

A woman with blonde hair is standing in front of a modern building with large glass windows and a wooden facade. She is wearing a long, brown, double-breasted coat over a blue denim shirt and blue jeans with a dark pattern. She is also wearing black boots. The text "Boozt" is written in a large, white, serif font, and "MEDIA PARTNERSHIP" is written in a smaller, white, sans-serif font below it.

Boozt
MEDIA PARTNERSHIP

MATERIAL SPECIFICATION 2025

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BMP IMAGES

If you have a campaign booked, please upload the images into the Boozt Media Partnership uploading section in the partner portal.

It is crucial that we get the content at the latest 1 full working week before the campaign starts in order to guarantee that the images will be used in the activation. If we get the assets later than that our campaign creation team will choose images freely from your general campaign images as they see fit best into the rest of the content.

A few guidelines along the way:

- Please make sure to select EANs with a good amount of stock available.
- Images should be in high resolution.
- Images uploaded should preferably not include any logos or text, except for brand slogans or specific collection names. We will reach out if the content doesn't meet the guidelines and needs to be updated. Any text needs to be added in English only.
- Logo should be uploaded separately in SVG. format.

Remember that images including text or logos might not be permitted. If the guidelines aren't met we reserve the right to find other general marketing material to activate on the campaign placements. Excl. social media content where logos should be included on the images.

EANs are optional for upload.

- if there is no specific focus please leave these fields empty for us to fill out.

If you have any further questions please do not hesitate to contact [**bmp.coordinator@boozt.com**](mailto:bmp.coordinator@boozt.com) or your Boozt Marketing account manager.

CREATIVE

PRODUCTION
BOOZT PRODUCTION

For Creative packages, material specifications and requirements may vary based on the production type, event format, or sponsorship scope.

Our team will work closely with you to outline all dimensions and details, coordinating via email and dedicated meetings to ensure a perfect fit for your campaign.



EVENTS

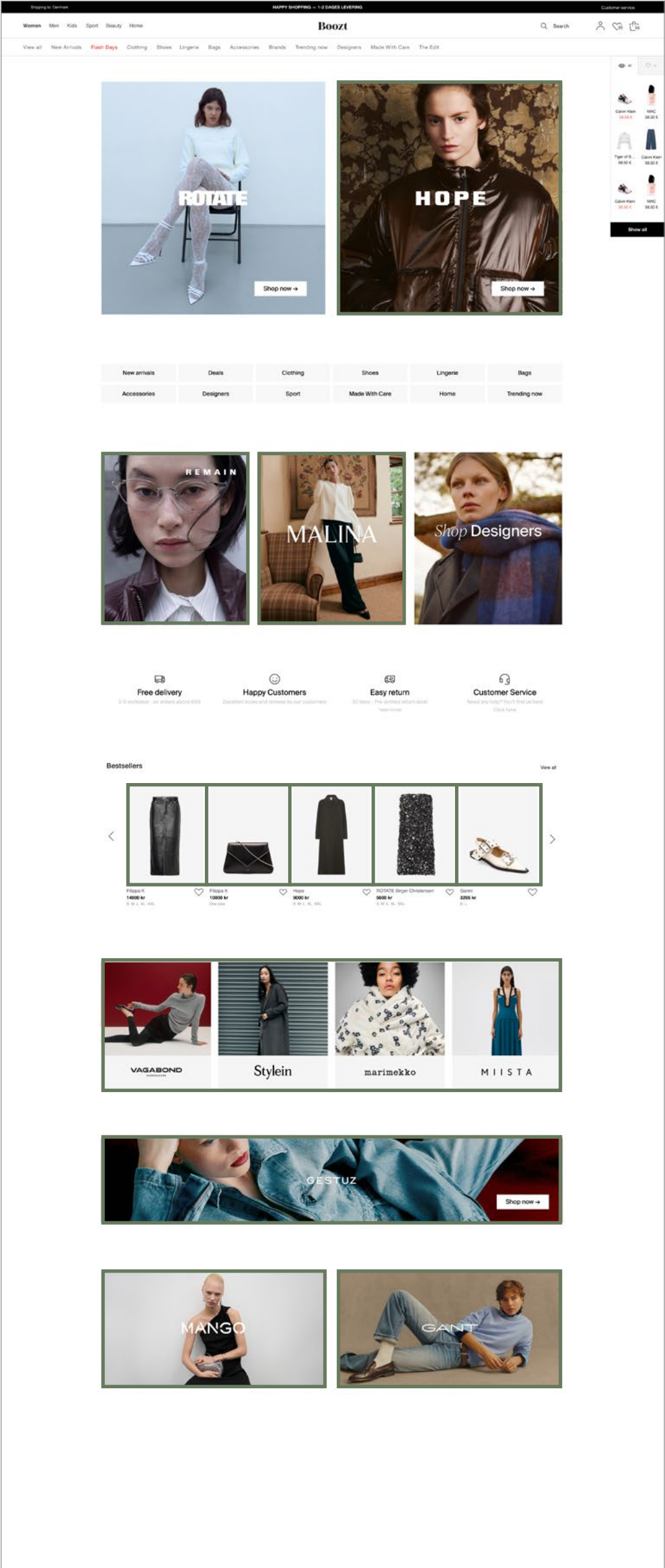
BOOZT EVENT ACTIVATION & SPONSORSHIPS

For all dimensions & specifications, e-mail and meetings will be set up separately.



ONSITE PLACEMENTS

FRONTPAGE



FRONTPAGE
PREMIUM BRANDING BANNER

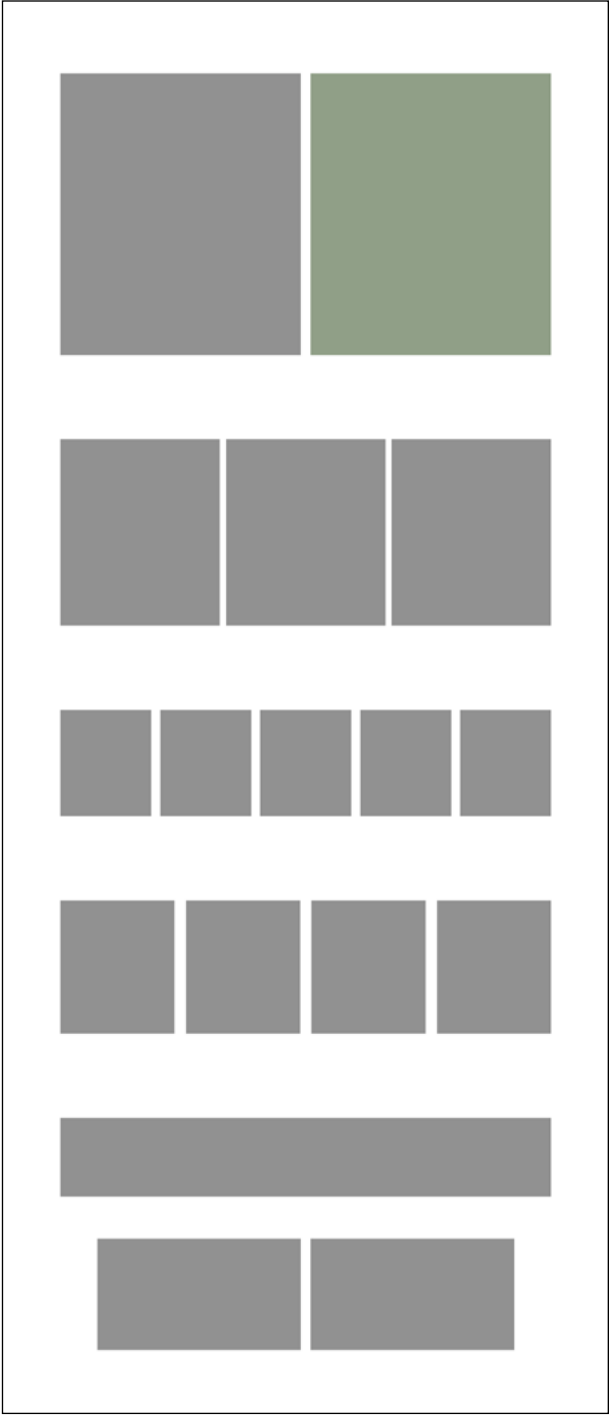
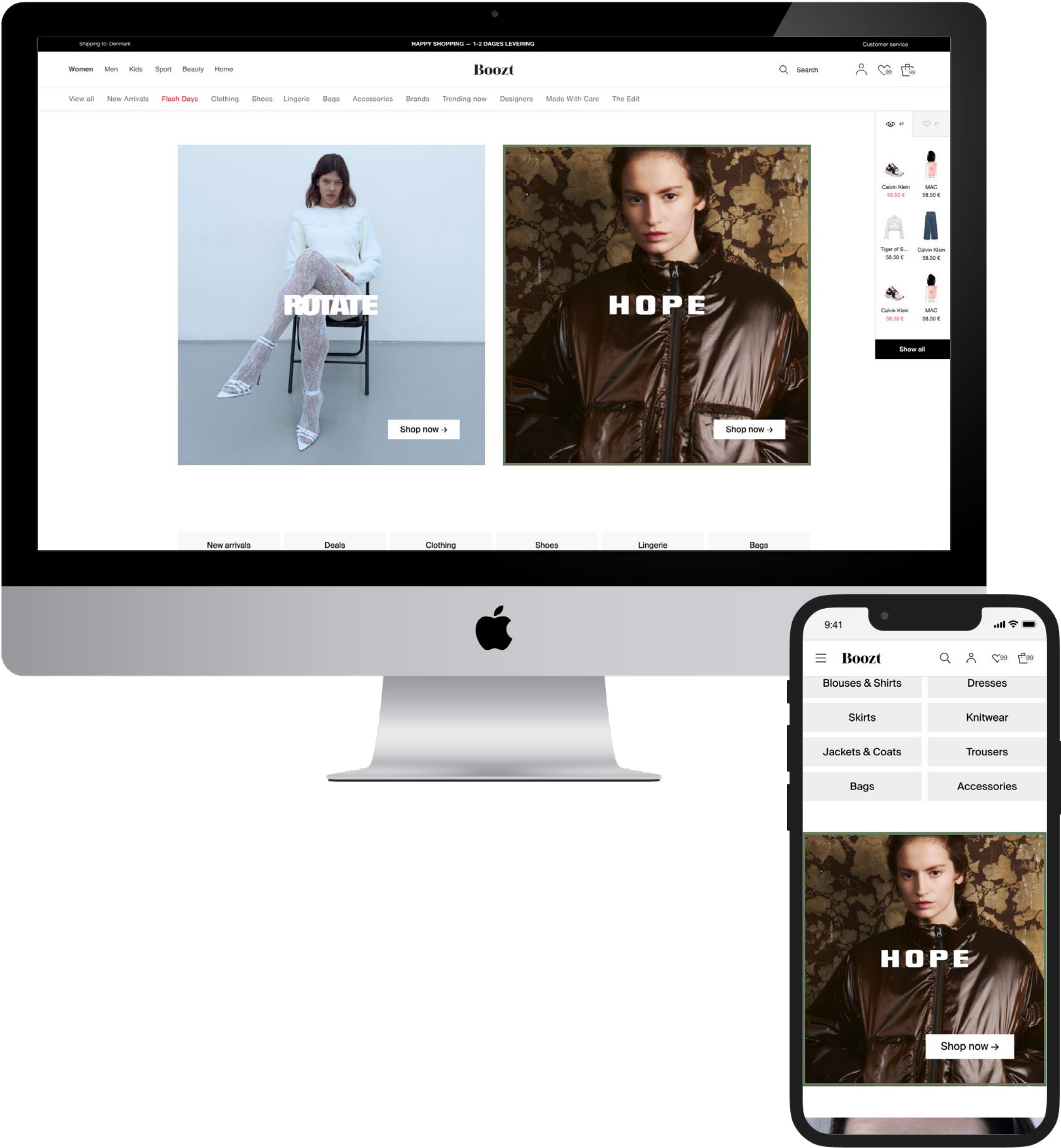
1162x1212 px
JPEG

Please note that for Home, up to 10 SKUs need to be provided.

Please upload your current logo separately in **SVG**. format.

Material deadline: 1 week in advance

Note! If the images have a clear product or collection focus, and stock runs low during the campaign period, we reserve the right to change the content to a more generic expression.



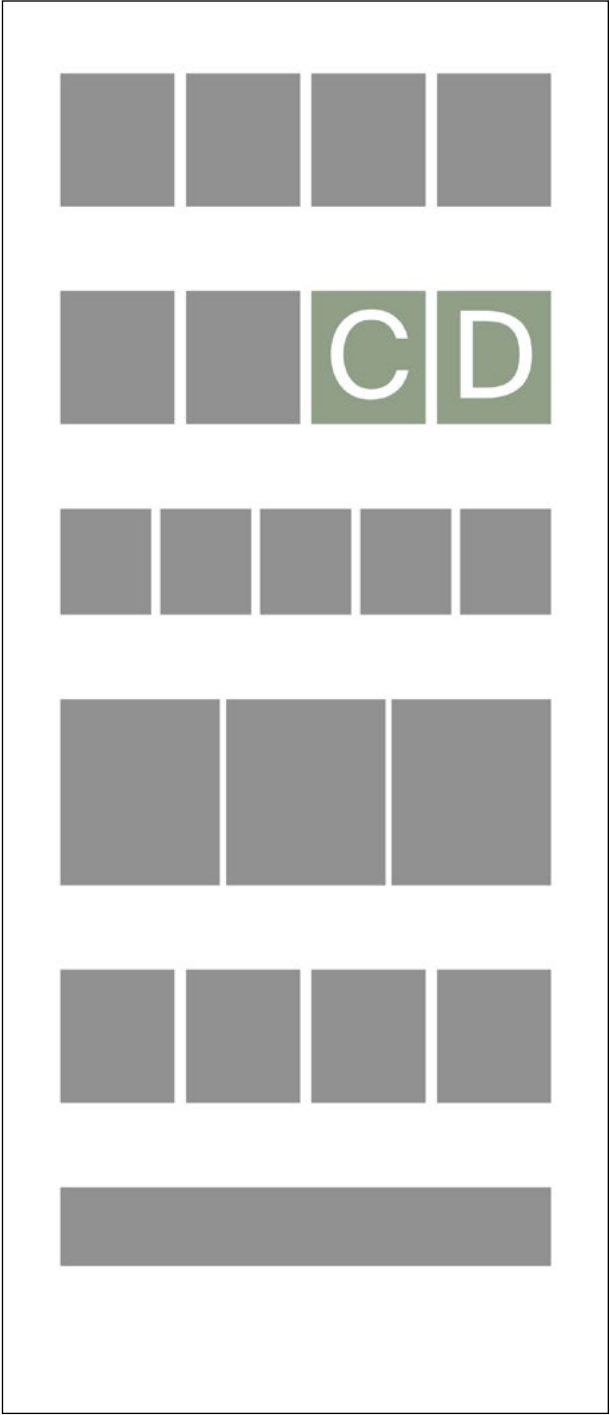
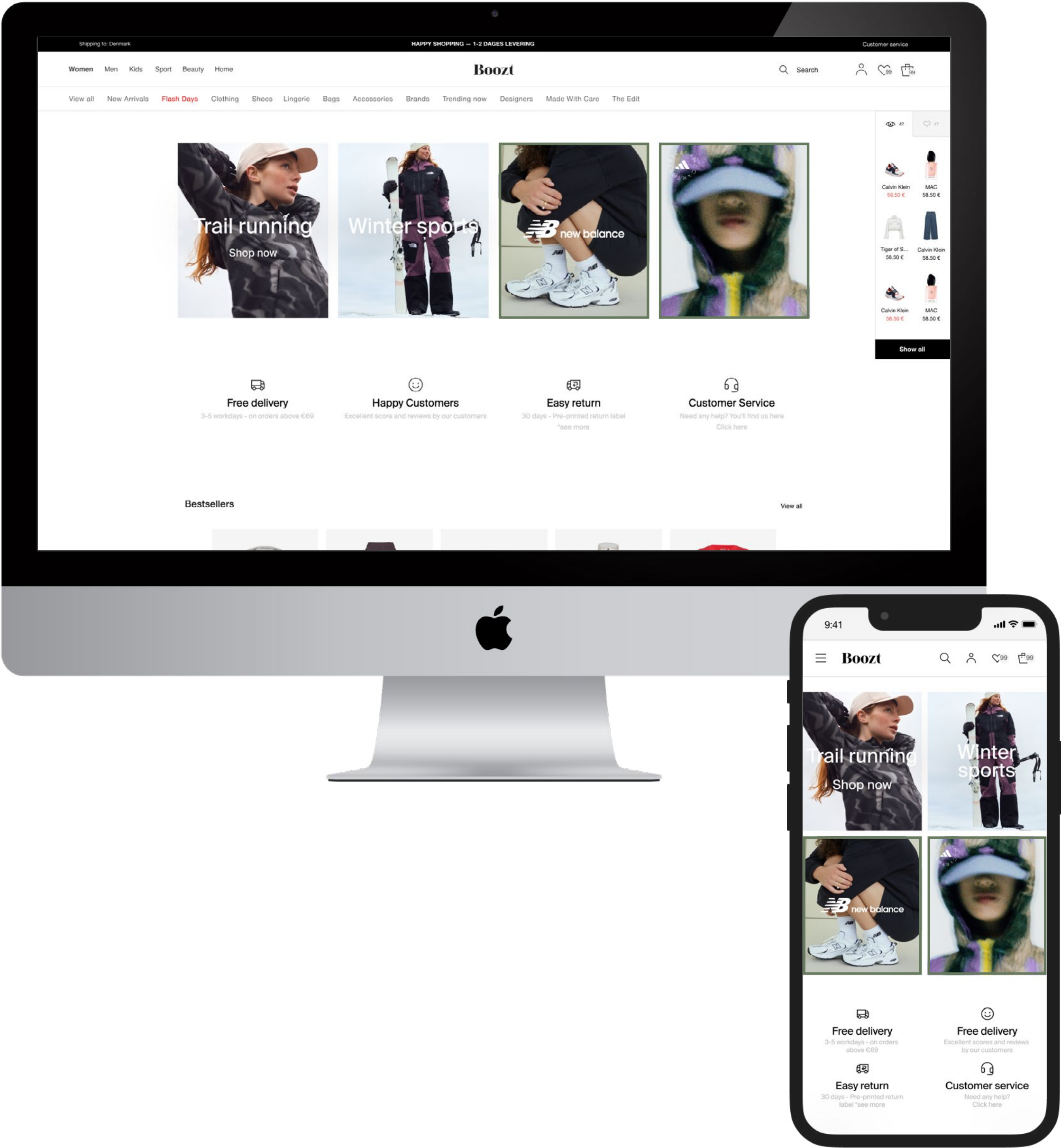
FRONTPAGE
QUARTET BANNER

708x822 px
JPEG

Please upload your current logo separately in **SVG**. format.

Material deadline: 1 week in advance

Note! If the image has a clear product or collection focus, and stock runs low during the campaign period, we reserve the right to change the content to a more generic expression.



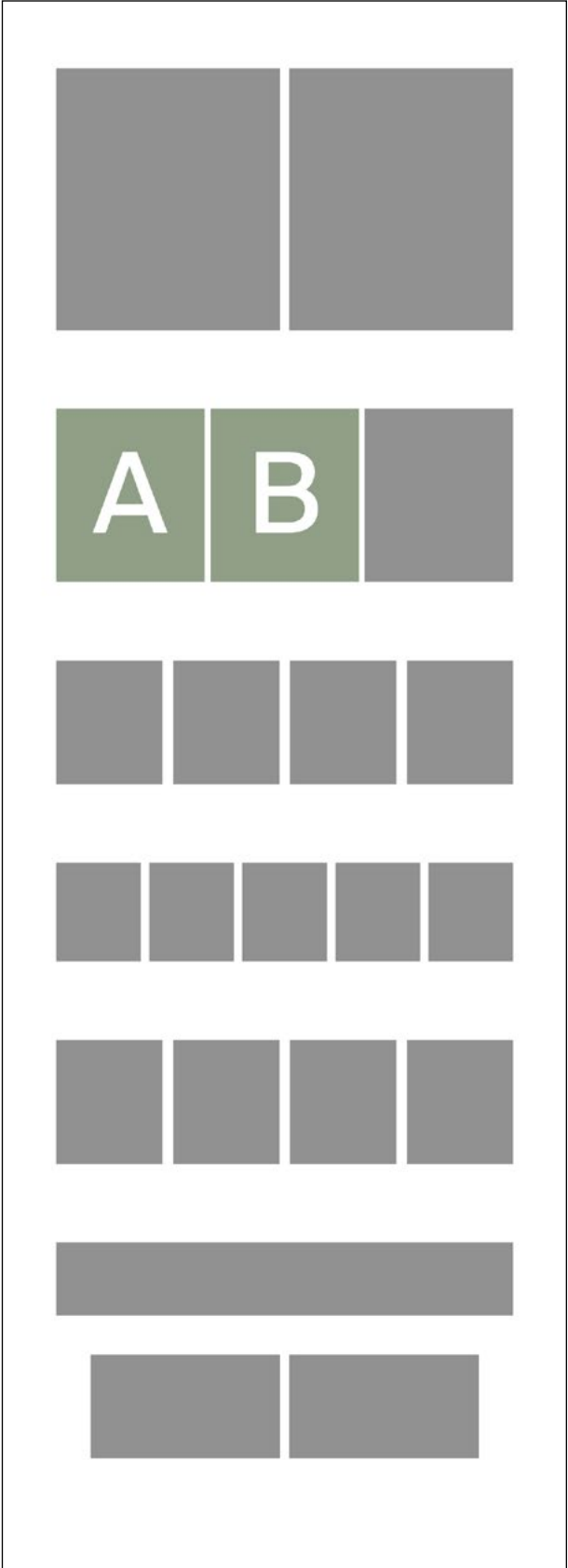
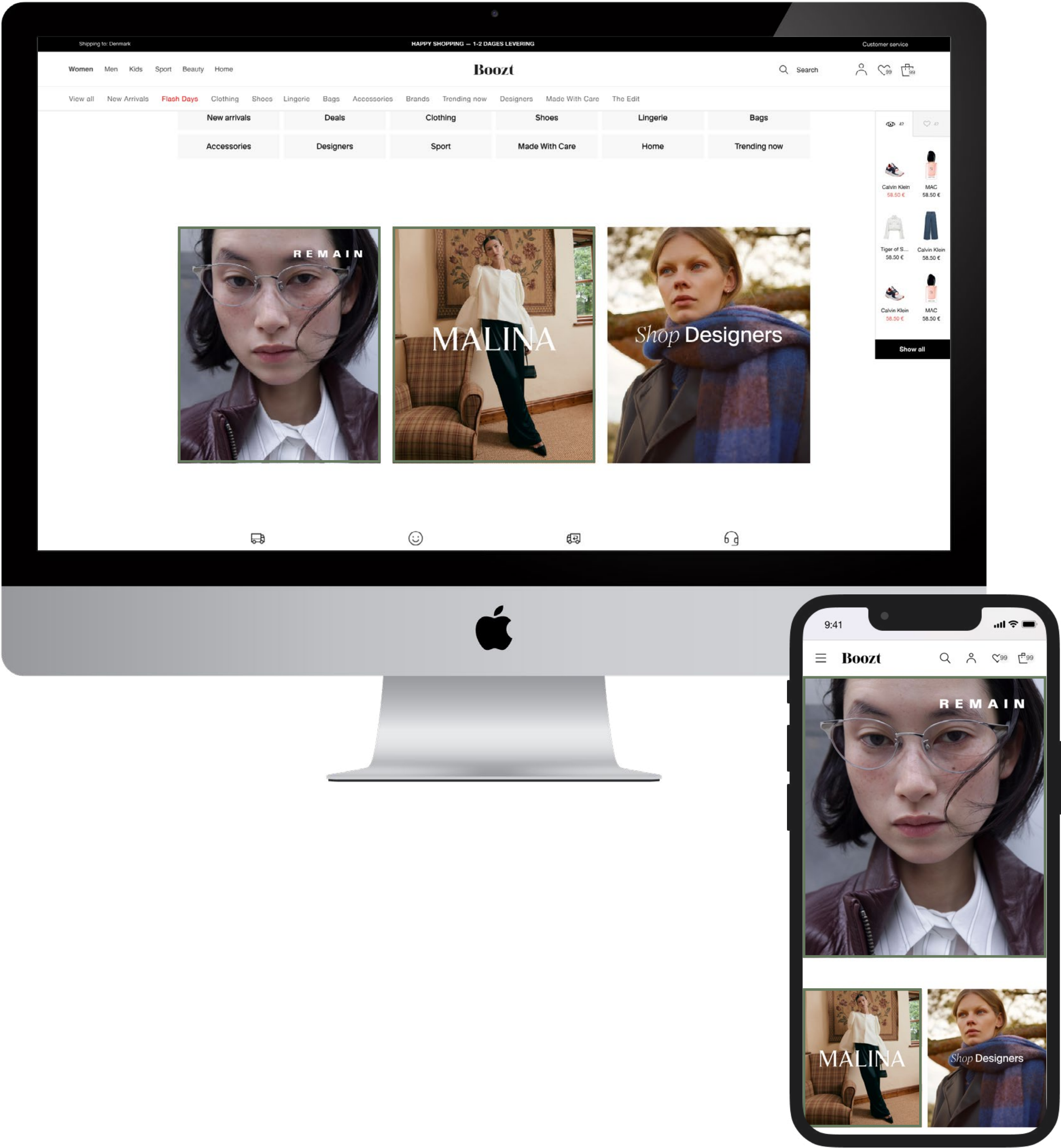
FRONTPAGE
BRANDING BANNER

768x896 px
JPEG

Please upload your current logo separately in **SVG**. format.

Material deadline: 1 week in advance

Note! If the images have a clear product or collection focus, and stock runs low during the campaign period, we reserve the right to change the content to a more generic expression.



