) - Size: 800 (w) x 120 (h) pixels • 72dpi • RGB • File: Jpeg

Resale or Lettings Agent Microsite - Header

Size: Total size 980 (w) x 100 (h) pixel (design space* 750 (w) x 100 (h) pixels) • 72dpi • RGB • File: Jpeg

*Please note the design space is smaller than the total size to allow the 'contact us' button and telephone number to be automatically added to the right hand side of the header.

Resale or Lettings Agent Microsite - Mid Page Advert

Size: 284 (w) x 218 (h) pixels • 72dpi • RGB • File: Jpeg

Resale or Lettings Agent Microsite - Tab Promotional Advert

Size: 460 (w) x 123-minimum (h) pixels • 72dpi • RGB • File: Jpeg

Property Alert Sponsor

Size: 575 (w) x 102 (h) pixels • 72dpi • RGB • Maximum file size 28kb • File: GIF

Brand Plus

Size: 200 (max w) pixels x 100 pixels (max h) to guarantee it displays the best on all platforms however the logo will display on site as follows:

Maximum height of 50 pixels

Maximum width of 100 pixels

Maximum total area of 3500 pixels (e.g.- 70 x 50 or 100 x 35)

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