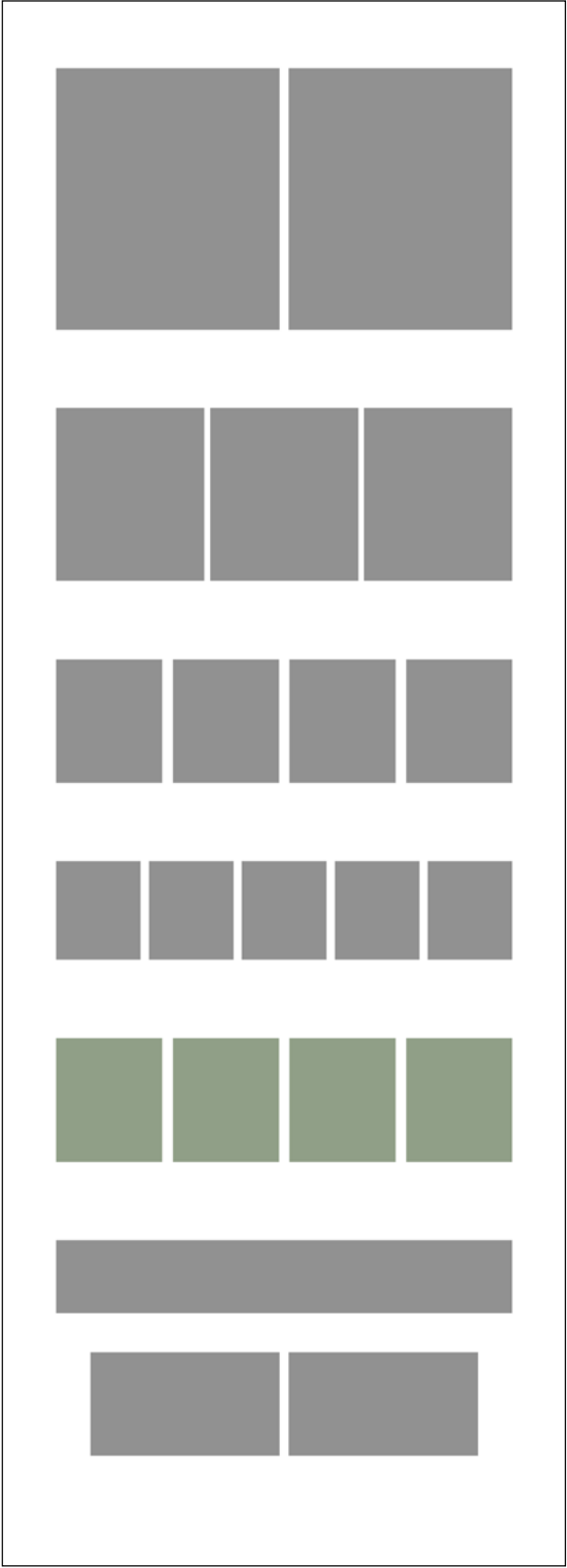
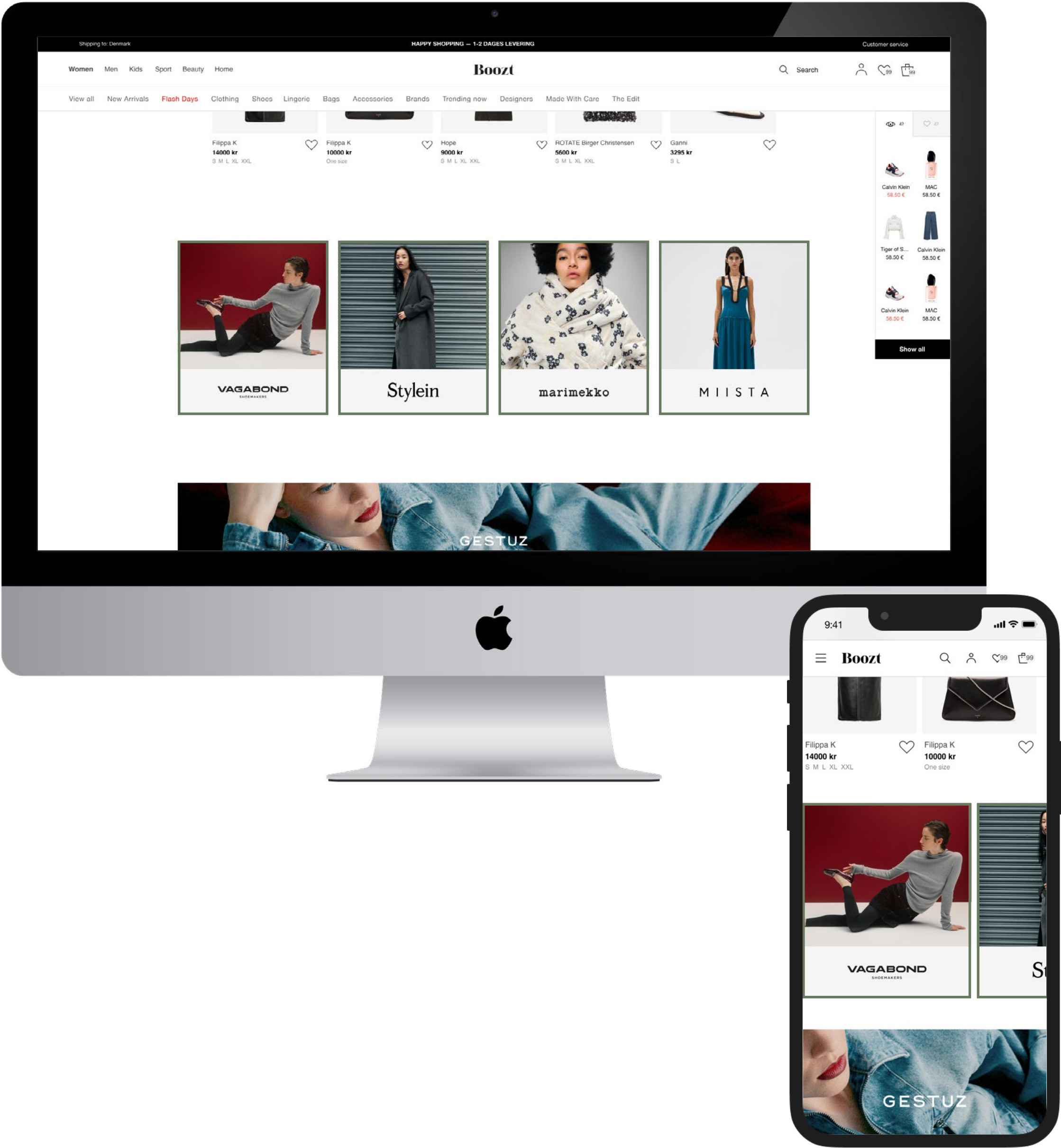
FRONTPAGE
BRAND CAROUSEL

767x655 px
JPEG

Please upload your current logo separately in **SVG**. format.

Material deadline: 1 week in advance

Note! The logo will always be featured in black & white for this placement.

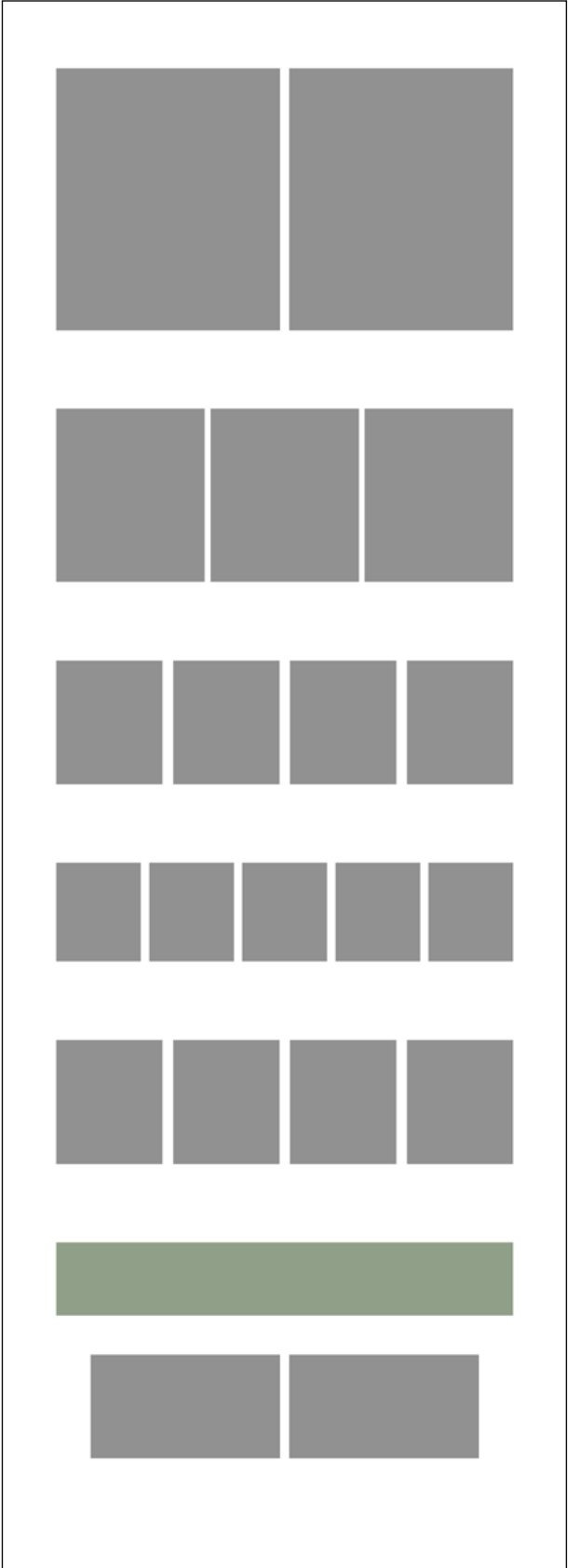
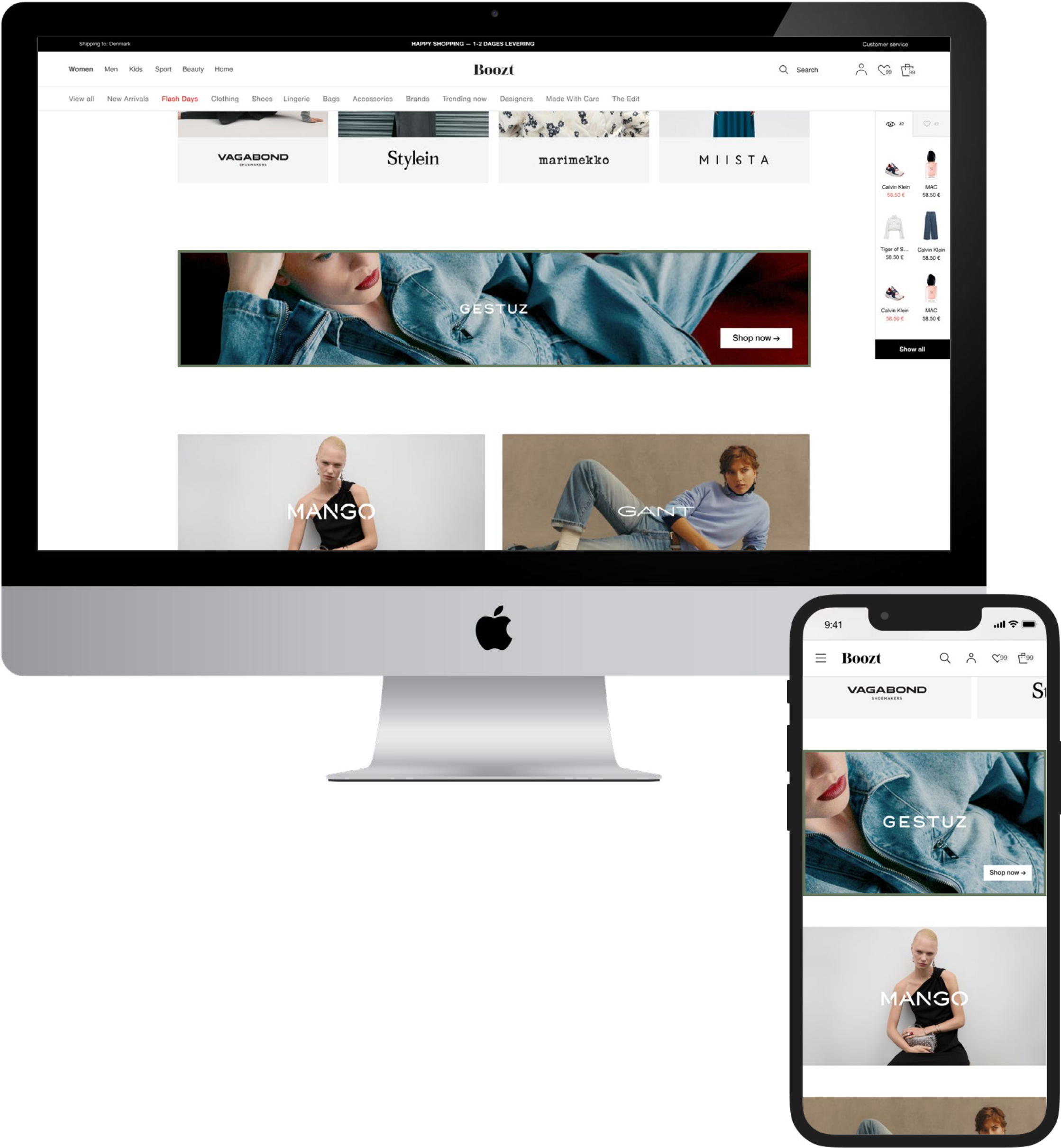


FRONTPAGE
PANORAMA BANNER

Desktop: 2976x450 px
Mobile: 764x354 px
JPEG

Please upload your current logo separately in **SVG**. format.

Material deadline: 1 week in advance



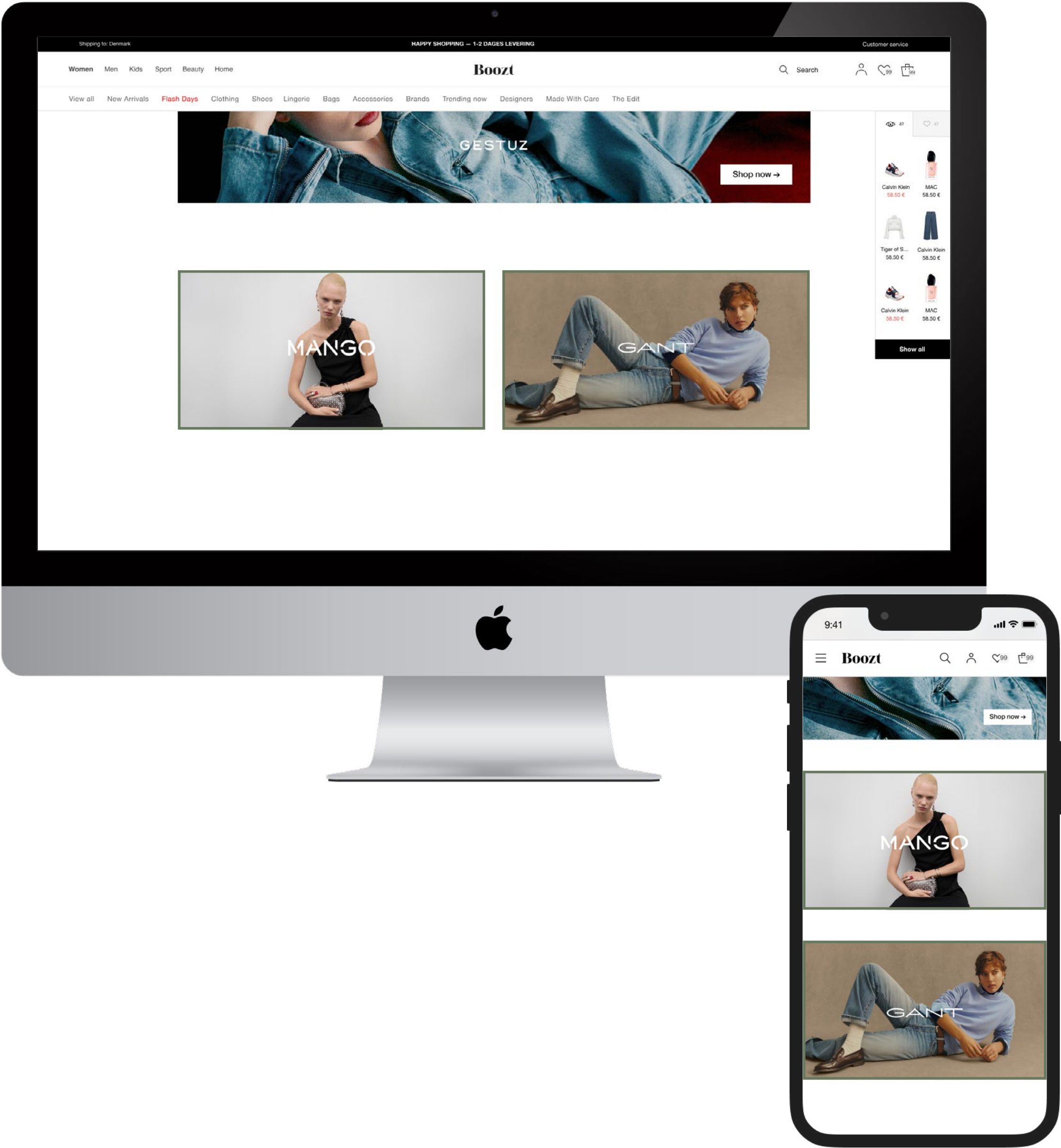
FRONTPAGE
TWIN BANNER

1152x592 px
JPEG

Please upload your current logo separately in **SVG**. format.

Material deadline: 1 week in advance

Note! If the images have a clear product or collection focus, and stock runs low during the campaign period, we reserve the right to change the content to a more generic expression.



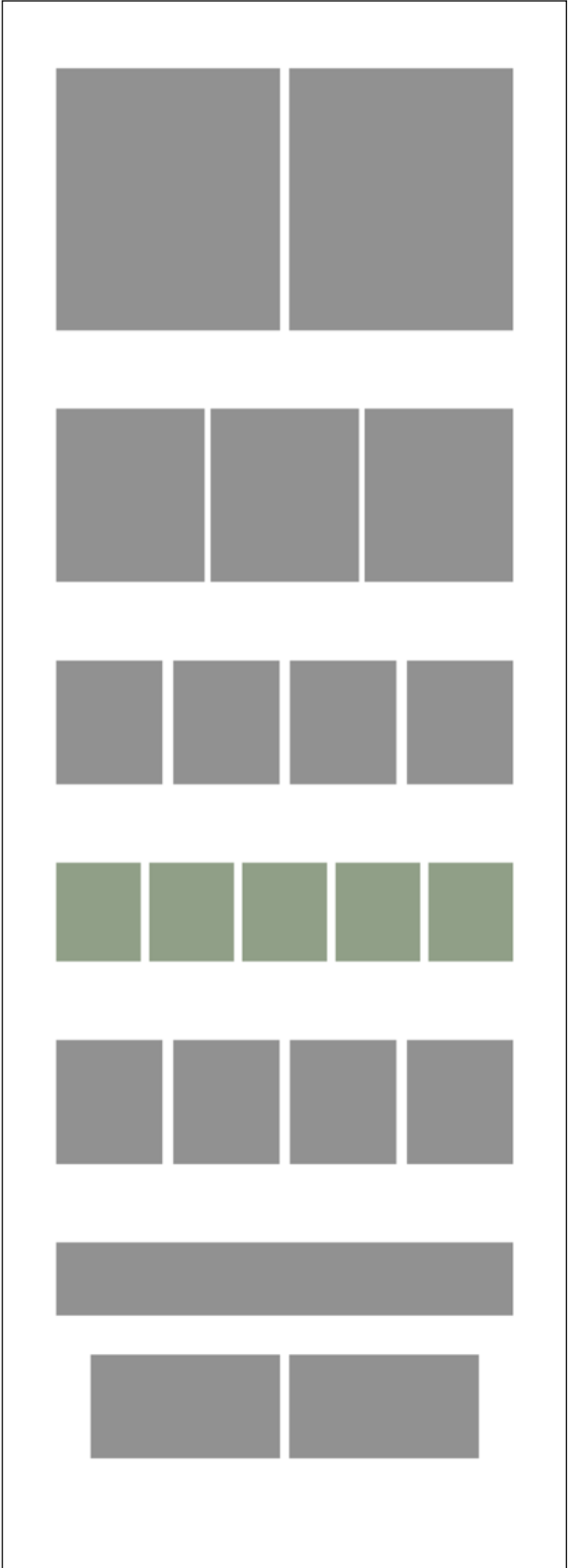
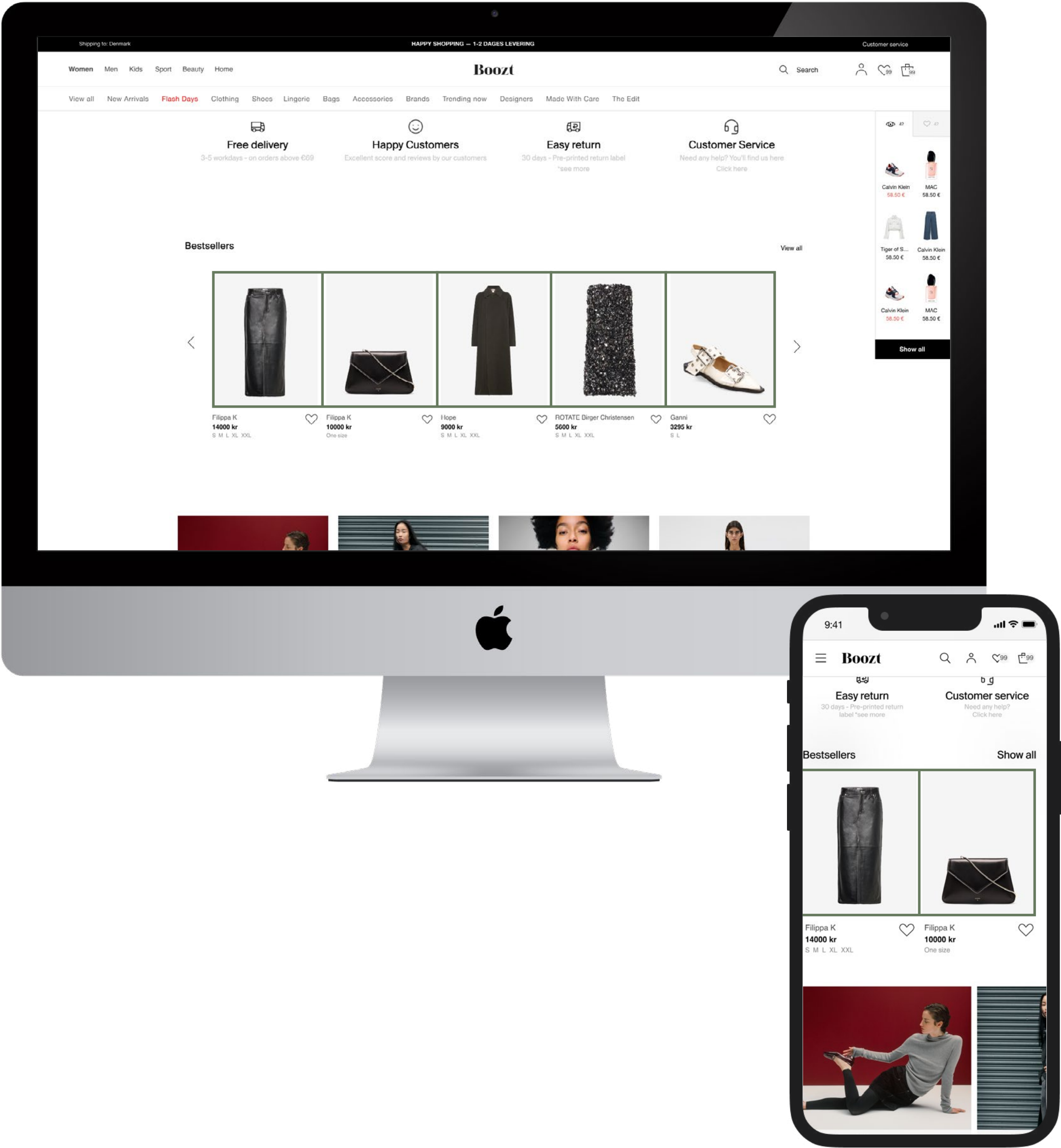
FRONTPAGE
PRODUCT PLACEMENT

1x EAN with a good amount of stock available onsite.

Please make sure to select EAN with a good amount of stock available onsite.
If the stock amount is too low, or the product sells out/is not available when the campaign starts we will choose products based on stock level and performance.

The EAN number can be found at Boozt.com under the PDP product information.

Material deadline: 1 week in advance

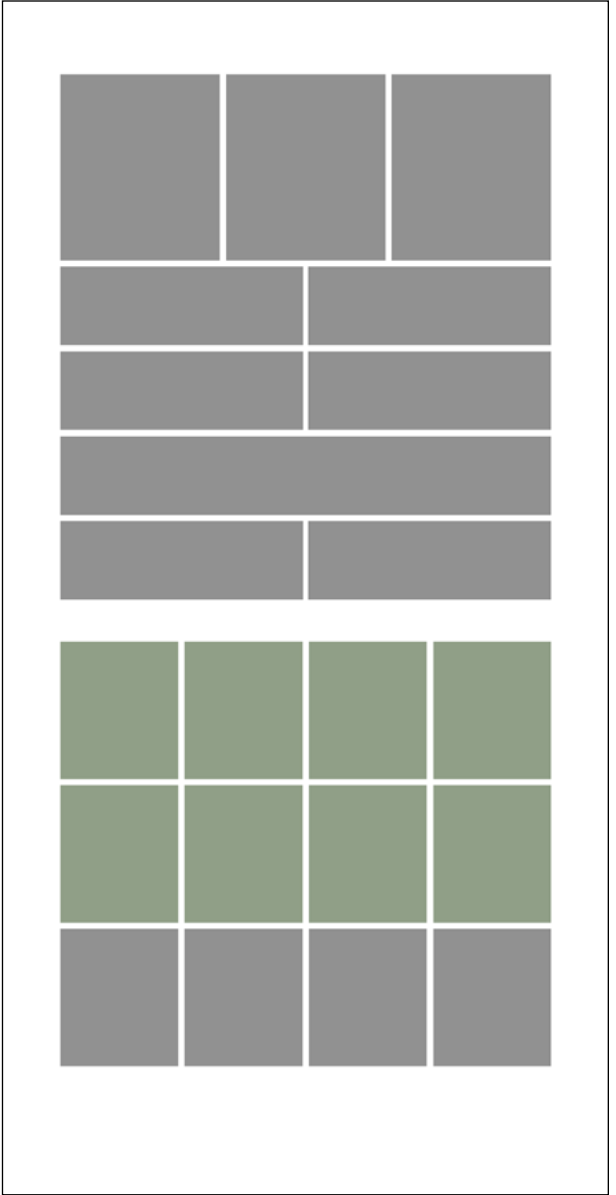
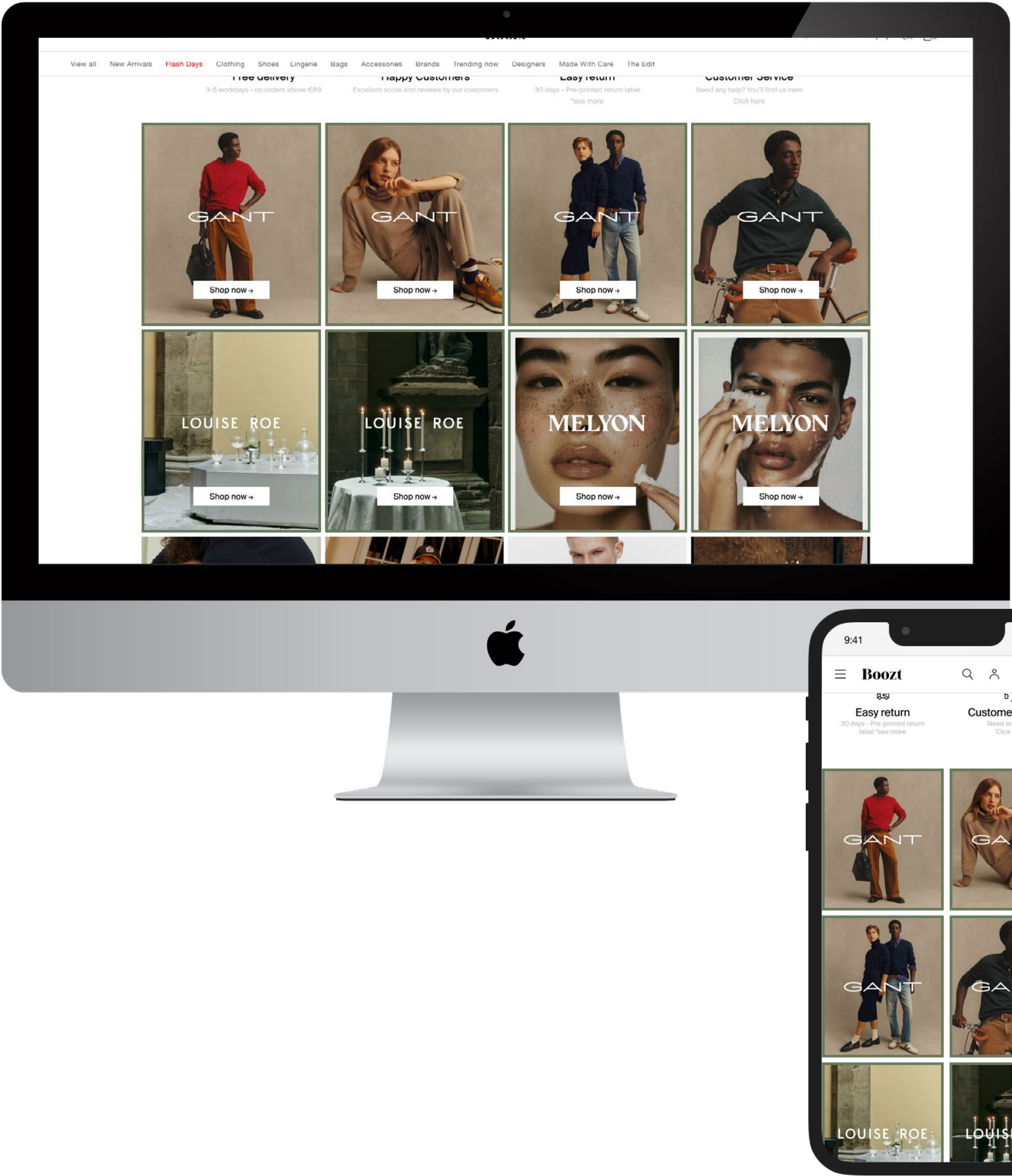


FRONTPAGE
BRANDING BANNER ENTRY PAGE

2x images, 481x540 px
JPEG

Please upload your current logo separately in **SVG**. format.

Material deadline: 1 week in advance



BRANDWALL



BRANDWALL

PREMIUM BRANDWALL

4 images, 415x320 pixels

JPEG, max 500KB

It is advisable to use images with a background color of preferably #F6F6F6 or darker.

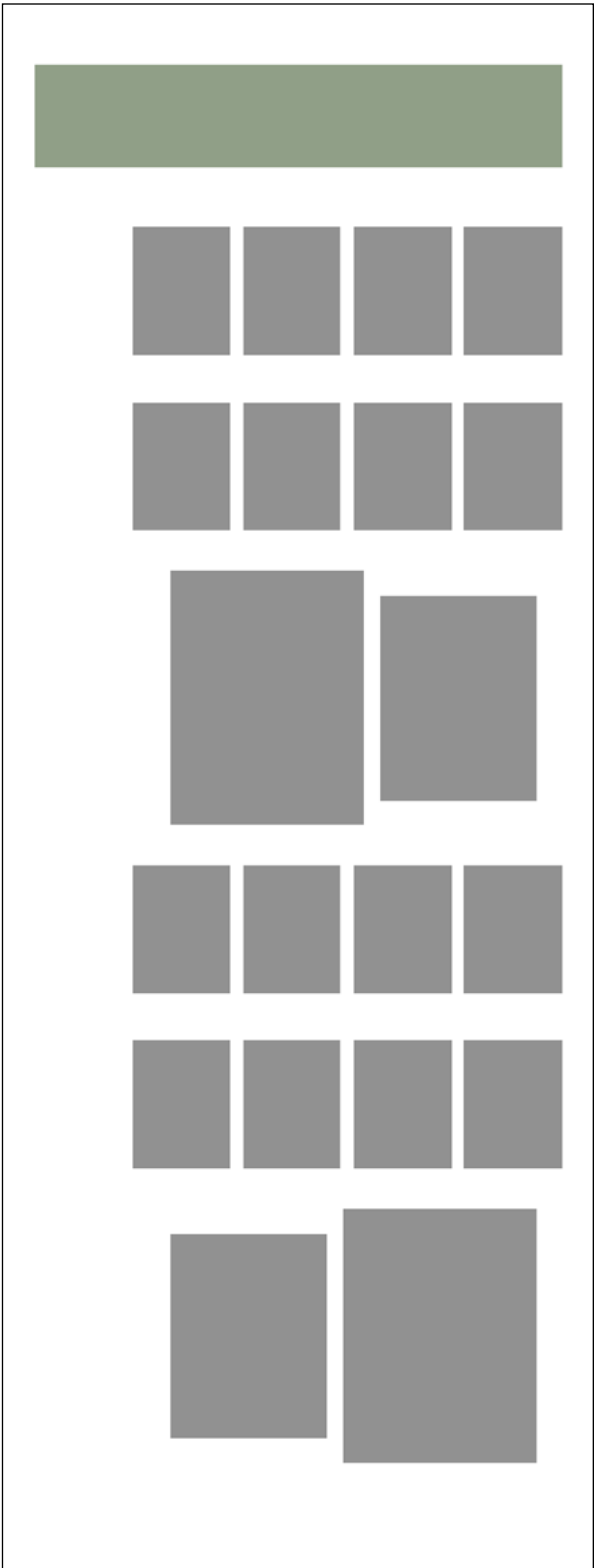
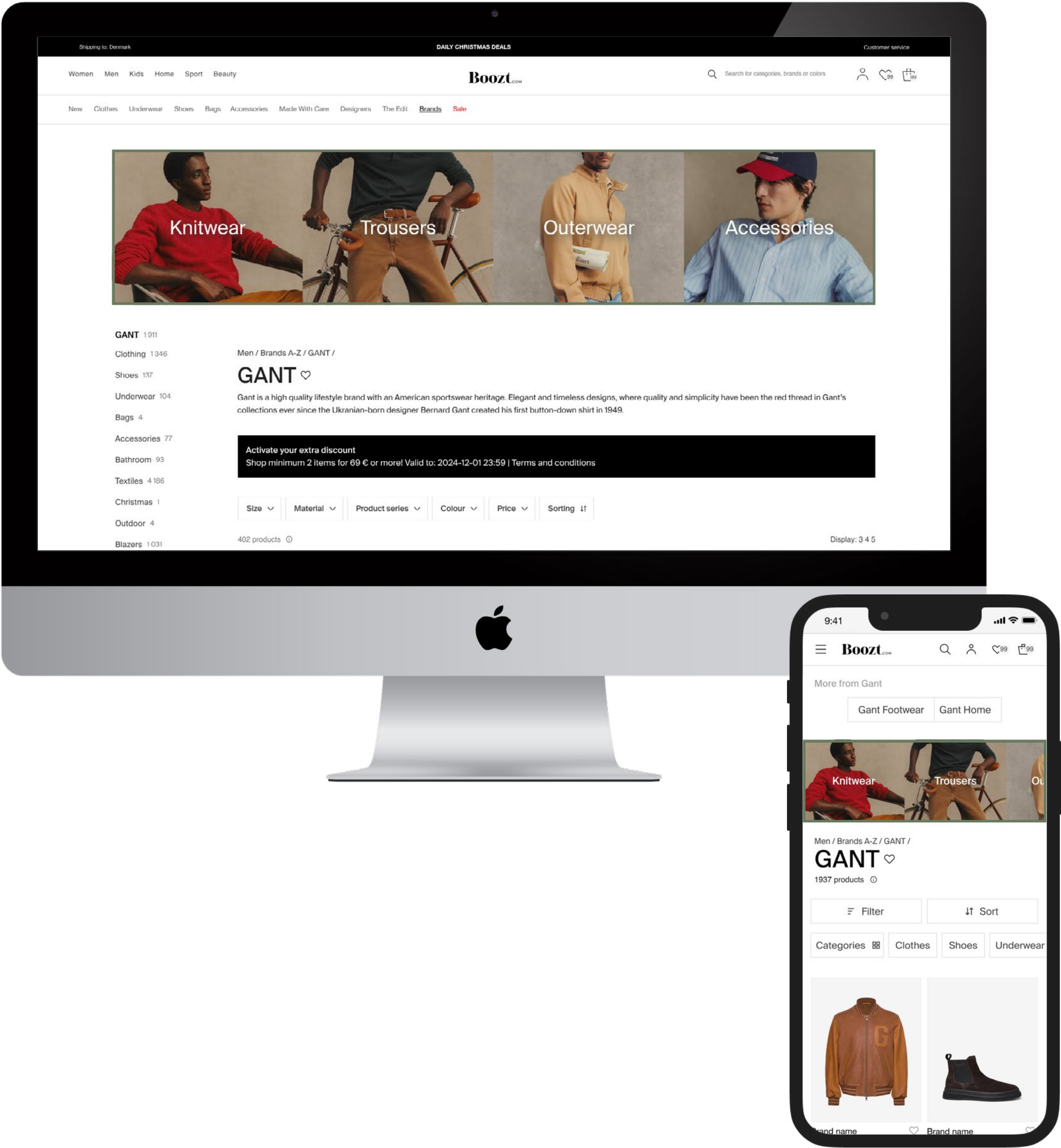
Please choose 4 sub-categories that the images will link to and name your images after these.

Images should be uploaded directly in the Partner Portal, Brandwall-section where you will receive the premium access.

For any questions, please reach out to: brandwall@boozt.com

Linking to choose from:

- Gender
- Subcategories in the menu bar to the left
- Filters (size, color, price, etc.)
- Sub brands

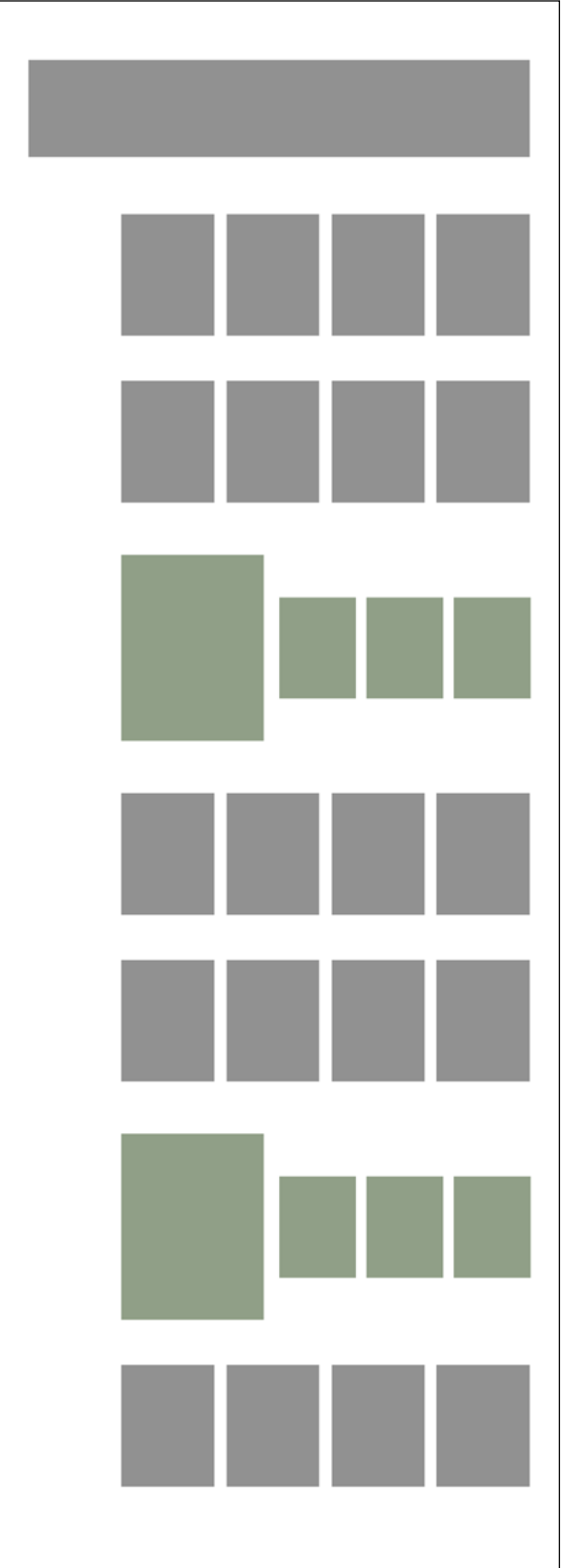
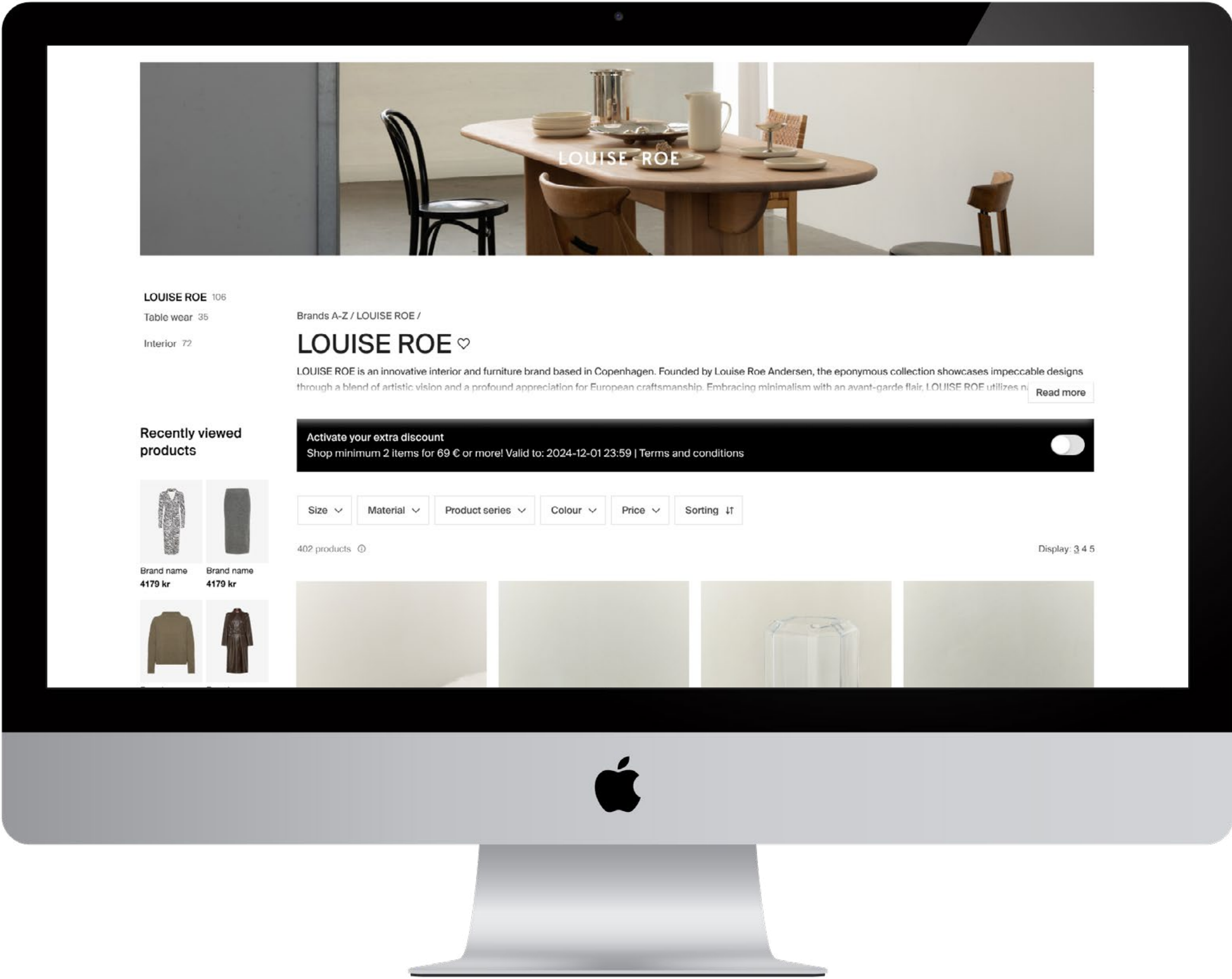


BRANDWALL

CUSTOM BRANDWALL

Create an inspiring universe within your own Brandwall and choose between a range of different components that will both inspire and drive traffic.

See the specifications for each component on the following slides



BRANDWALL

BRANDWALL COMPONENT:
IMAGE CAROUSEL

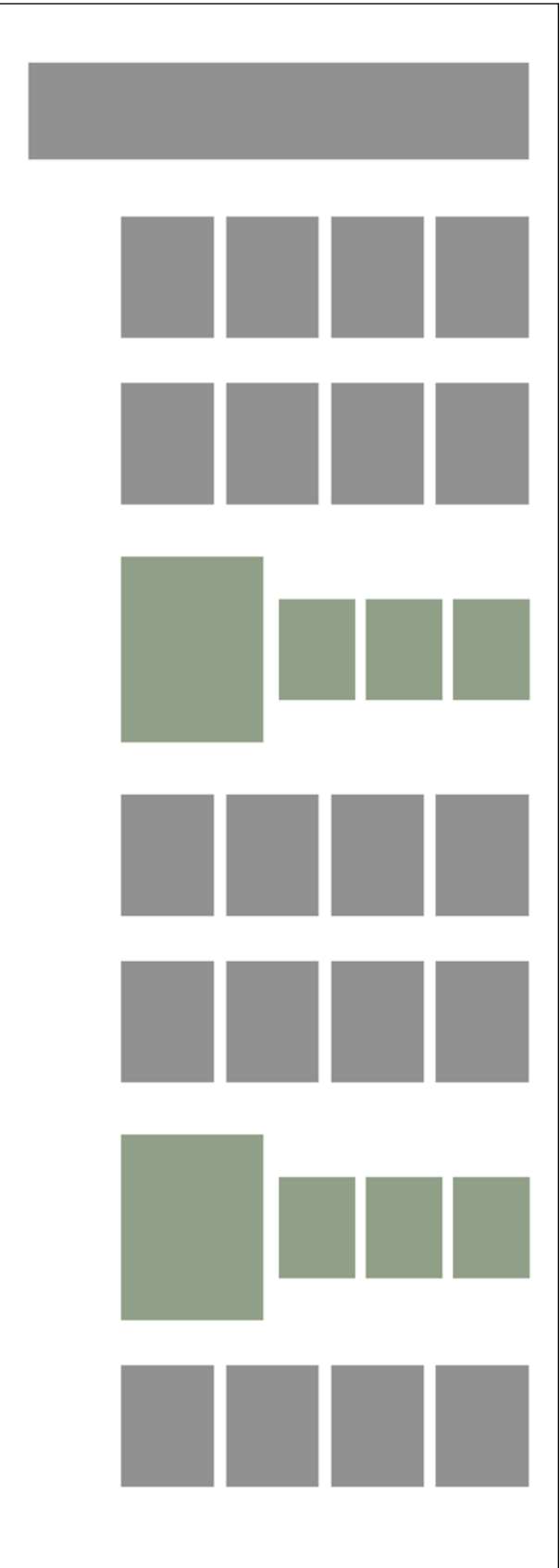
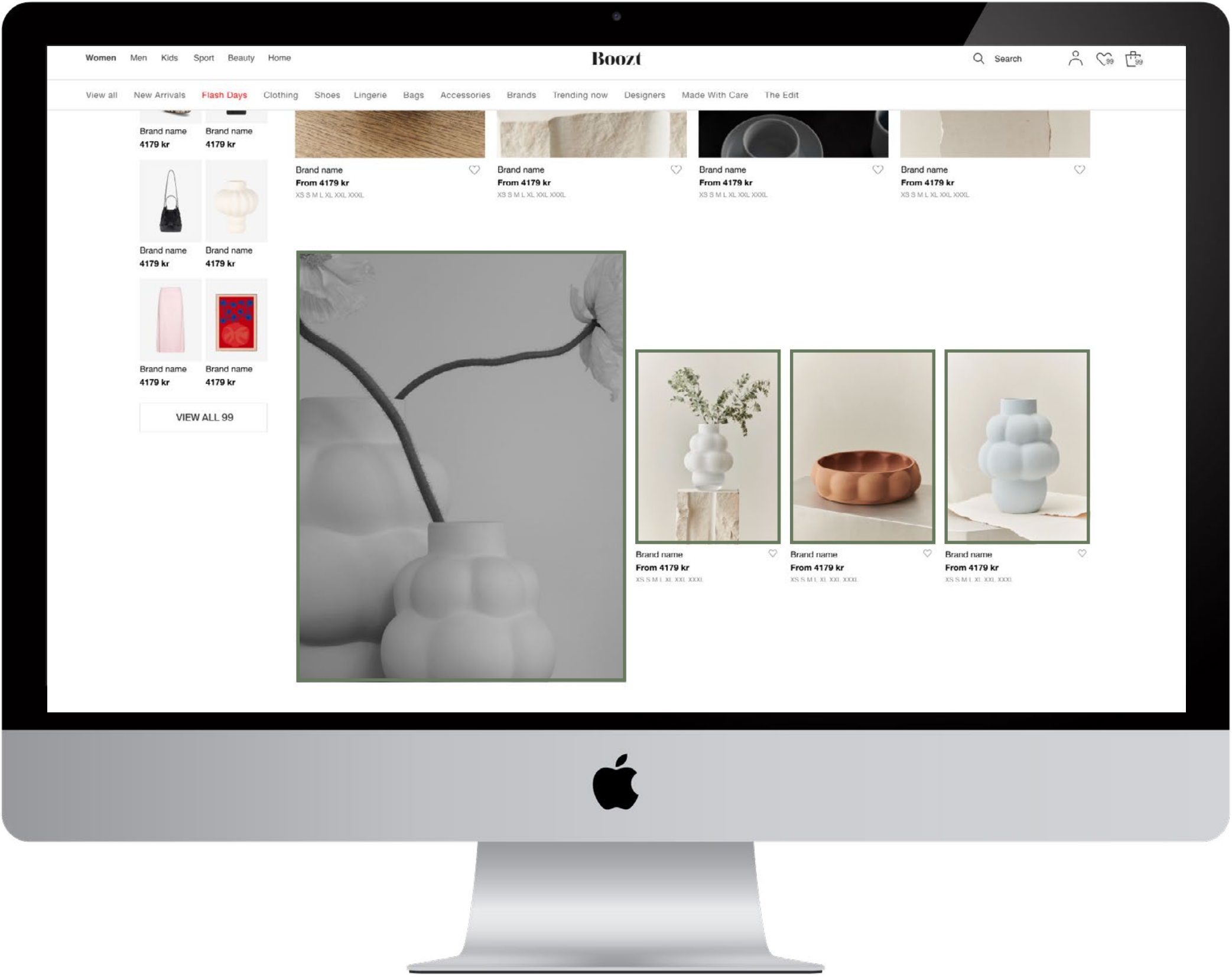
Image: 800x800 px
JPEG

Video: 800x800 px
File Type: MP4
Weight: Max 6 MB
Max length: 10s

*Add up to 6 EANs of choice, 3 minimum is required

Material deadline: 1 week in advance

Note! Upload either an image or video depending on preference.



BRANDWALL

BRANDWALL COMPONENT: CATEGORY BANNER

Desktop images: 3x images, 800x1046 px

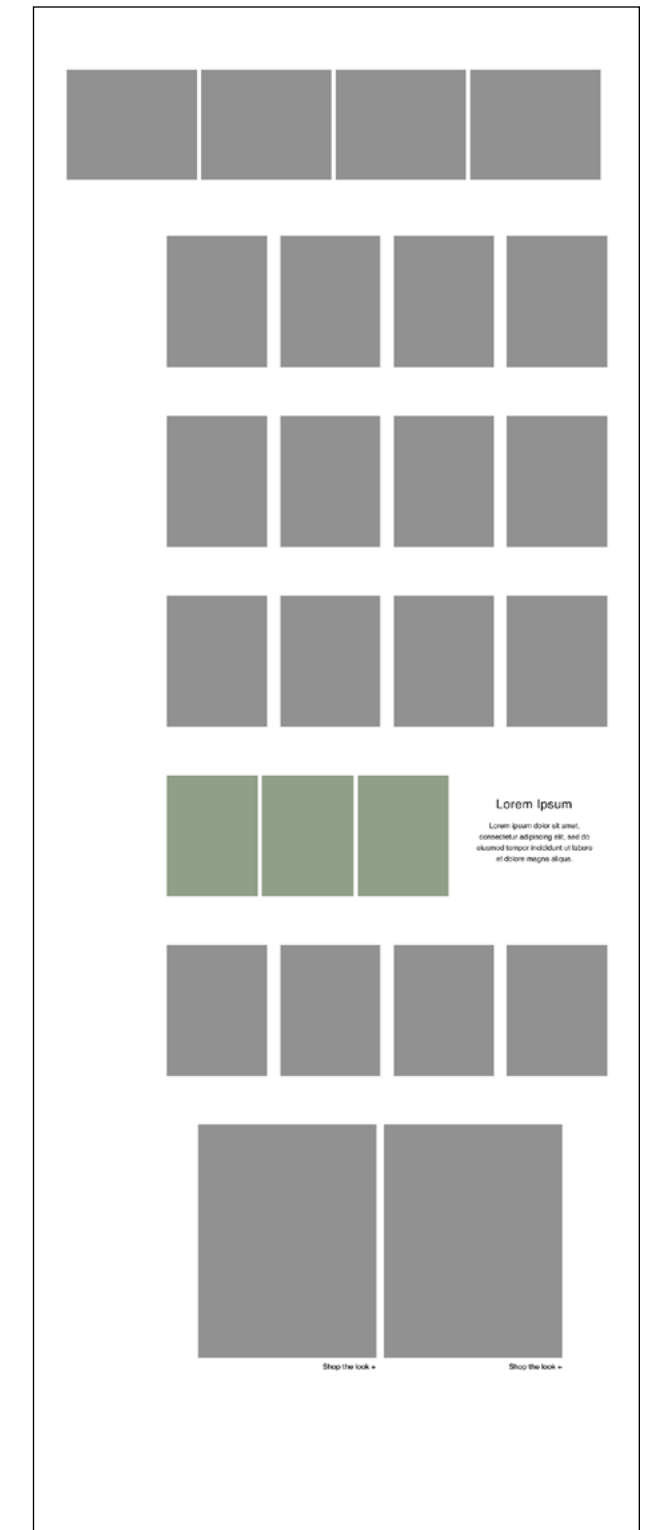
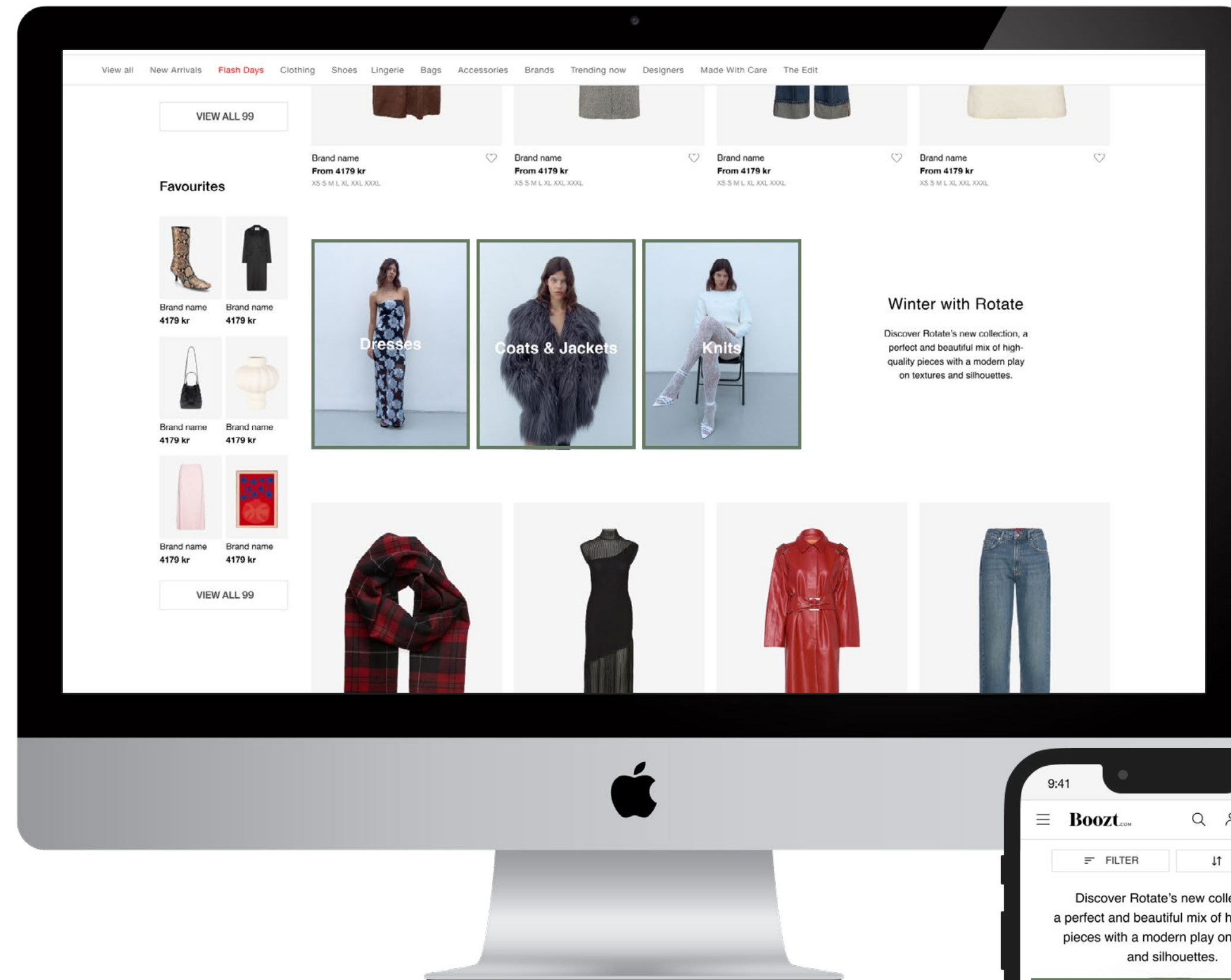
Mobile/App images: 3x images, 1200x420 px
JPEG

Headline: Max 30 characters

Text: Max 100 characters

Material deadline: 1 week in advance

Note! If video content is preferred, please contact bmp.coordinator@boozt.com



BRANDWALL

BRANDWALL COMPONENT:
SHOP THE LOOK

2x images or videos

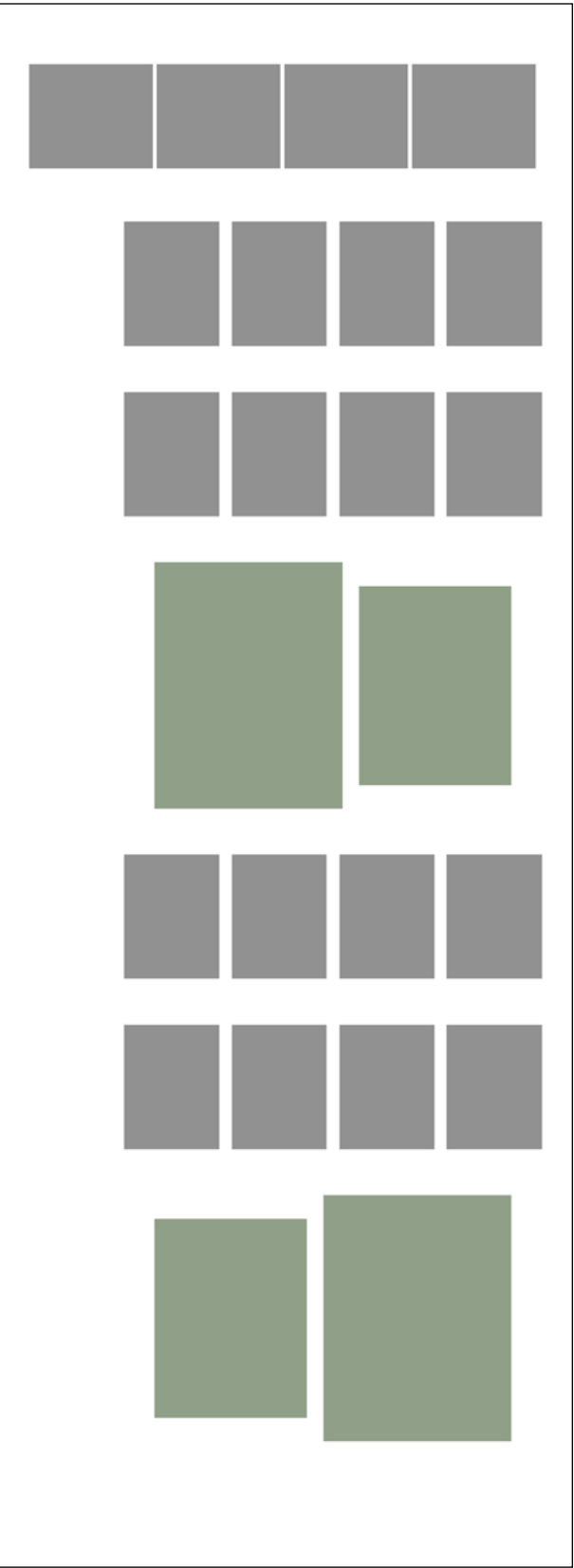
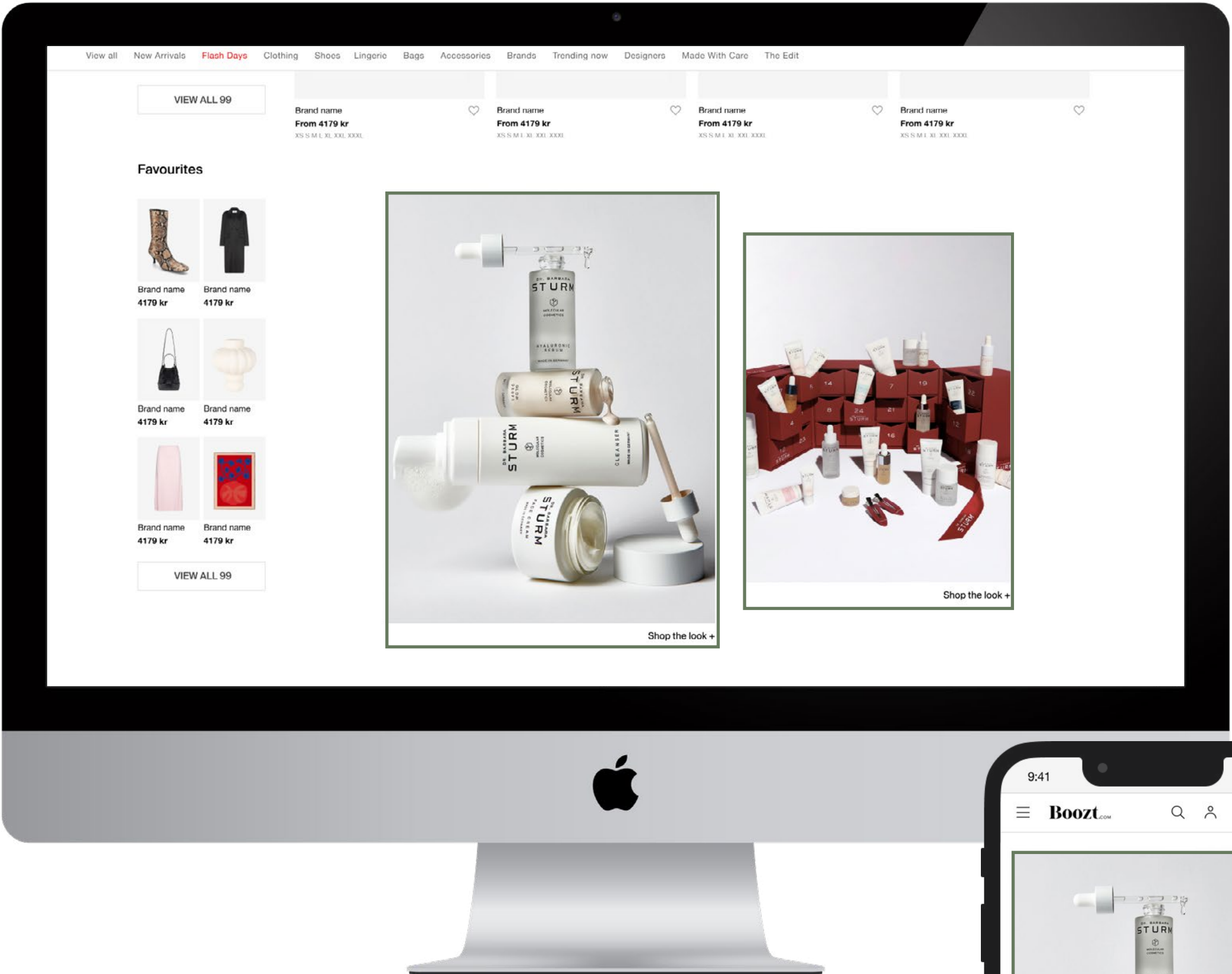
Image 720,988 px
JPEG

Video: 720x988 px
File type: MP4
Weight: Max 6 MB
Max length: 10s

*Up to 5 EAN / image or video

Material deadline: 1 week in advance

*Note! Upload either images or videos depending on preference.
Covers both ‘shop the look left’ and ‘shop the look right’*



BRANDWALL

BRANDWALL COMPONENT:
MAIN PORTRAIT TEXT

1x image or video

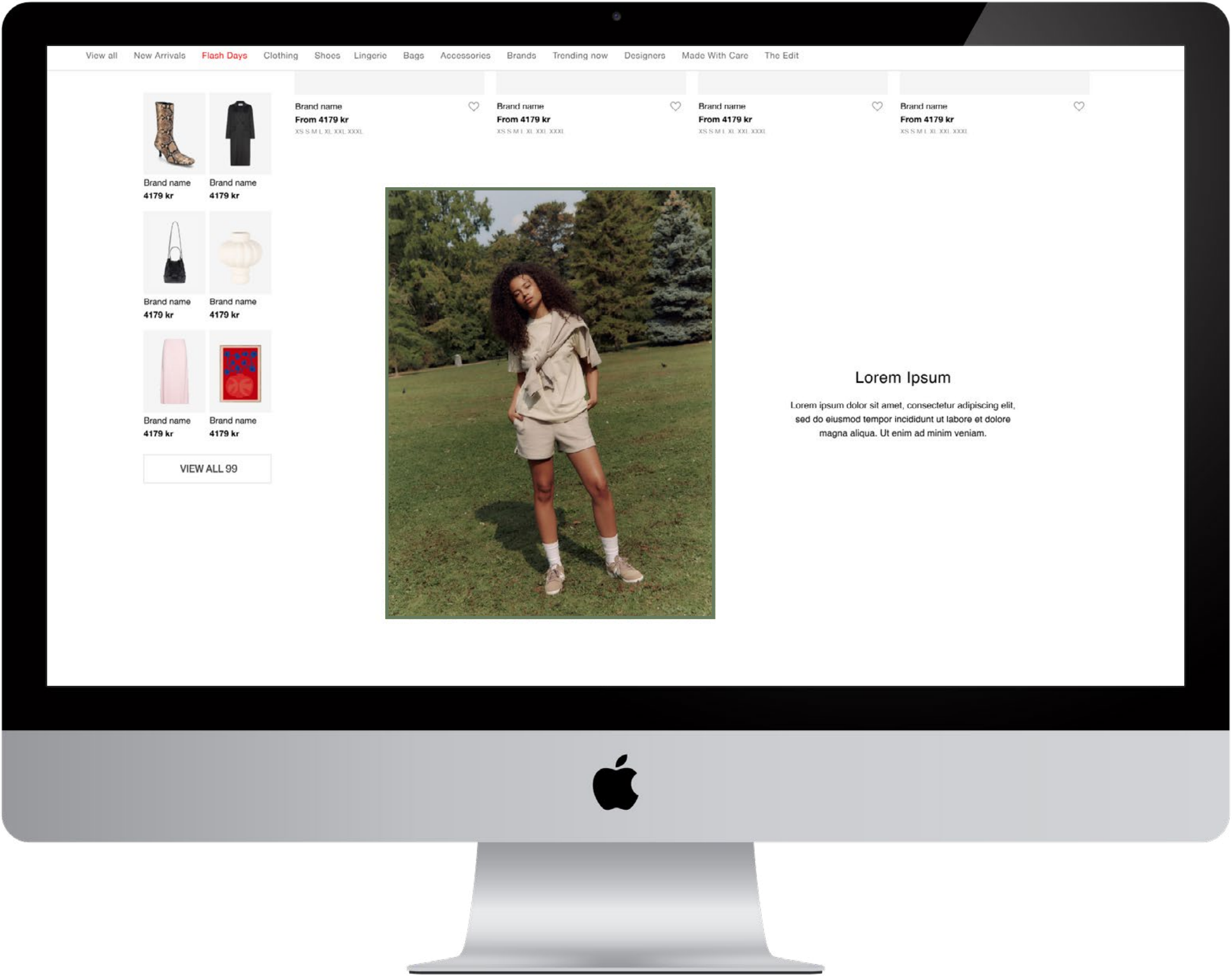
Image: 806x945 px
JPEG

Video: 806x945 px
File type: MP4
Weight: 6 MB
Max length: 10s

Headline: Max 50 characters
Text: Max 350 characters

Material deadline: 1 week in advance

Note! Upload either an image or video depending on preference.



BRANDWALL

BRANDWALL COMPONENT:
FOUR IMAGES

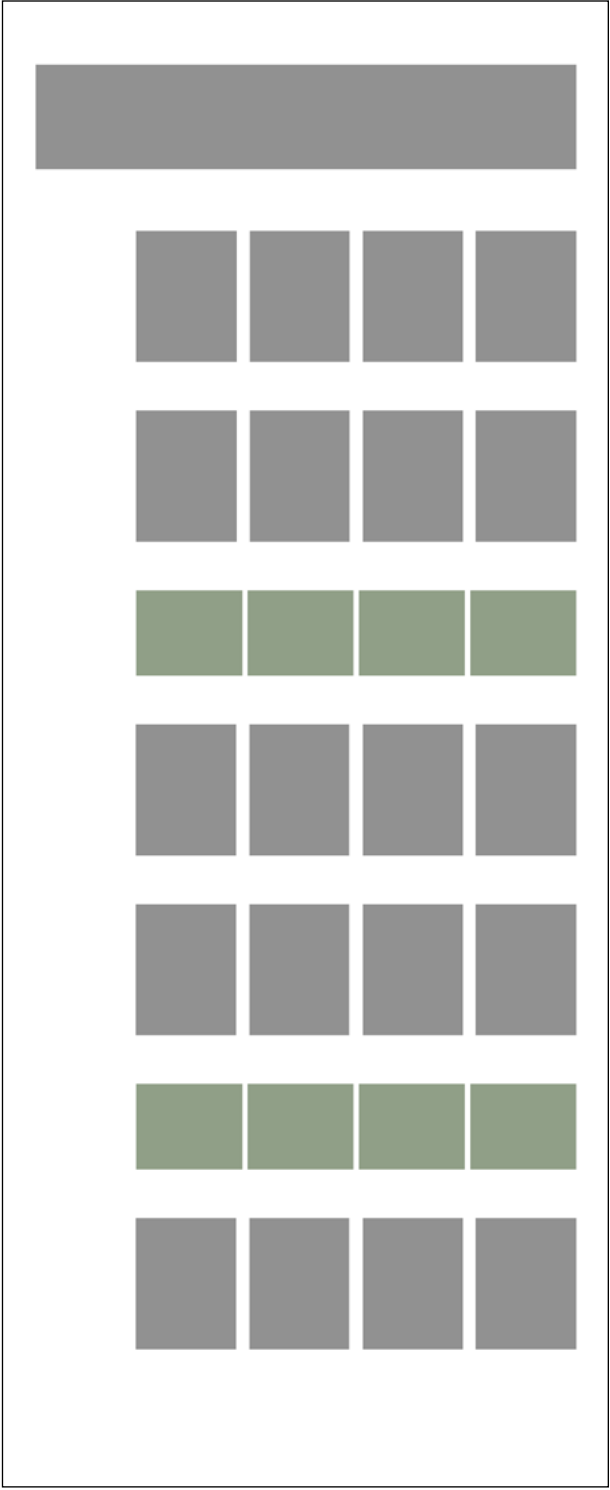
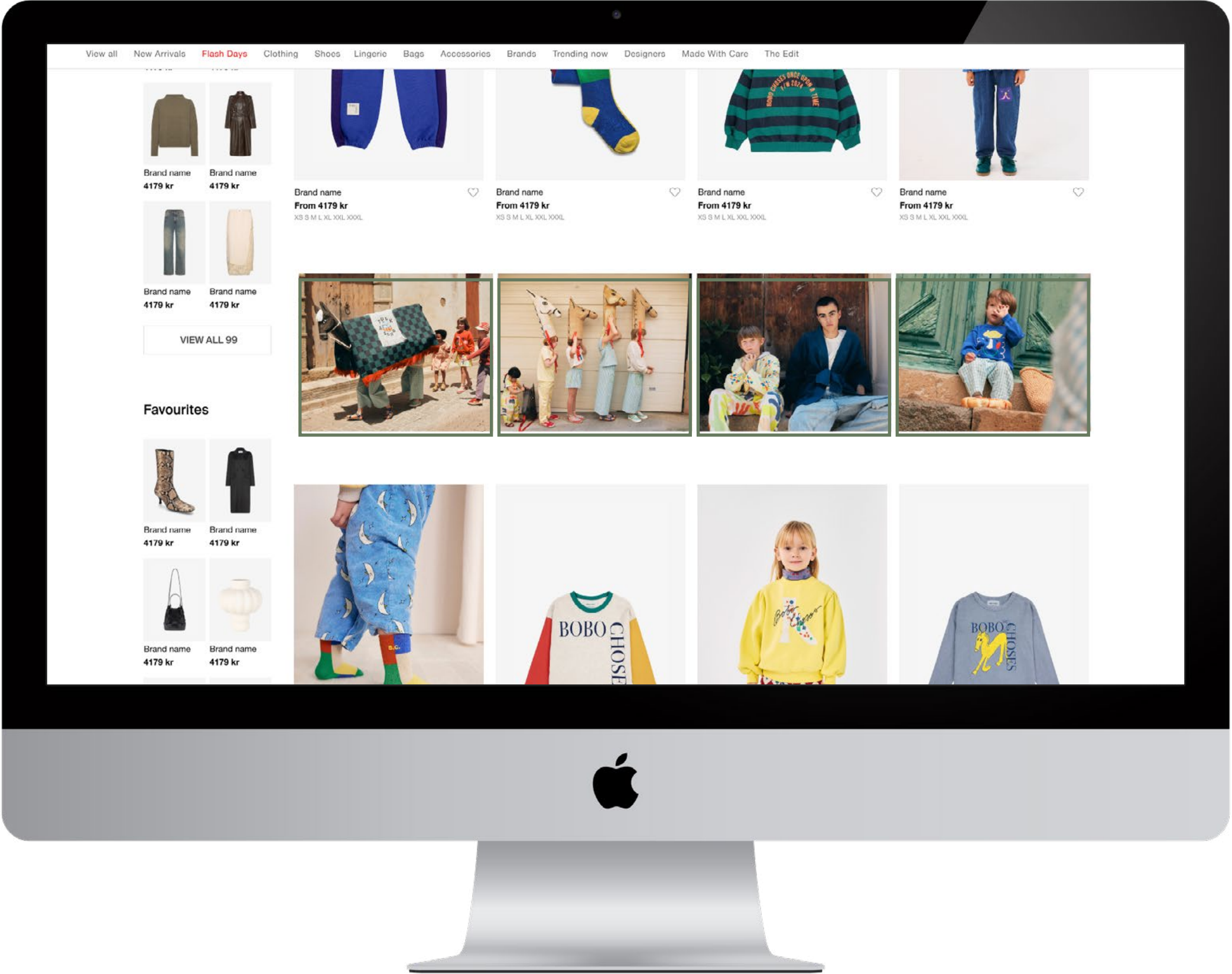
4x images or videos

4x images: 415x320 px
JPEG

4x videos: 415x320 px
File type: MP4
Weight: Max 6 MB
Max length: 10s

Material deadline: 1 week in advance

Note! Upload either images or videos depending on preference.



BRANDWALL

BRANDWALL SUBCATEGORY

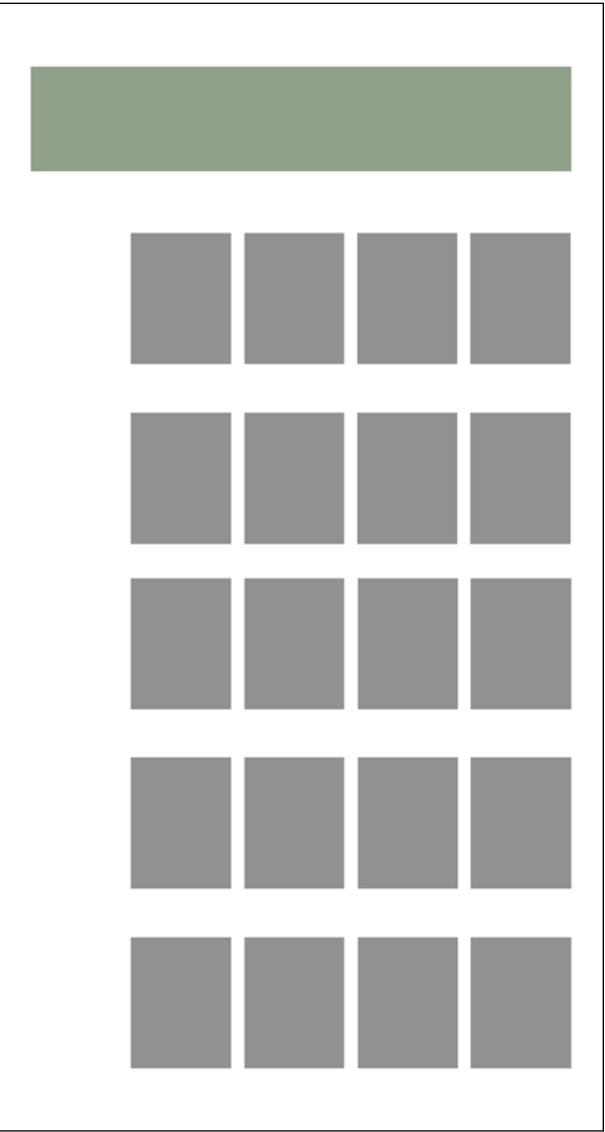
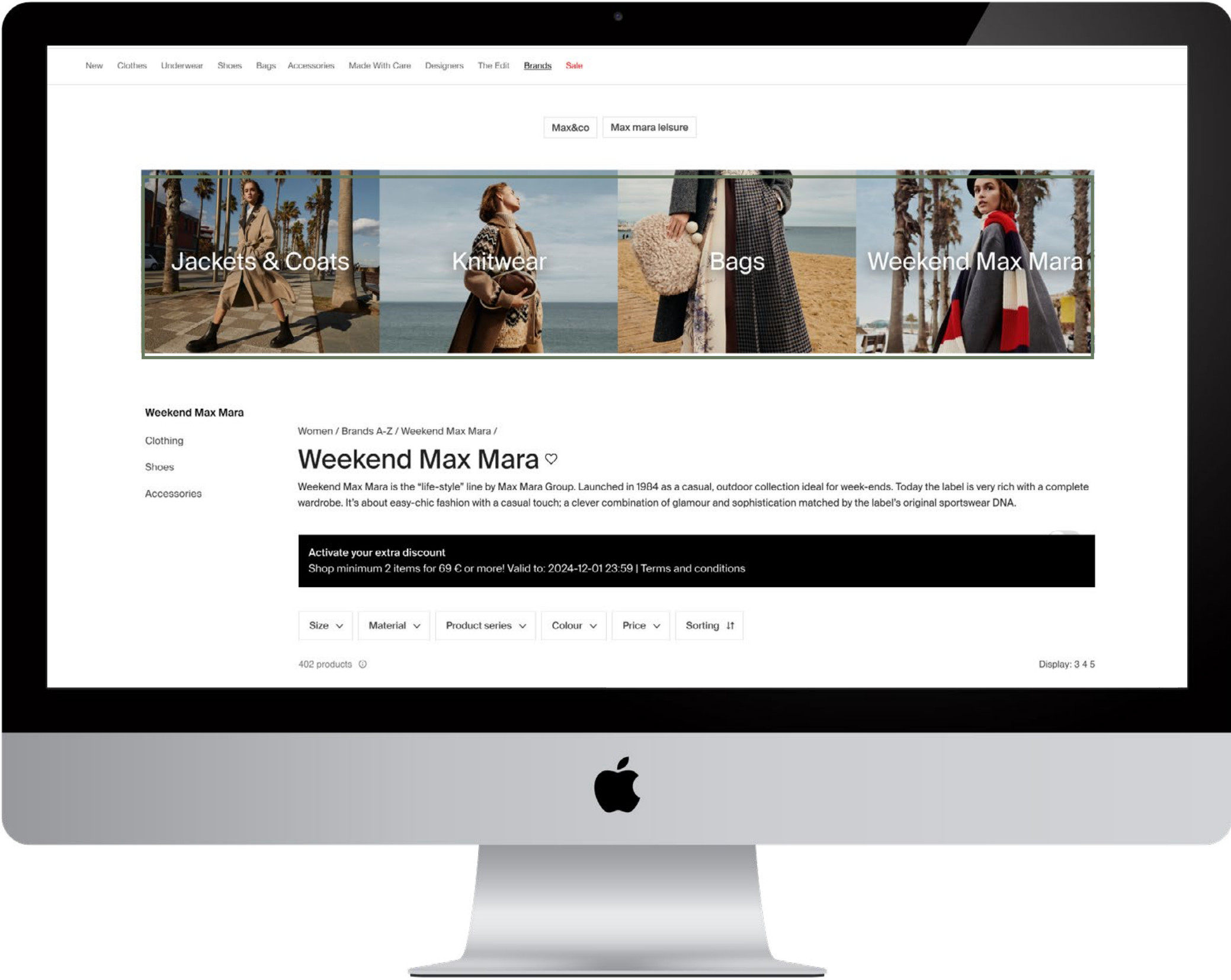
Basic package:

- Please send a document containing name suggestions of the new category and a minimum of 10 EANs live and available on Boozt.com
- 1x top banner for the new category on desktop: 1656x320 px
- 1x top banner for the new category on mobile: 828x320 px

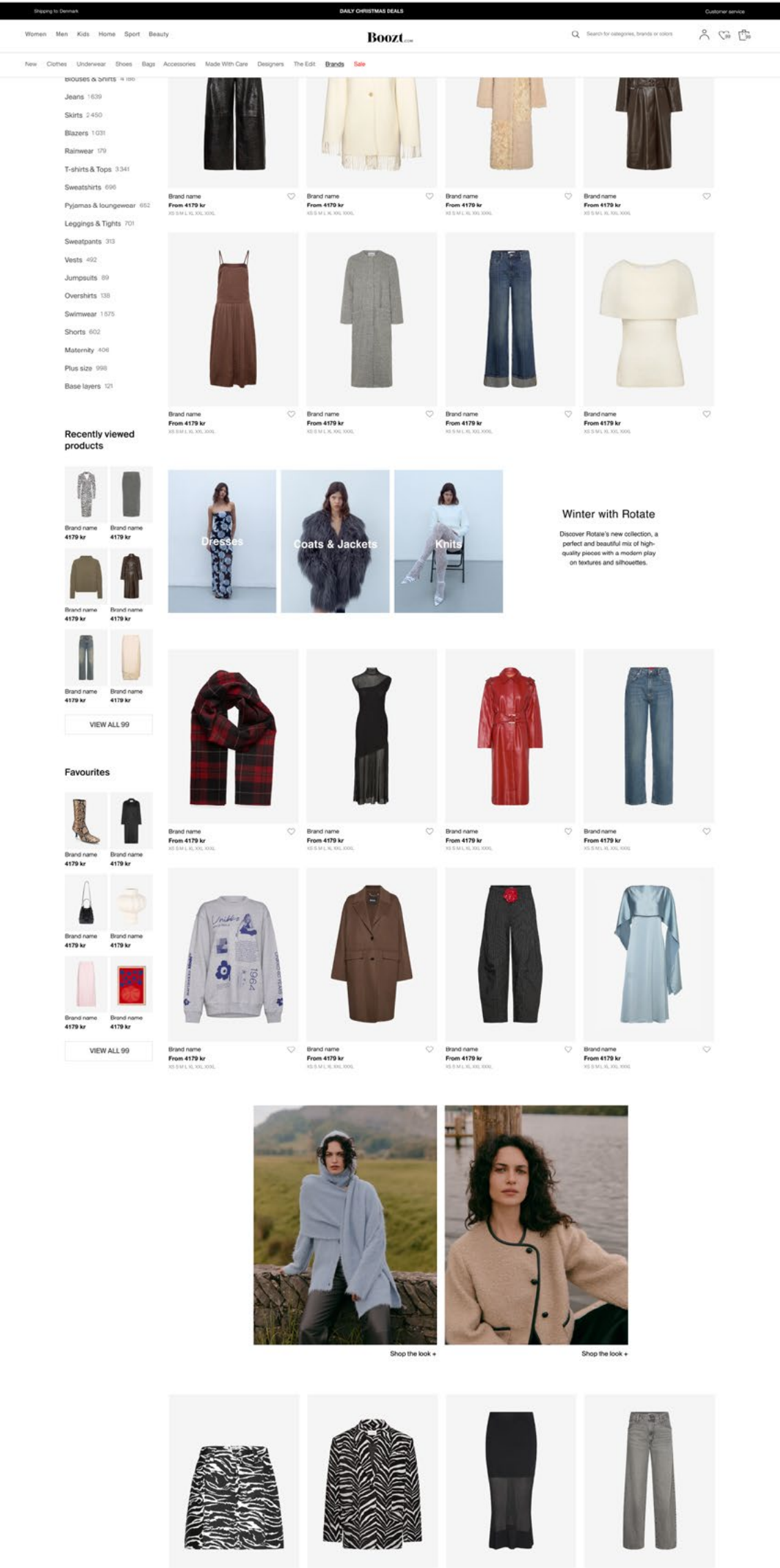
Premium package:

- Please send a document containing name suggestions of the new category and a minimum of 10 EANs live and available on Boozt.com
- 1x top banner for the new category on desktop: 1656x320 px
- 1x top banner for the new category on mobile: 828x320 px
- Minimum 1 element chosen, please contact your BMP coordinator for setup and availability

Material deadline: 4 weeks in advance



LISTING PAGE



LISTING PAGE

CATEGORY BRANDING BANNER

3x images, 800x1046 px (Desktop)

3x images, 1200x420 px (Mobile/App)

Headline: Max 30 characters

Text: Max 100 characters

Material deadline: 1 week in advance

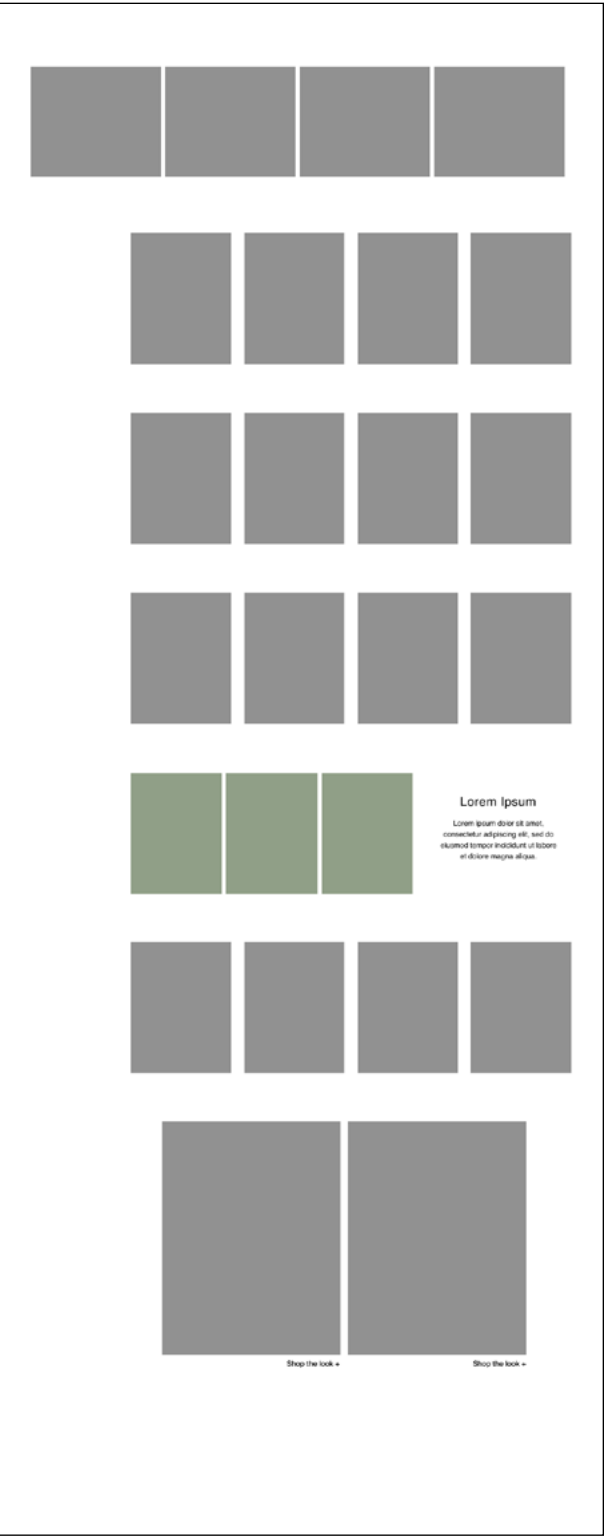
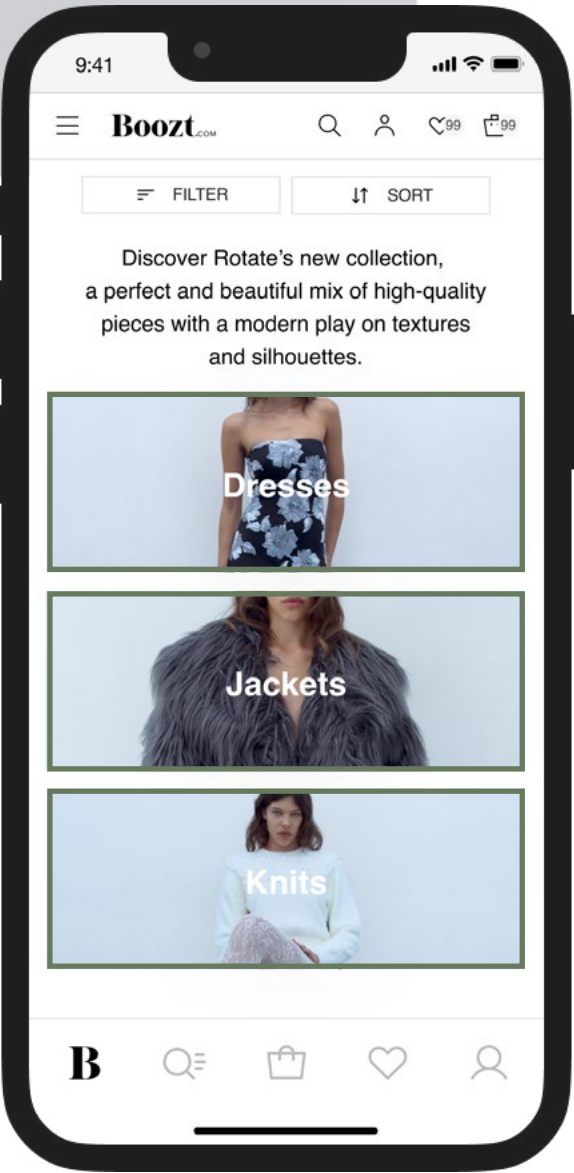
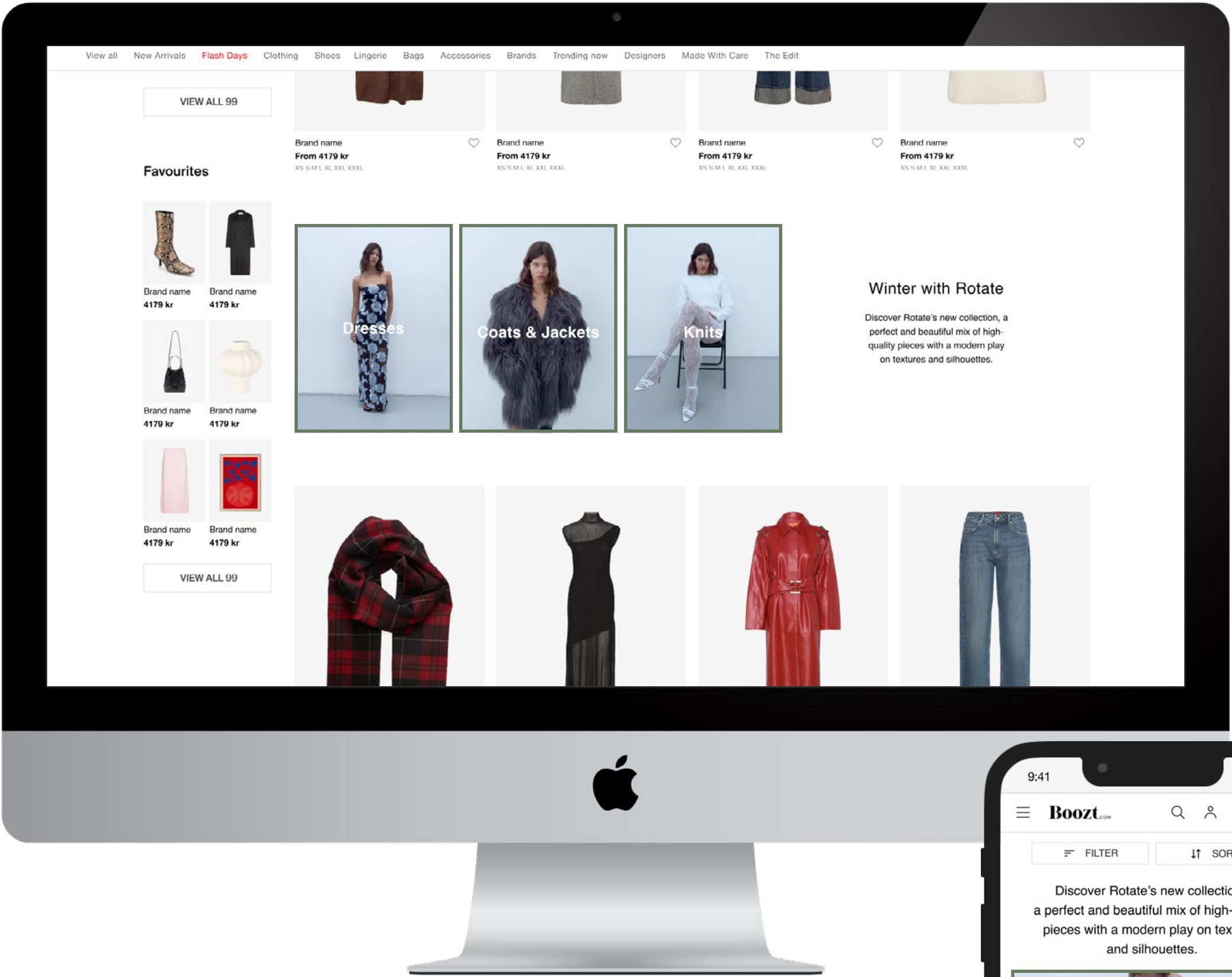
Note!

- No images can include logos or text.

- It is advisable to use images with a background color of preferably #F6F6F6 or darker.

Please name the image after the category you want each image to link to.

Example: Gant-week39-shoes.jpg.



LISTING PAGE

CATEGORY SHOP THE LOOK

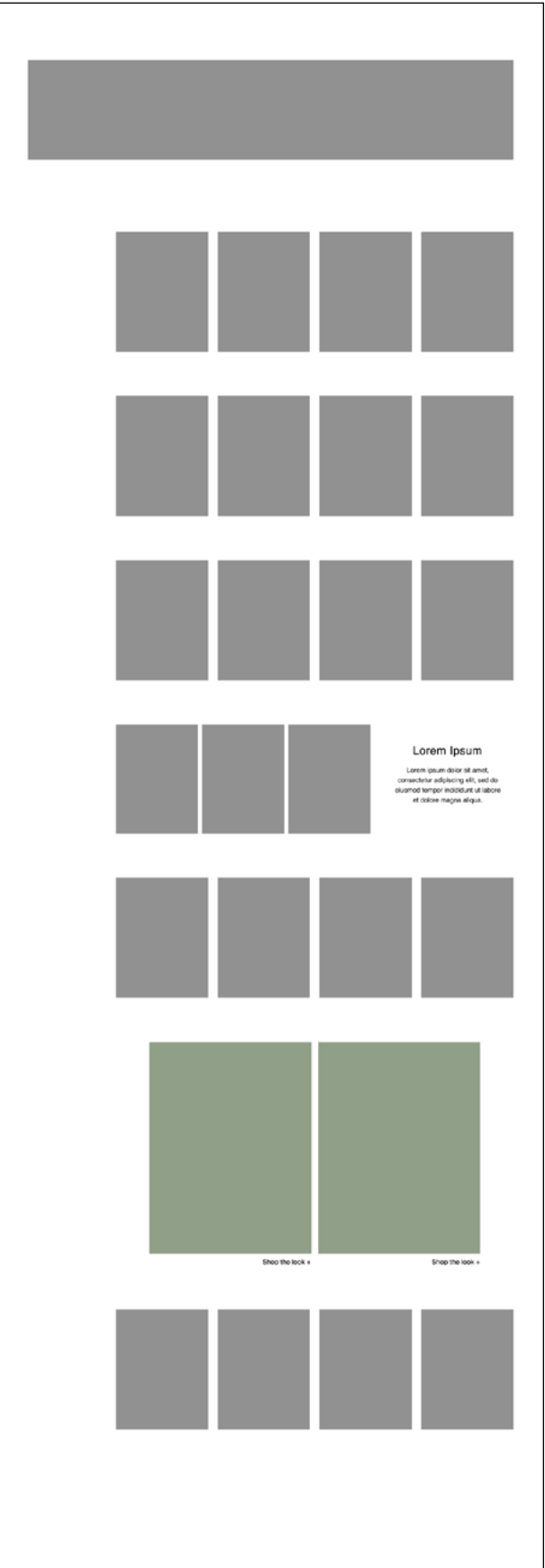
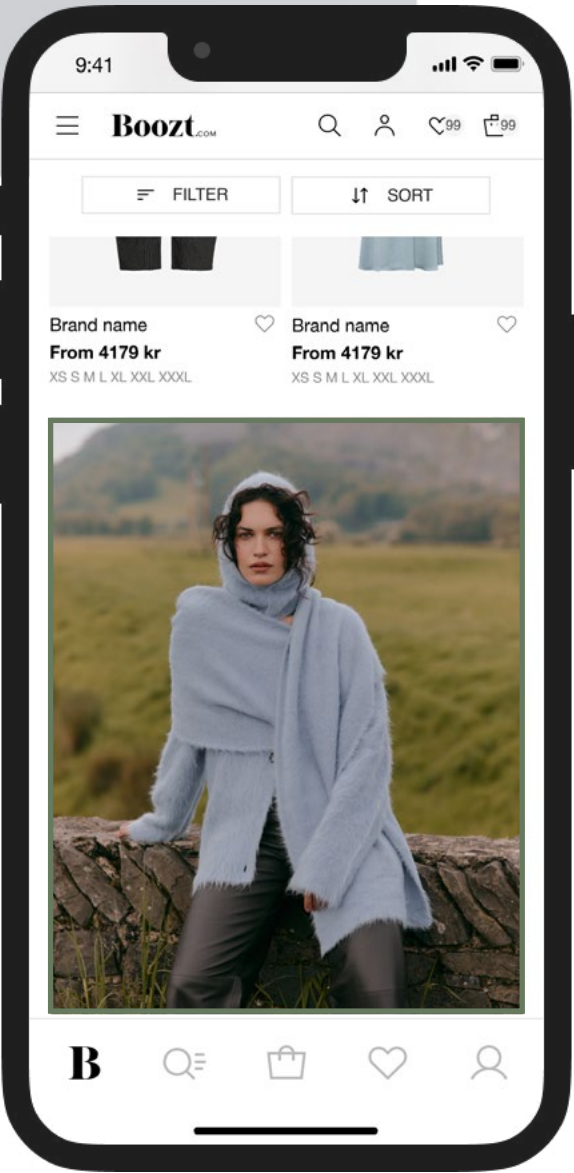
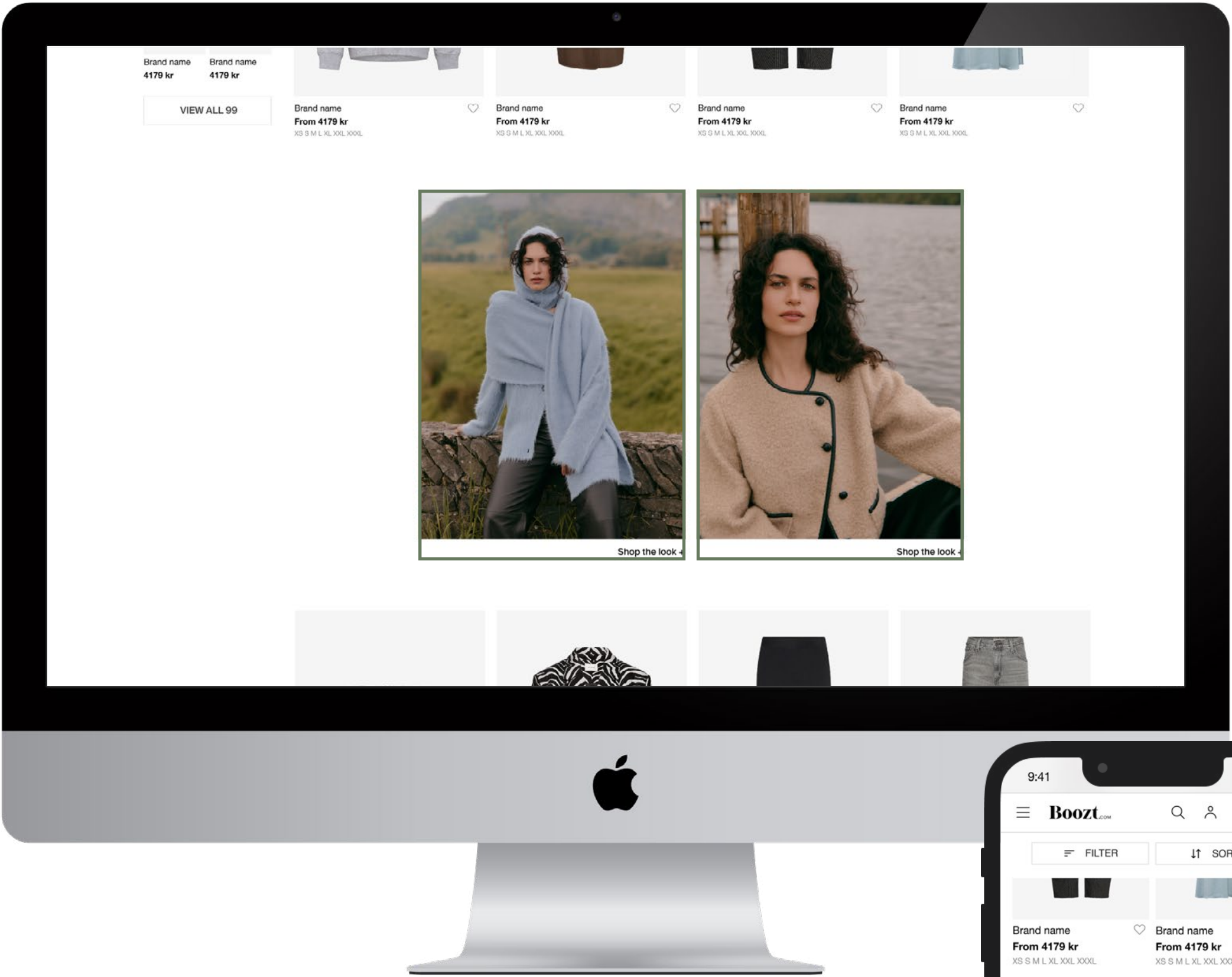
2x images: 720x988 px
JPEG

Up to 5 EANs / image

Please upload your current logo separately in **SVG**. format.

Material deadline: 1 week in advance

Note! Minimum one product featured on the look should be available in the category.



LISTING PAGE
SPONSORED PRODUCTS

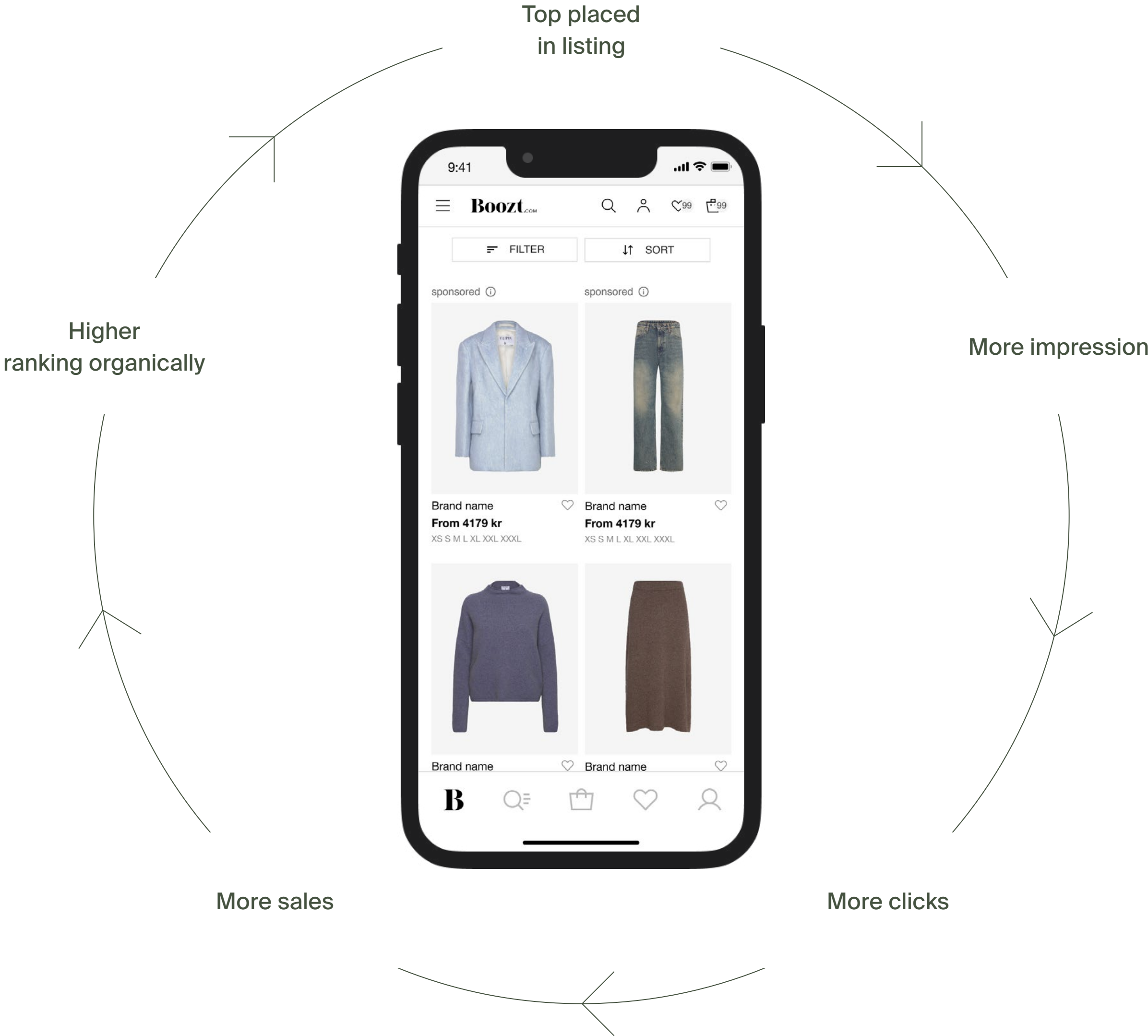
EANs with a good amount of stock available onsite.

Please make sure to select EANs with a good amount of stock available onsite.
If the stock amount is too low, or the product sells out/is not available when the campaign starts we will choose products based on stock level and performance.

The EAN number can be found at Boozt.com under the PDP product information.

*Upload up to 20 EANs on the campaign plan in the partner portal. If you have more than 20 EANs you wish to feature in the activation, please send the remaining ones in an excel file to bmp.coordinator@boozt.com

Material deadline: 1 week in advance



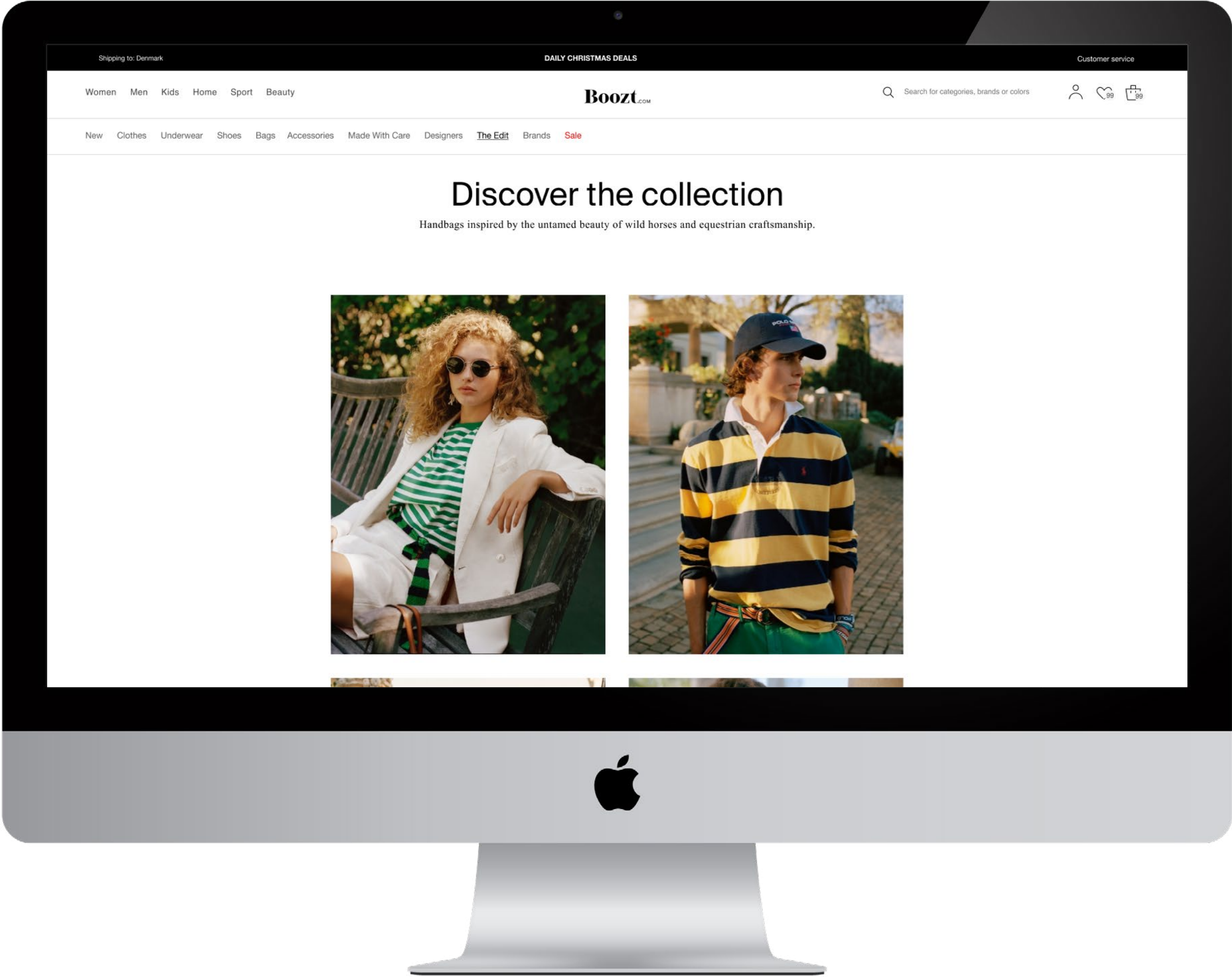
DIGITORIALS



DIGITORIALS
MICROSITE

For all dimensions & specifications, e-mail and meetings will be set up separately.

Booking deadline: 6 weeks in advance

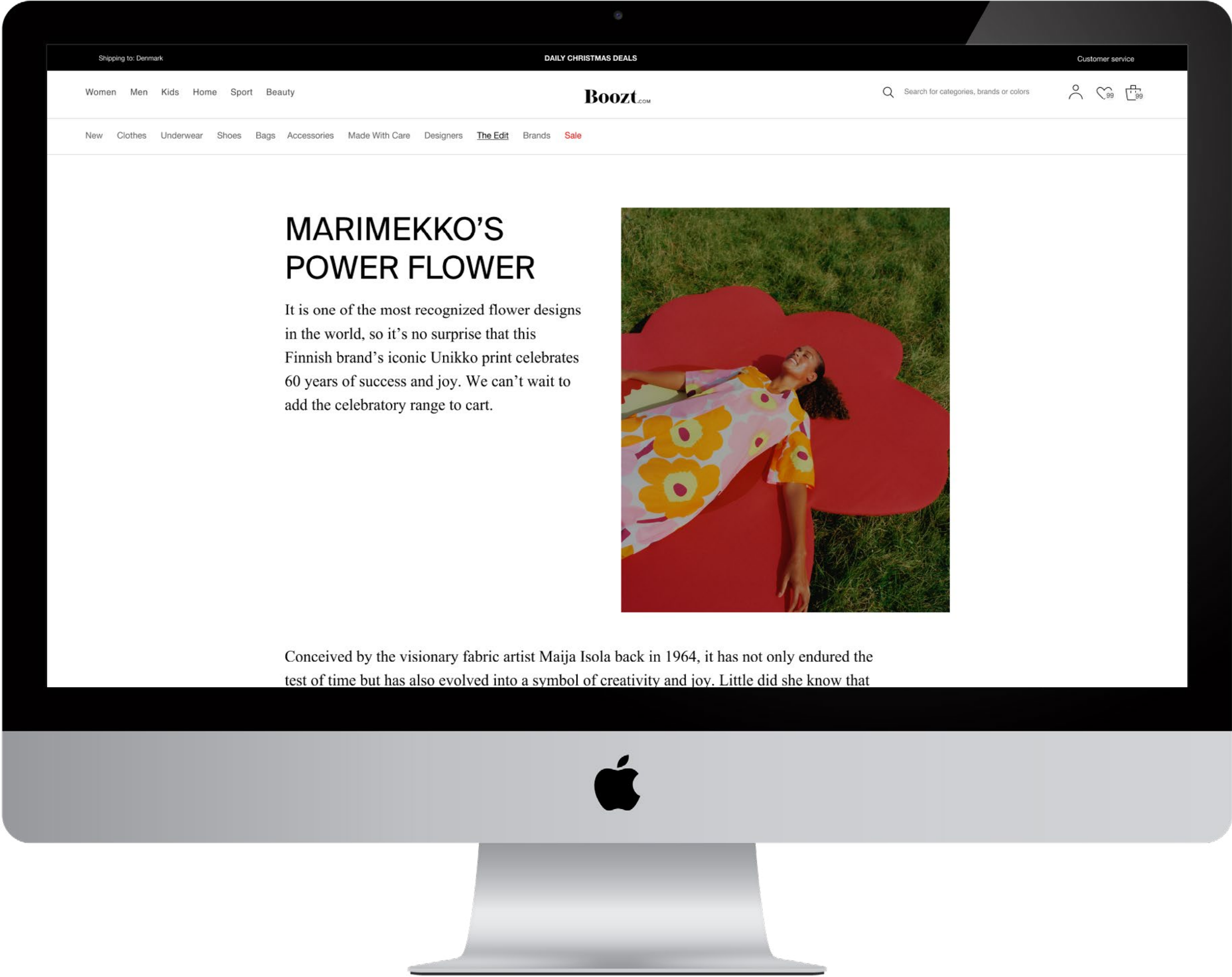


DIGITORIALS

ARTICLE ON THE EDIT

For all dimensions & specifications, e-mail and meetings will be set up separately.

Booking deadline: 6 weeks in advance



DIGITORIALS

PRODUCT PLACEMENT ON THE EDIT

1x product EAN

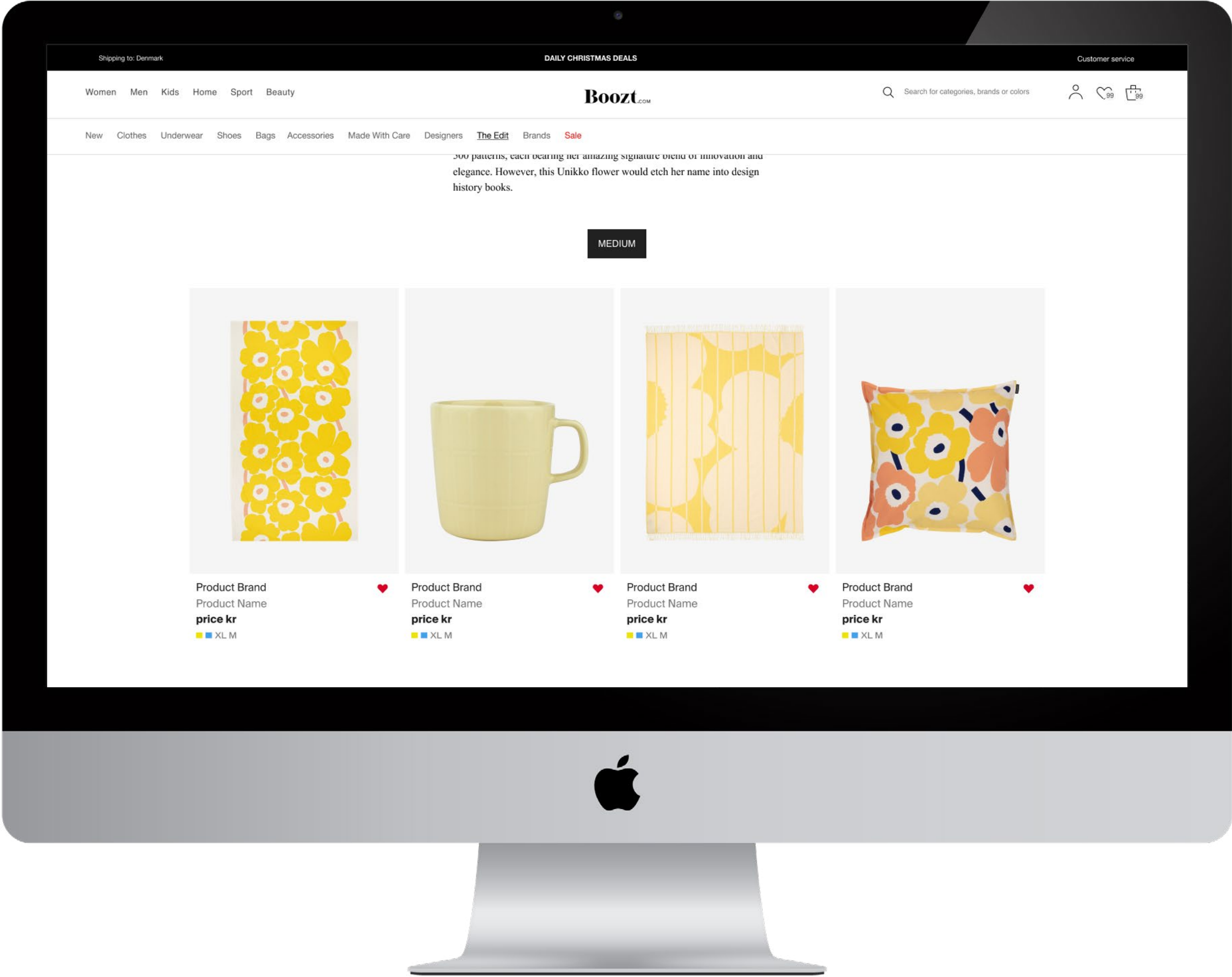
Choose between Product Hero or Product Placement in Carousel.

With Product Placement in Carousel, only the product is displayed, while Product Hero includes both product and text

- Hero product:
- 1x EAN
 - Headline max 30 characters
 - Text max 300 characters

- Product placement in carousel:
- 1x EAN

Booking deadline: 3 weeks in advance



OFFSITE PLACEMENTS

NEWSLETTER



NEWSLETTER

DEEP LINK BRANDING E-MAIL

Material (layout 1)

Inspirational text

- Headline max 30 characters
- Text box max 250 characters

Top image

1220x800 px (JPEG)

6 x EANs divided into two sections of 3

Bottom image

1220x1600 px (JPEG)

Material (layout 2)

Inspirational text

- Headline max 30 characters
- Text box max 250 characters

Top image

1220x800 px (JPEG)

1x EAN (hero) + text (characters?)

2 x EAN as subcategory

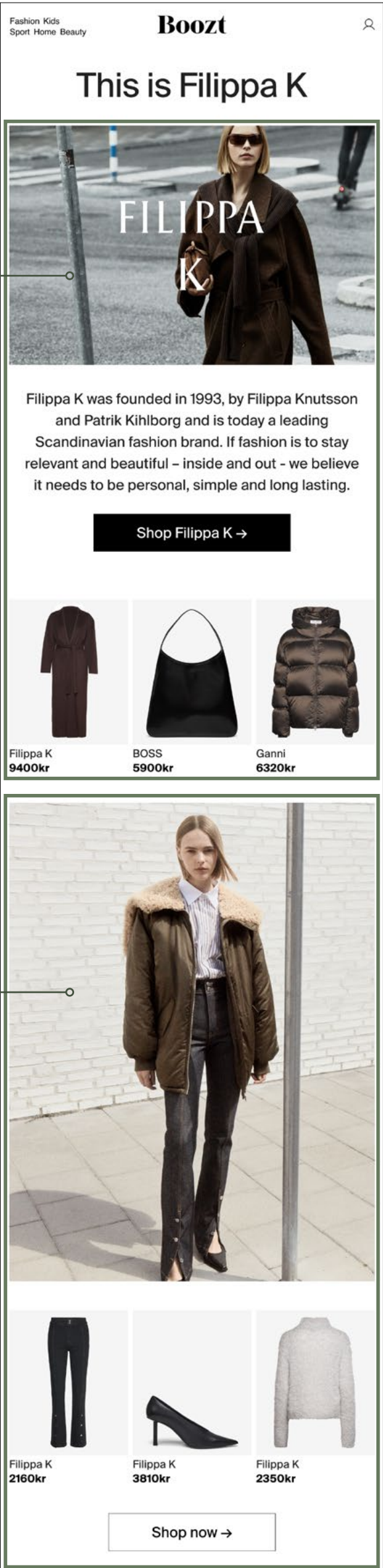
Image, 1220x400 px (JPEG)

6 x EANs divided into two sections of 3

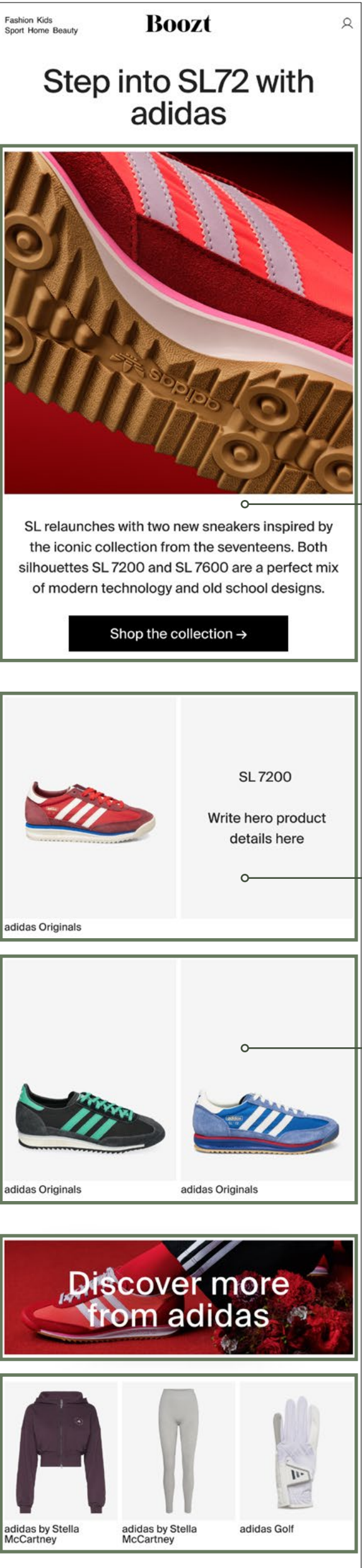
Please upload your current logo separately in **SVG**. format.

Material deadline: 2 weeks in advance

URL to brandwall



URL to product page



URL to brandwall

URL to product page

URL to product page

URL to brandwall

URL to product page

NEWSLETTER

ONE LINK BRANDING E-MAIL

Inspirational text

- Headline max 30 characters
- Text box max 250 characters

Top image

1220x800 px (JPEG)

Product rows

- 6 specific products divided into two sections of 3 (EAN numbers needed)

Bottom image

1220x1600 px (JPEG)

Please upload your current logo separately in **SVG**. format.

Material deadline: 1 weeks in advance

URL to brandwall

Fashion Kids
Sport Home Beauty

Boozt

This is Filippa K

Filippa K was founded in 1993, by Filippa Knutsson and Patrik Kihlberg and is today a leading Scandinavian fashion brand. If fashion is to stay relevant and beautiful – inside and out - we believe it needs to be personal, simple and long lasting.

Shop Filippa K →

Filippa K
9400kr

BOSS
5900kr

Ganni
6320kr

Filippa K
2160kr

Filippa K
3810kr

Filippa K
2350kr

Shop now →

NEWSLETTER

CUSTOMER SEGMENTS E-MAIL

Newsletter Entry:
Main image - 600x400 px
2nd image - 600x400 px
**Please name the images so it’s clear which one is the main and 2nd*

Newsletter Active:
Main image - 600x400 px
2nd image - 600x200 px

Newsletter Sleeper:
Main image - 600x400 px
2nd image - 600x200 px


Please upload your current logo separately in **SVG.** format.

Material deadline: 1 week in advance


Fashion Kids
Sport Home Beauty

Boozt

We miss you Sophie




It's been a while...
We wanted to remind you of the wonderful
experience and products that await you!




Take your chance now

Discover favourites on discount before it's too late




Brand name
price here

Shop now →




Brand name
price here

Shop now →



Brand name
price here

Shop now →



Brand name
price here


Shop now →

Fashion Kids
Sport Home Beauty


Boozt

Welcome to Stylein

We're happy to see that you like
this brand




New arrivals, discover the latest
launches onsite




Brand name

Shop now →




Brand name

Shop now →




Are you still interested?



Brand name
price here

Shop now →




Brand name
price here

Shop now →

Fashion Kids
Sport Home Beauty


Boozt

Thank you for being a
customer



It's been a while...
We wanted to remind you of the wonderful
experience and products that await you!


Discover now →




You may also like

New in from your favourite brand


Get a look at them before anyone else does




Brand name
price here



Brand name
price here



Brand name
price here



Brand name
price here

Shop now →

NEWSLETTER

GENERAL MARKETING BANNER
& CAROUSEL

Banner
592x400 px

Carousel
3x product EANs

Please make sure to select EANs with a good amount of stock available onsite.
If the stock amount is too low, or the product sells out/is not available when the campaign starts, we will choose products based on stock level and performance.

The EAN number can be found at Boozt.com under the PDP product information.

Text:
Upload for inspiration

Please upload your current logo separately in **SVG.** format

Material deadline: 1 week in advance


URL to product page

URL to brandwall

Fashion Kids
Sport Home Beauty


Boozt

This season's trends




Discover a curated collection of this season's it styles to wear from busy office days to weekend city strolls.

Discover now →




Baum und Pferdgarten
1690kr





ROTATE Birger Christensen
2900kr

Shop animal prints →


ROTATE







Shop now →



Explore Rotate Birger Christensen's styles for this festive season.

Discover now →

NEWSLETTER
THEME BASED EMAILS


1x product EAN

Material deadline: 1 week in advance


Fashion Kids
Sport Home Beauty

Boozt


New in: Lighting




Discover our newest lamps




Kristina Dam Studio
7150kr




Serax
3229kr




Golden Lighting
2869kr




Design For The People
2199kr






Globen Lighting
1795kr



Globen Lighting
1899kr



Globen Lighting
639kr

Shop now →

URL to product page

APP PUSH

APP PUSH

740x550 px

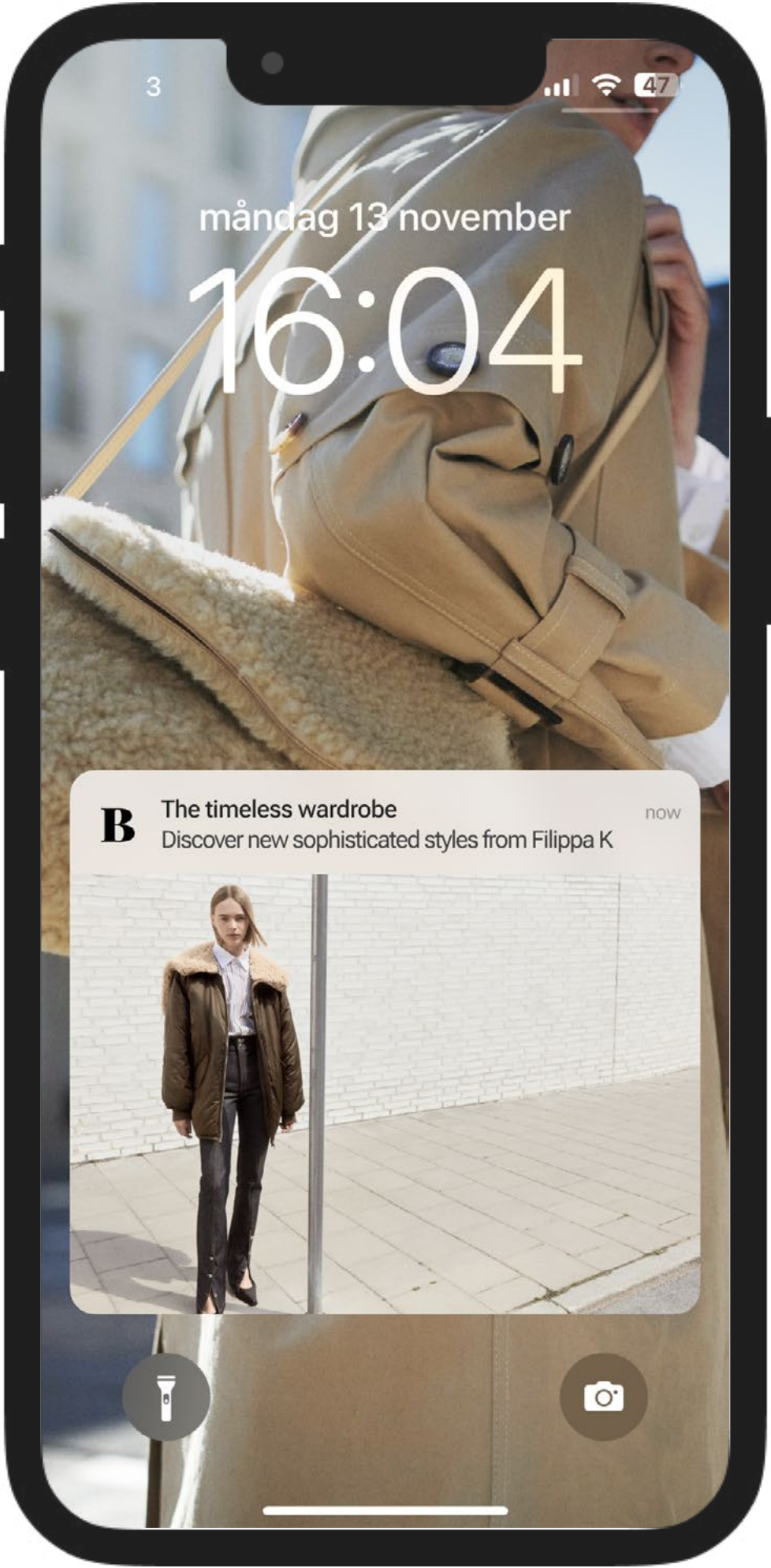
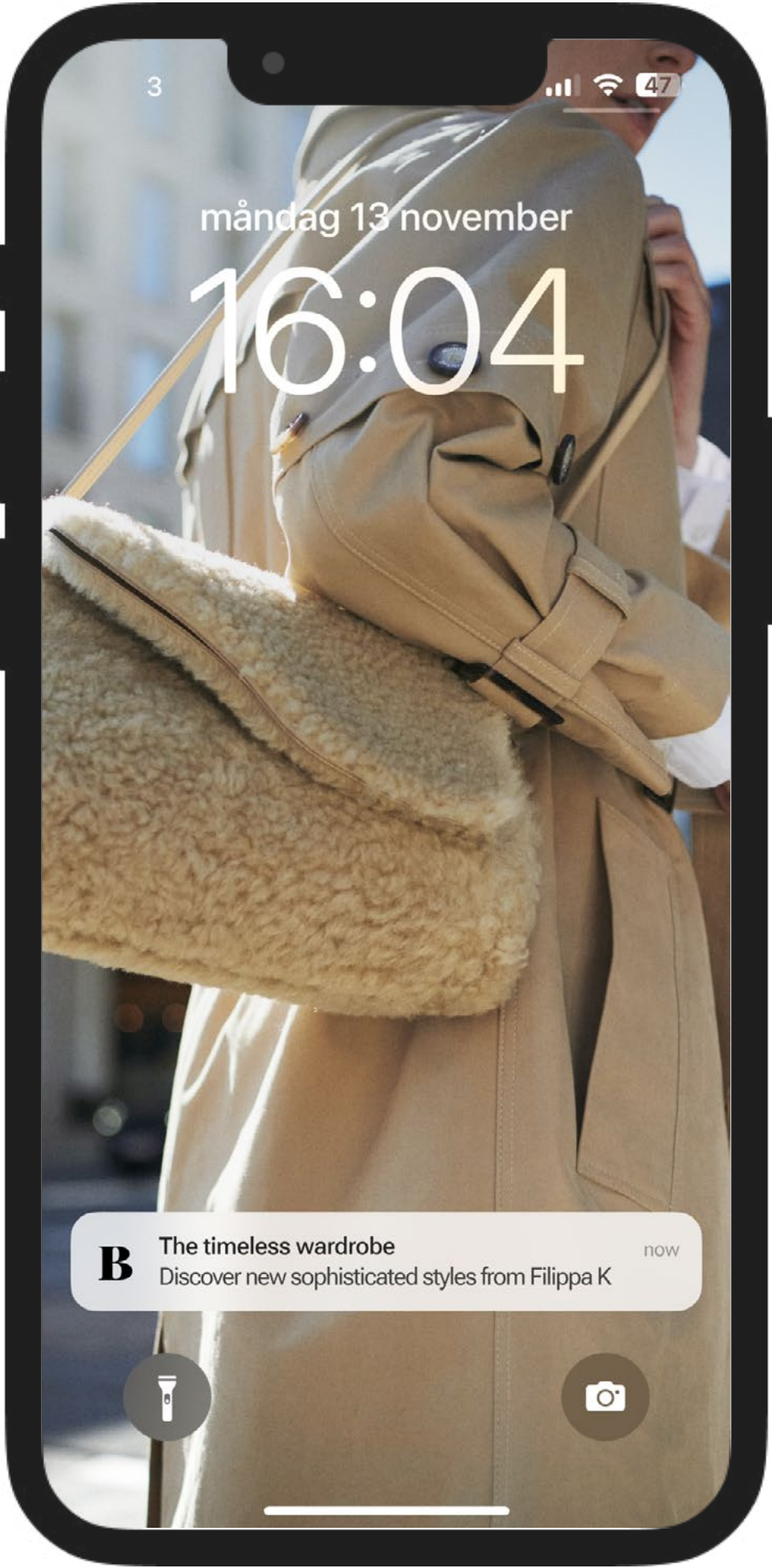
Headline: Max 30 characters
Text: Max 40 characters - emojis are recommended

Please upload your current logo separately in **SVG**. format.

Material deadline: 1 week in advance

*Note! The image will link to brandwall by default if nothing else is mentioned.
Please inform your BMP coordinator if it should link to a specific category or page.*

The image is only for iOS. Android will only be featured in text.



SOCIAL MEDIA



SOCIAL MEDIA
PAID SOCIAL MEDIA

Please upload a selected amount of images, videos, products, and text.

Our creative team will set up your ads based on the uploaded content and send them to you for approval.

Content upload is optional, which means you do not have to upload the full amount - Please press “save & close” when you have attached the amount of content you have available.

Formats available:
1080x1080 px (possible to upload up to 5 images)

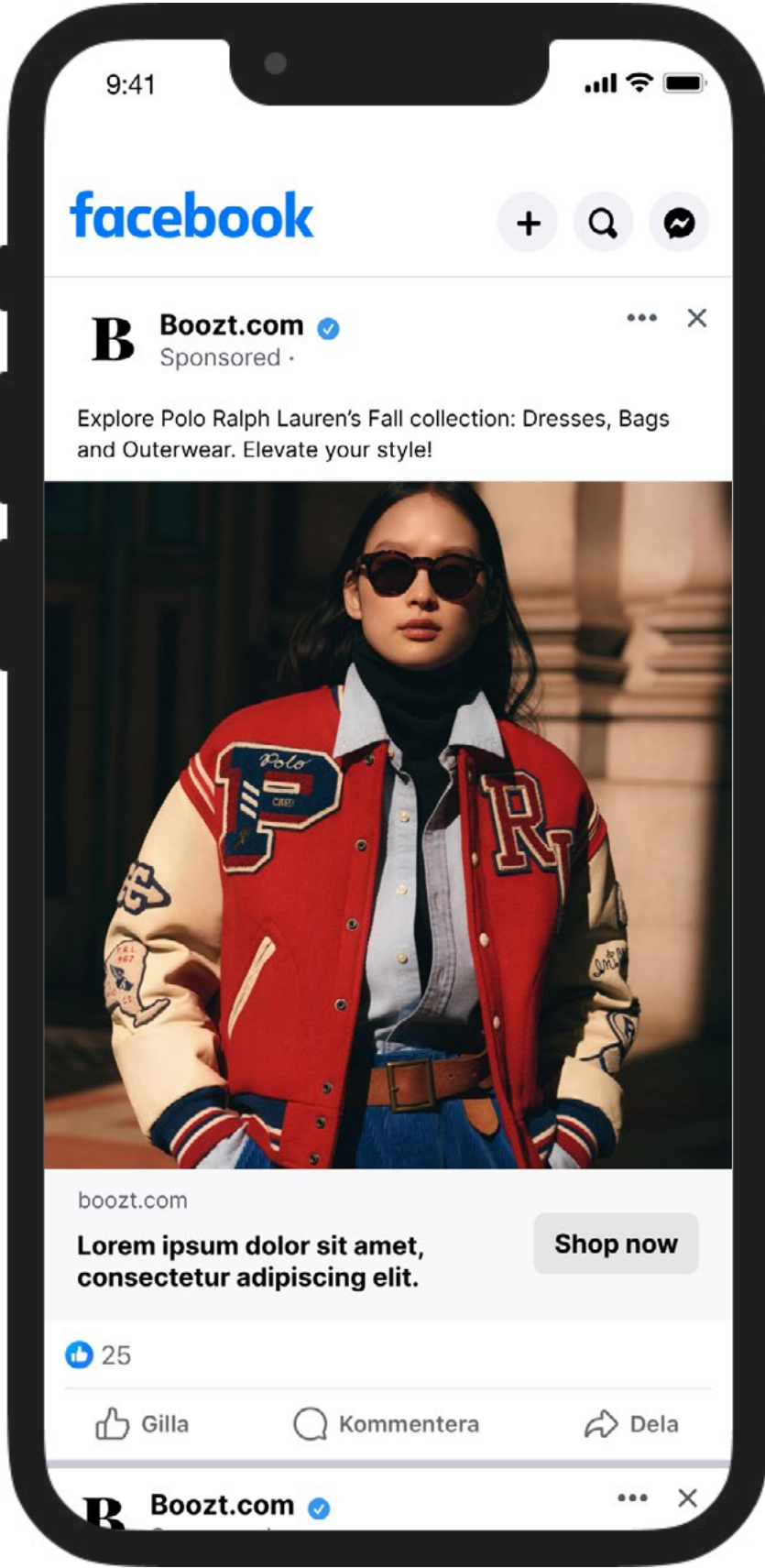
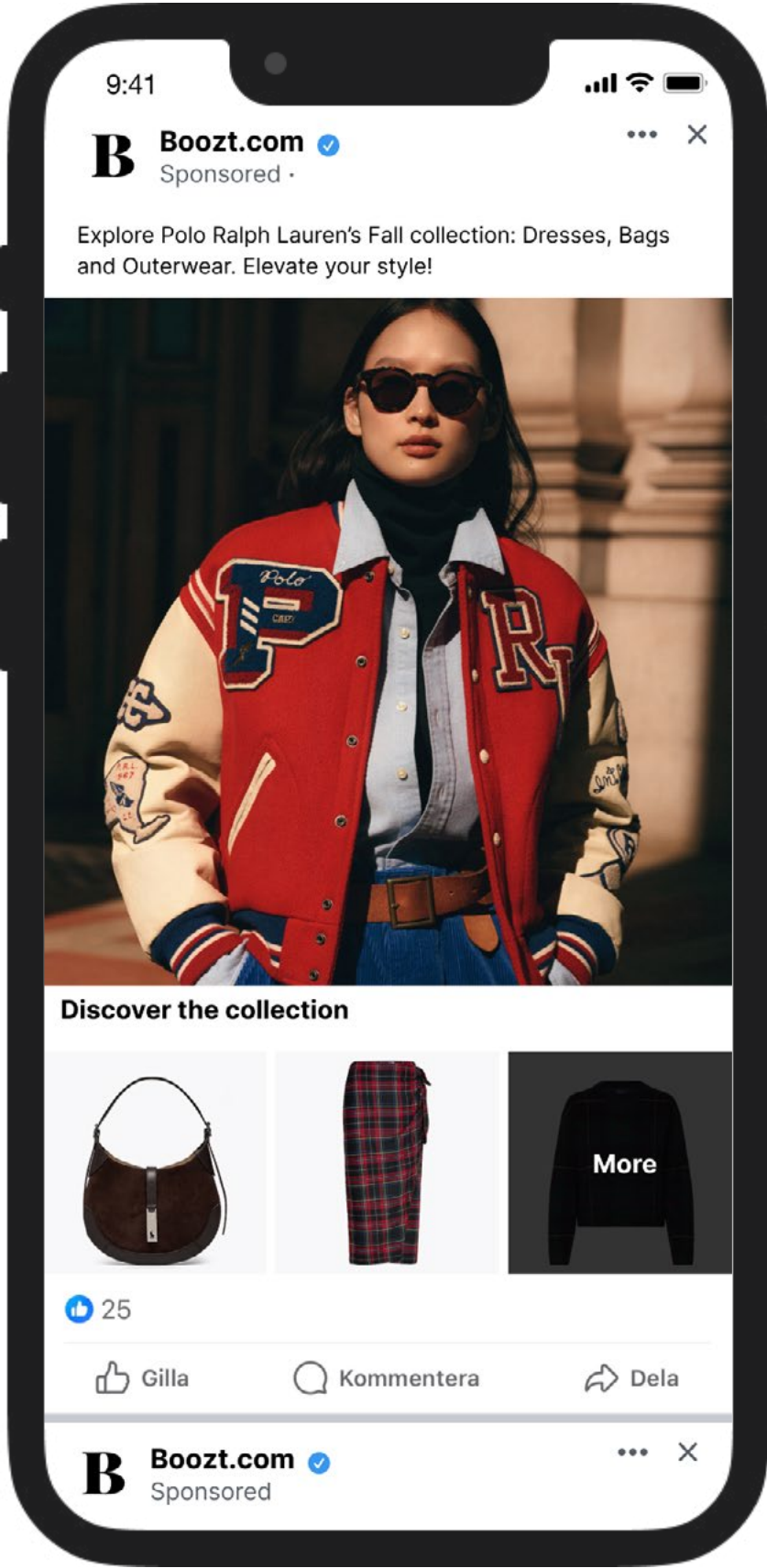
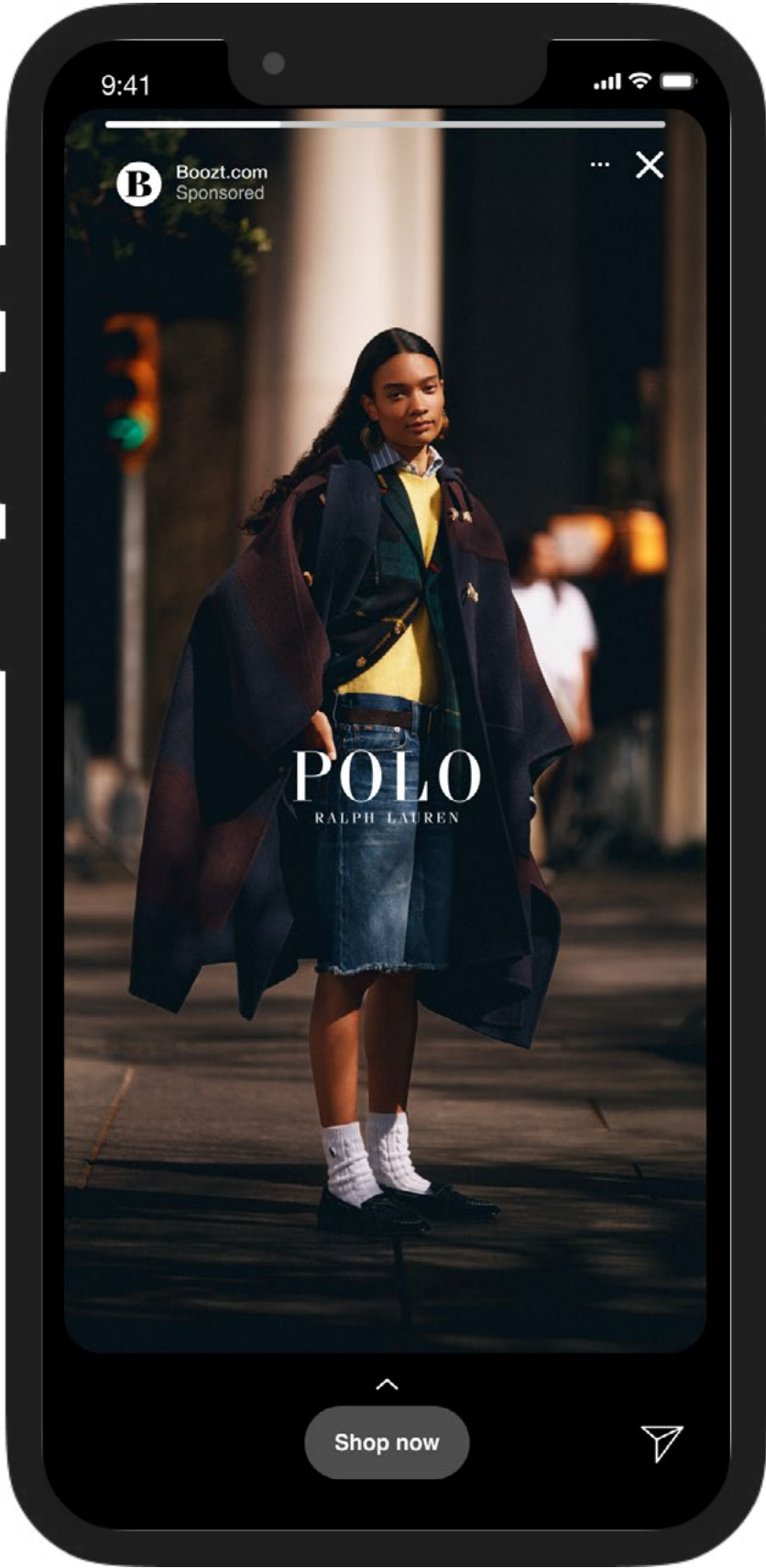
1080x1920 px (possible to upload up to 5 images)

1080x1080 px (possible to upload up to 5 videos)
File type: MP4 or MOV
Max size: 4 GB

1080x1920 px (possible to upload up to 5 videos)
File type: MP4 or MOV
Max size: 4 GB

Product upload, up to 10 EANs
Inspirational text

** Please have the logo already attached to the images*

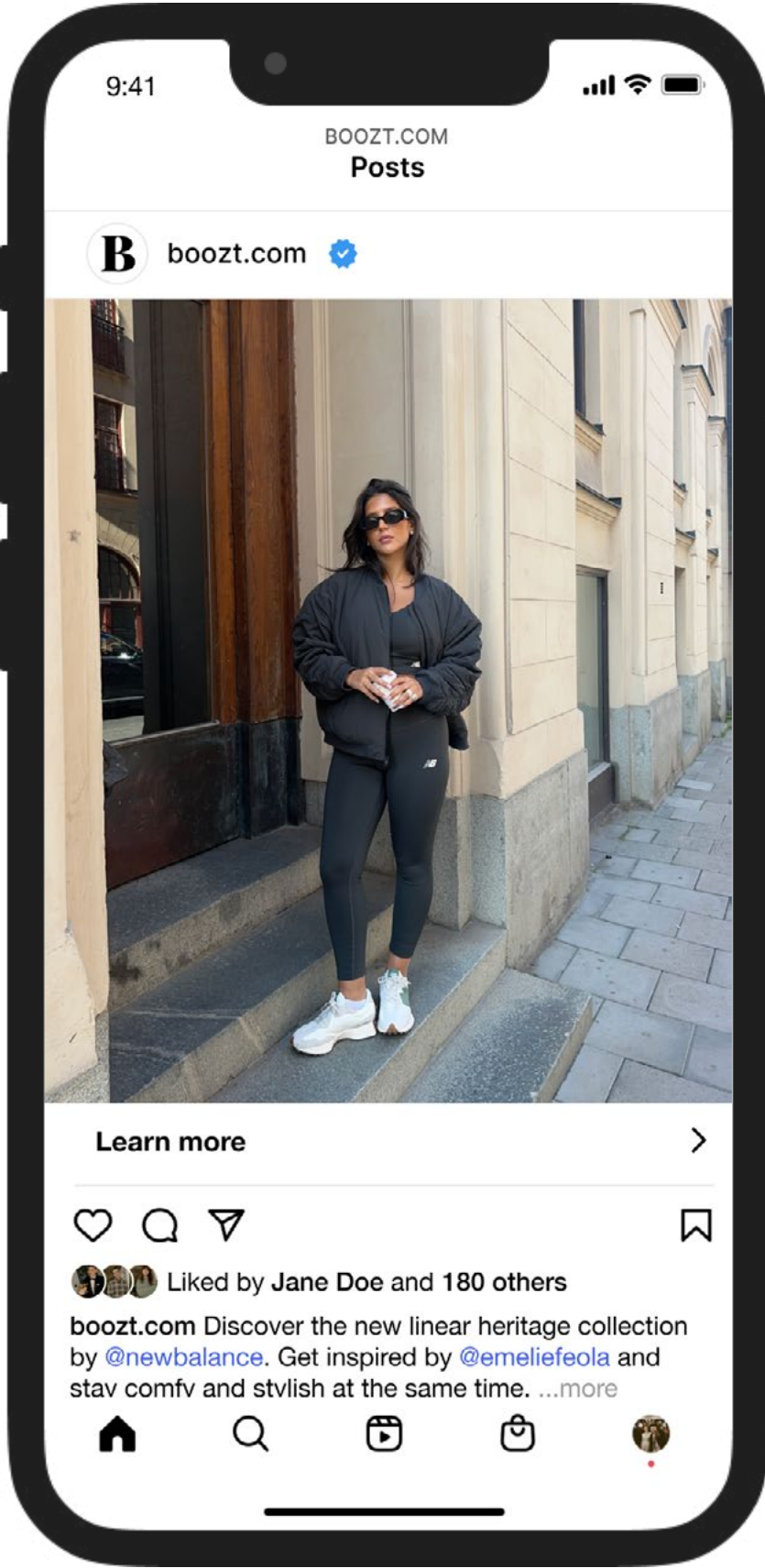
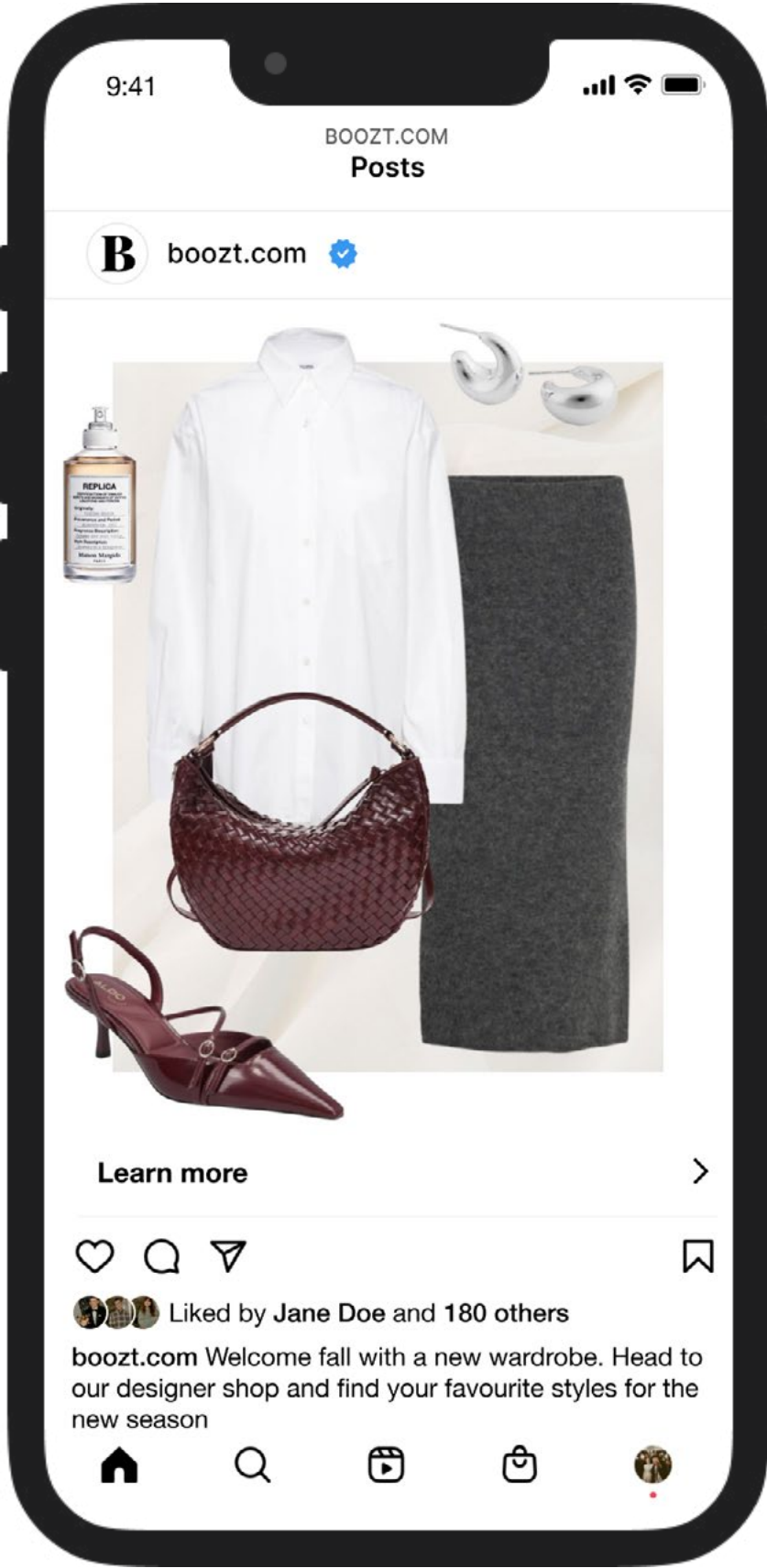
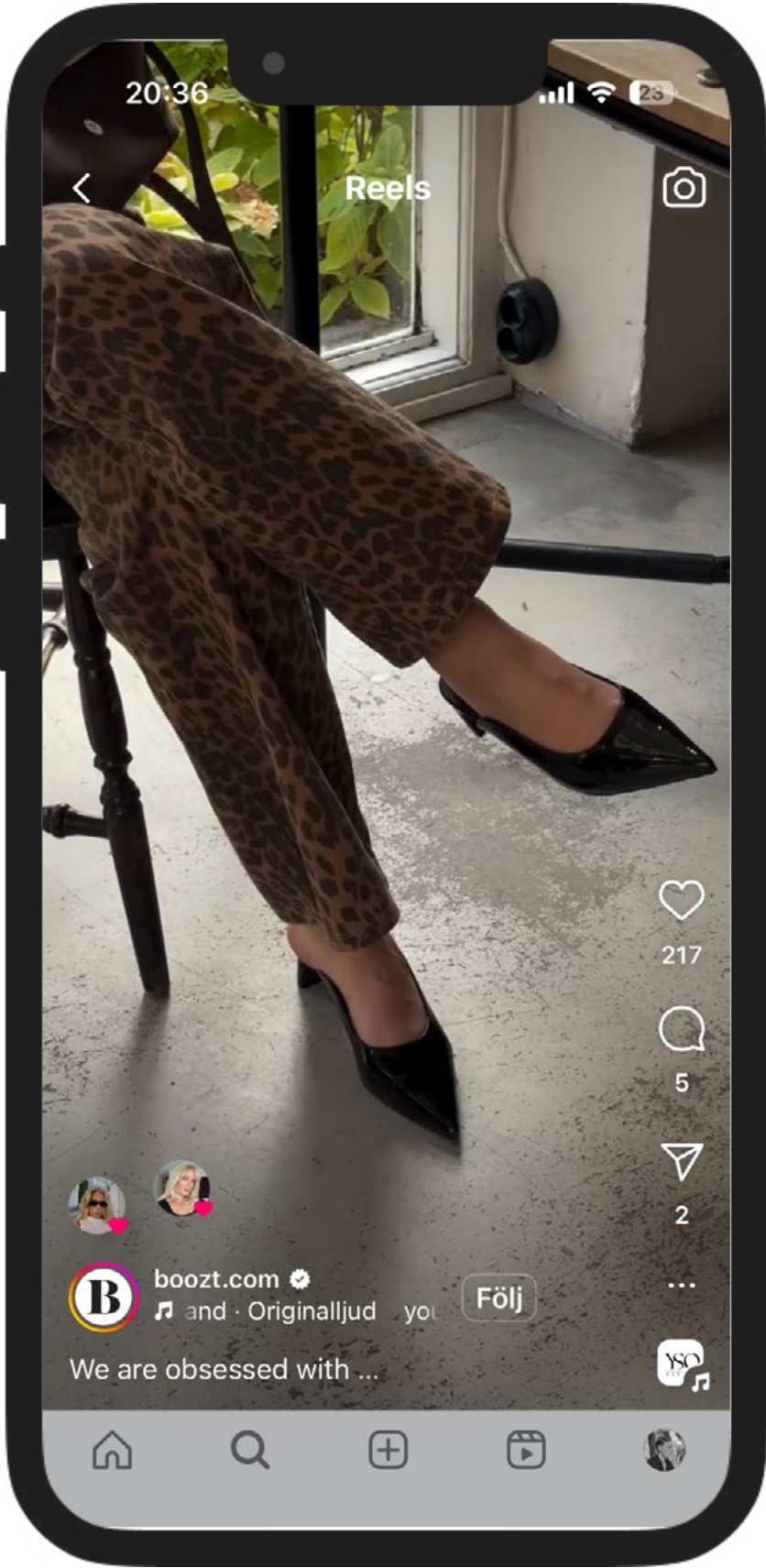


SOCIAL MEDIA

SO-ME CREATIONS PACKAGE

Please upload to the plan in the partner portal - 3 suggested styles to choose from before the deadline.

Note! If you have no reference of which styles to highlight, or if there is no availability of the product during the campaign week, then we will choose products based on stock level and relevance.



SOCIAL MEDIA

INSTAGRAM STORYBOARD

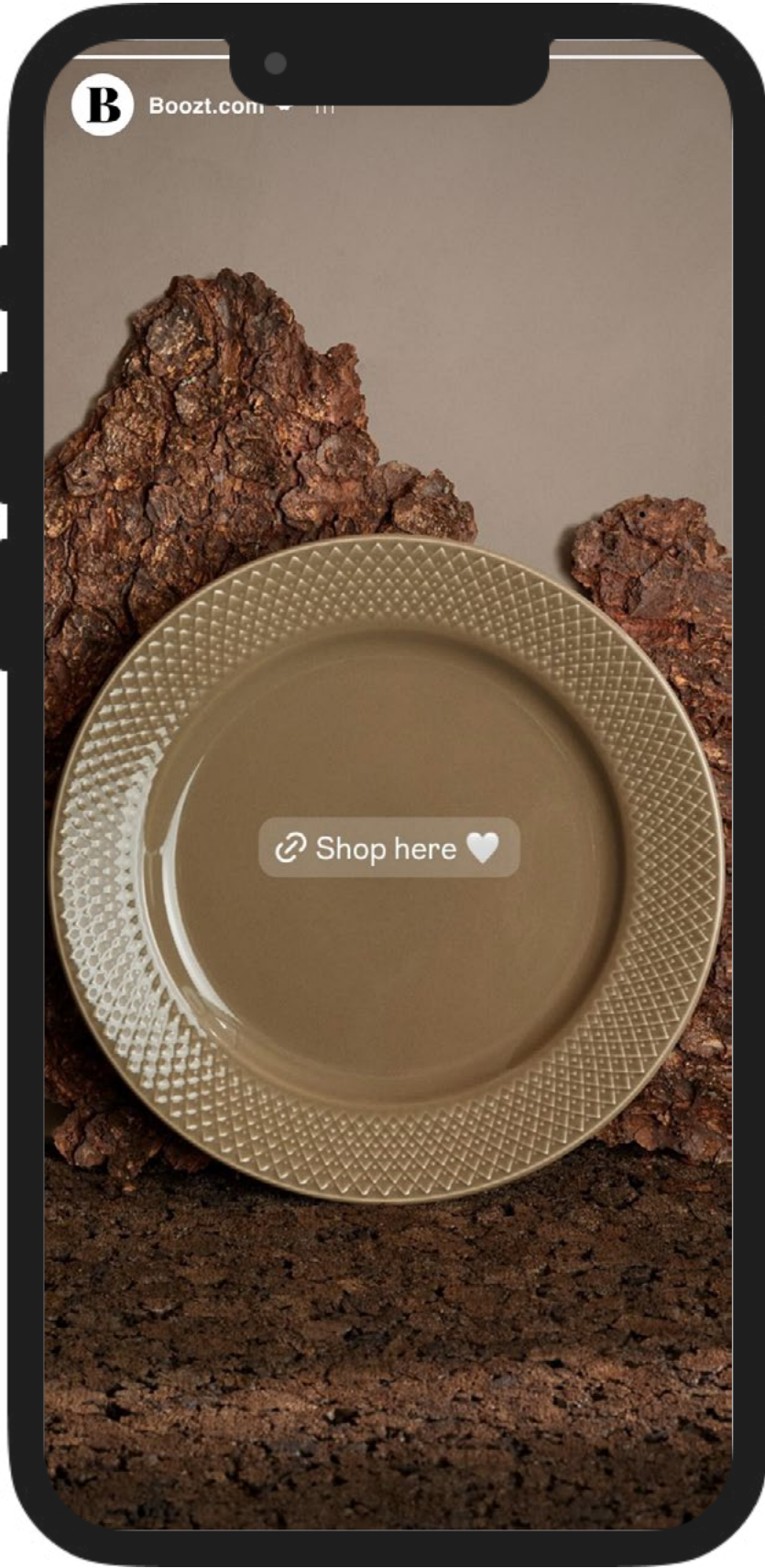
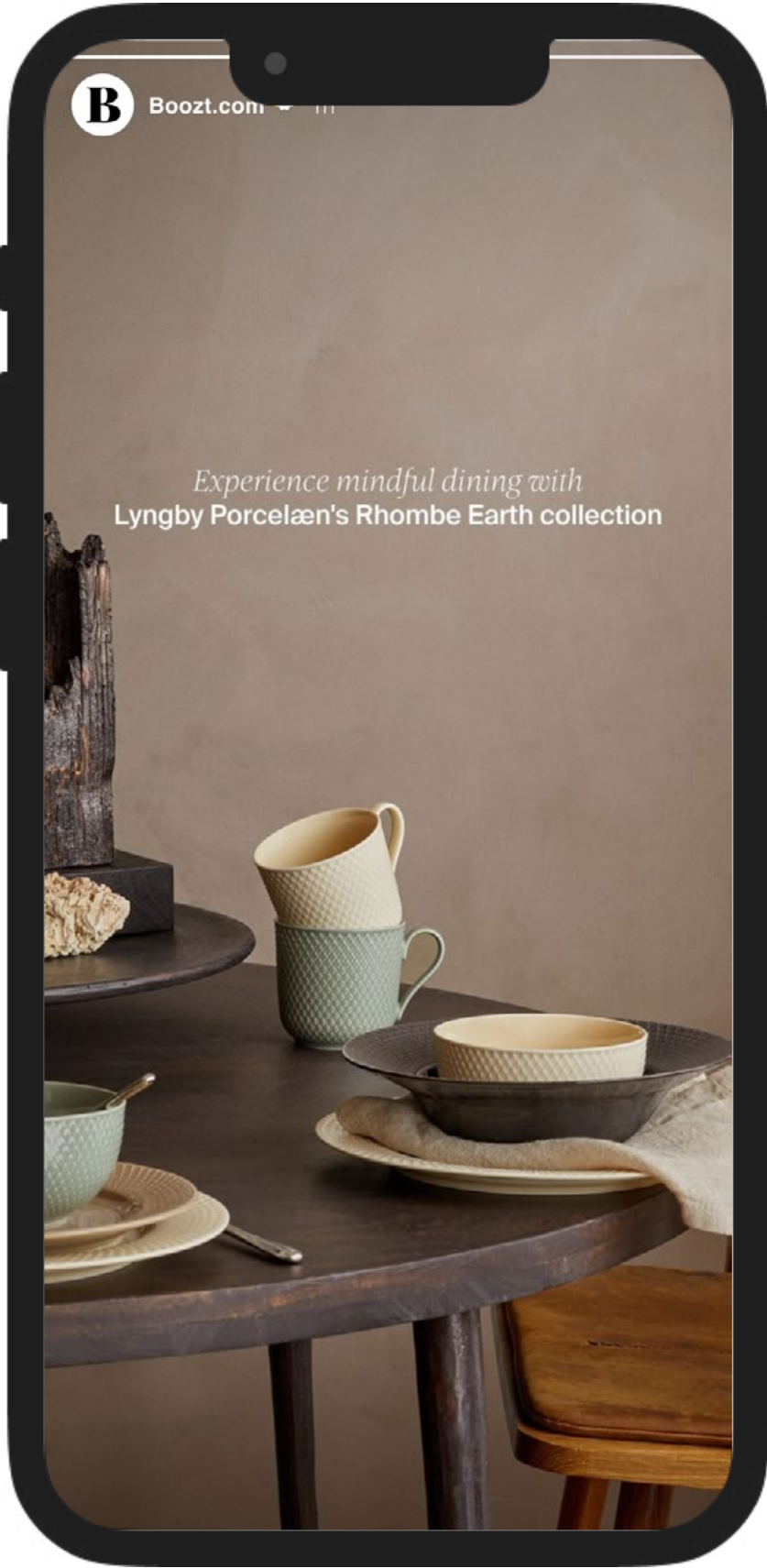
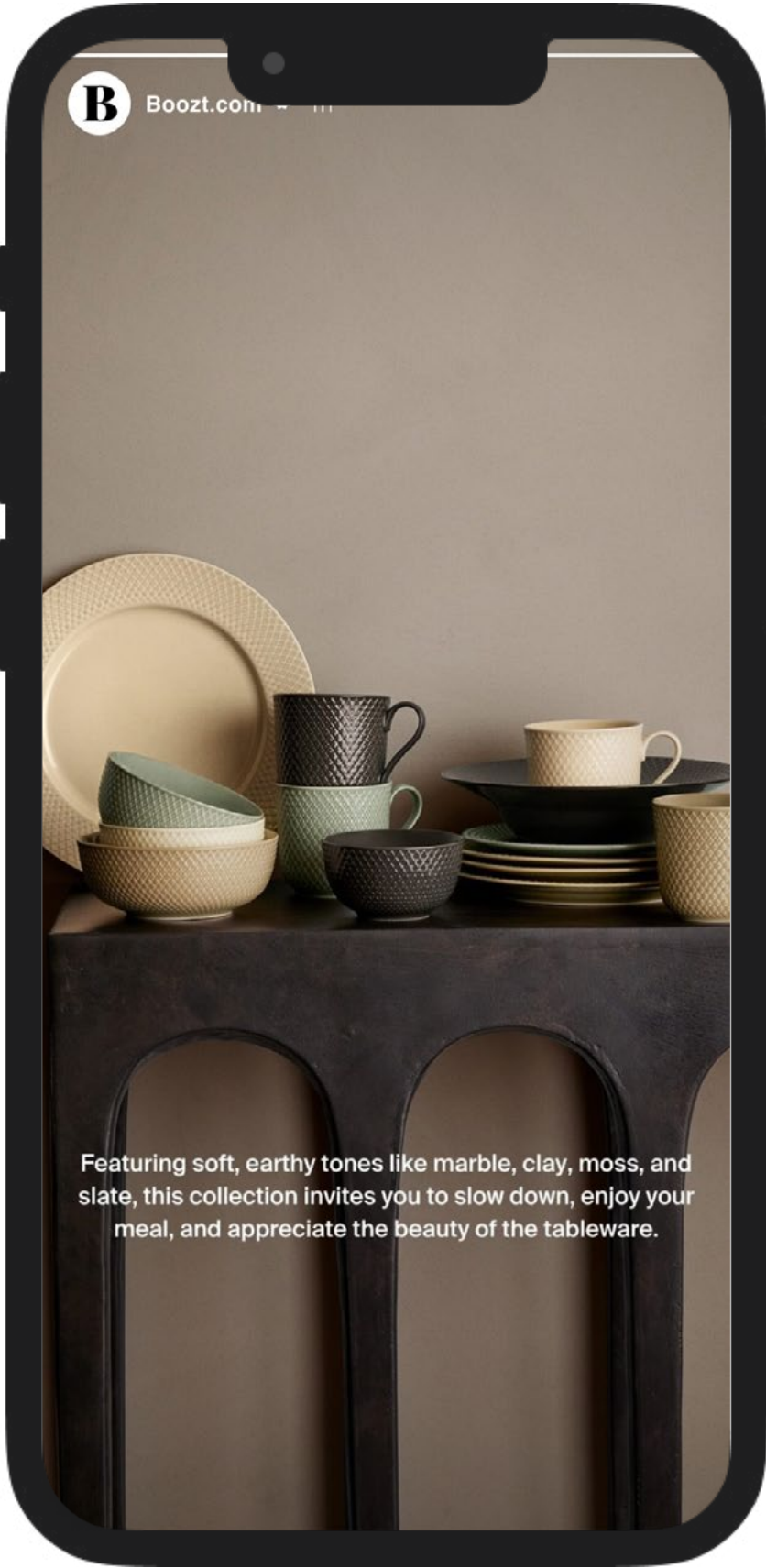
1080x1920 px
JPEG

Please upload to the plan in the partner portal - 1 to 3 images and inspirational text for your story.

Please upload your current logo separately in **SVG**. format.

Material deadline: 2 weeks in advance

Note! No images can include logos or text.



SOCIAL MEDIA

INSTAGRAM VIDEO BOARD

Video: 1080x1920 px

File type: MP4 or MOV

Weight: 4 GB

Max length: 10s

** Please have the logo and communication already included in the video.*

Intro image*: 1080x1920 px
JPEG

Material deadline: 2 weeks in advance

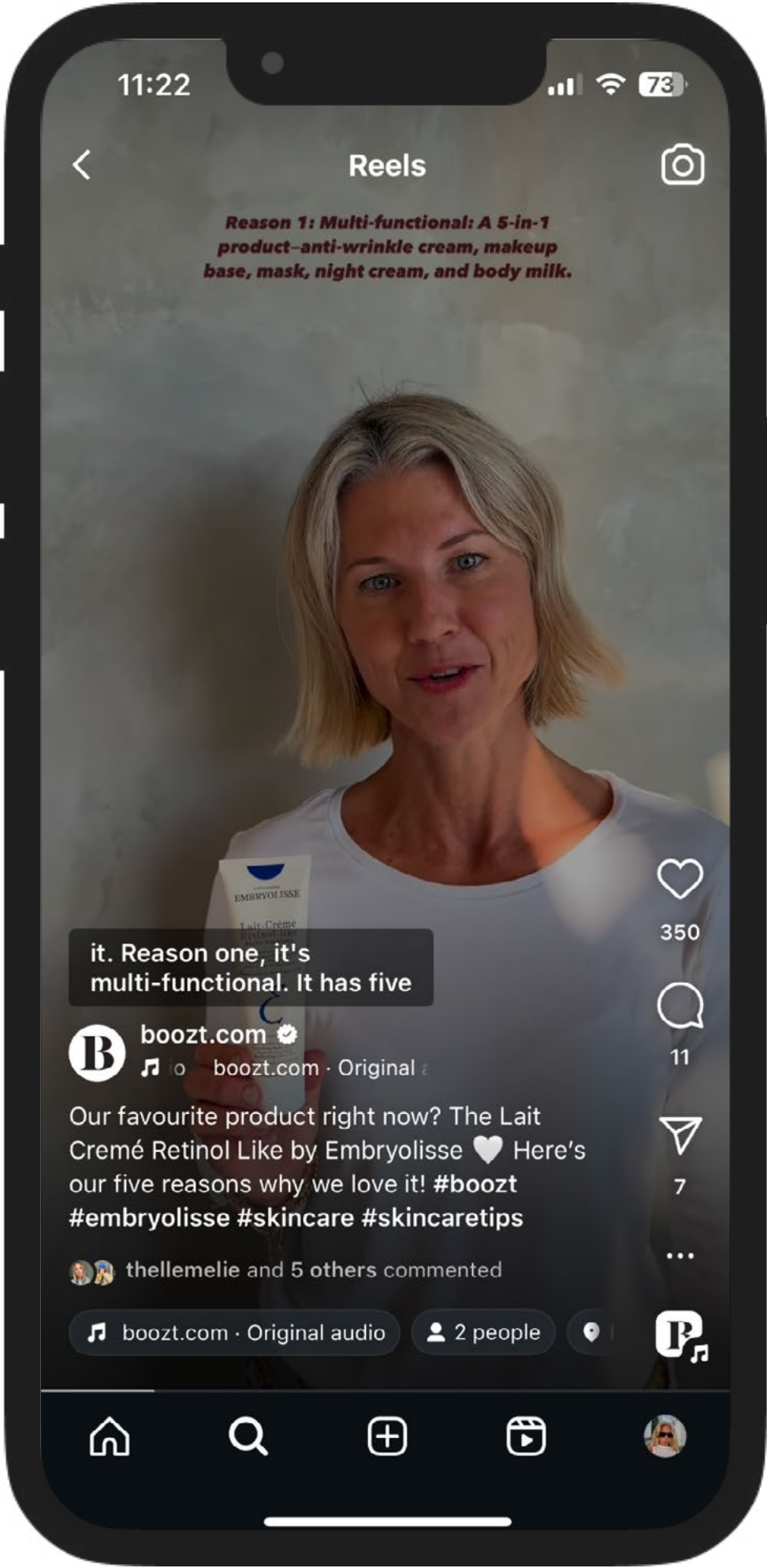
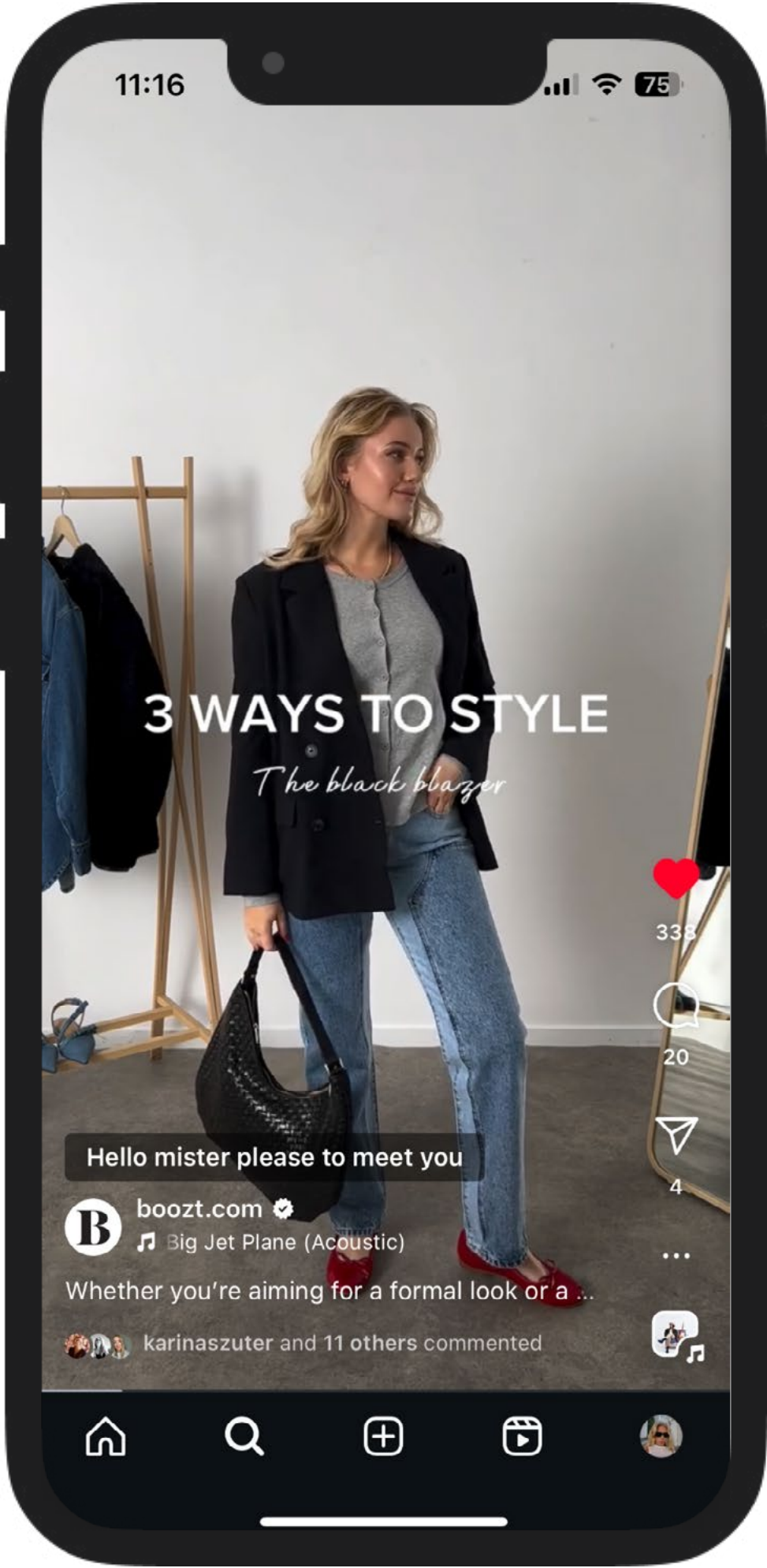
** The image cannot include logos or text.*



SOCIAL MEDIA
VIDEO GUIDES

For all dimensions & specifications, e-mail and meetings will be set up separately.

Material deadline: 2 weeks in advance



SOCIAL MEDIA

INSTAGRAM GIVEAWAY

For all dimensions & specifications, e-mail and meetings will be set up separately.

Product delivery deadline: 2 weeks in advance



SOCIAL MEDIA

TIKTOK VIDEO BOARD

Video: 1080x1920 px
File type: MP4 or MOV
Weight: 4 GB
Max length: 10s

Intro image: 1080x1920 px
** The image cannot include logos or text.*

Material deadline: 2 weeks in advance

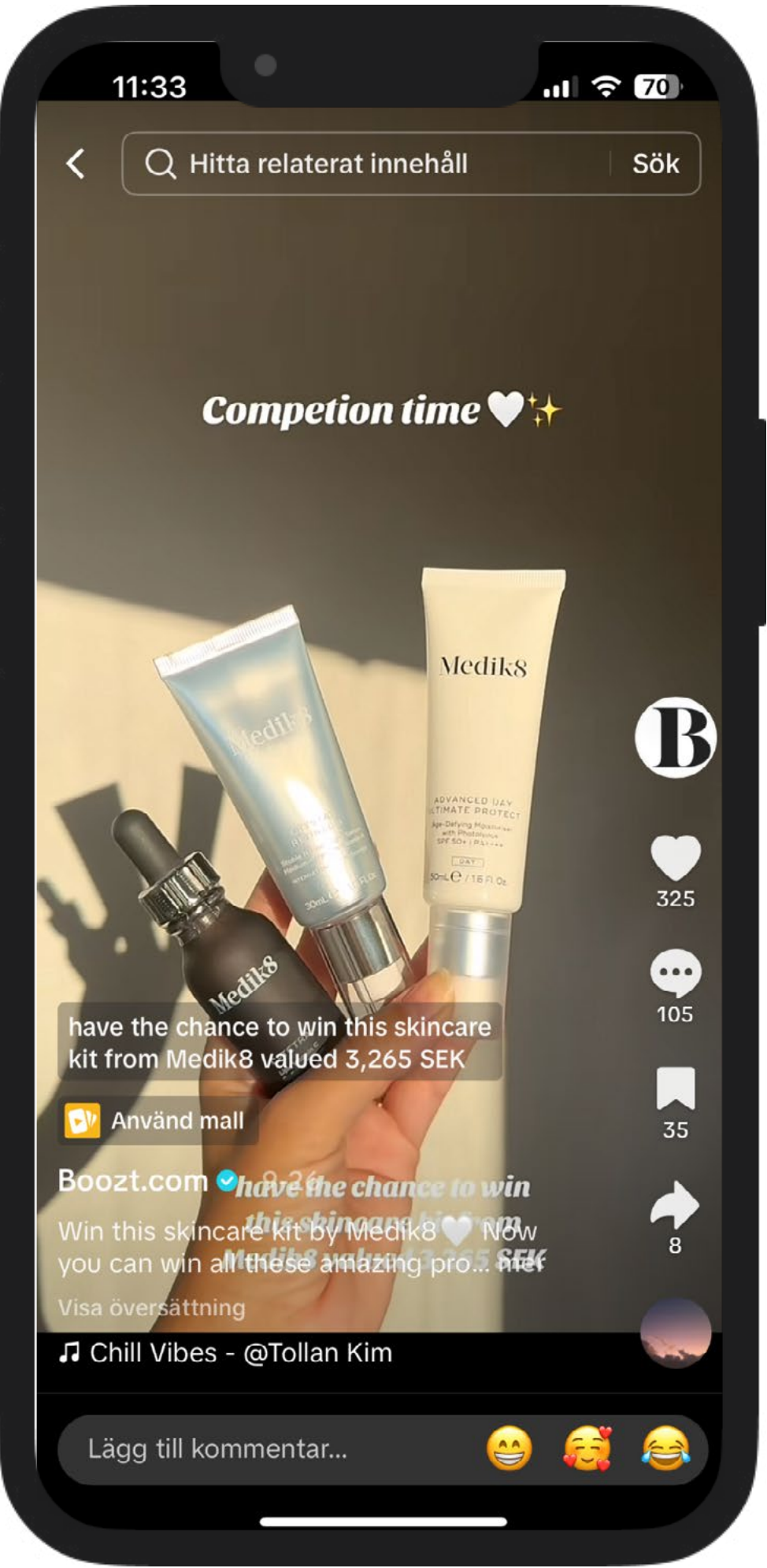
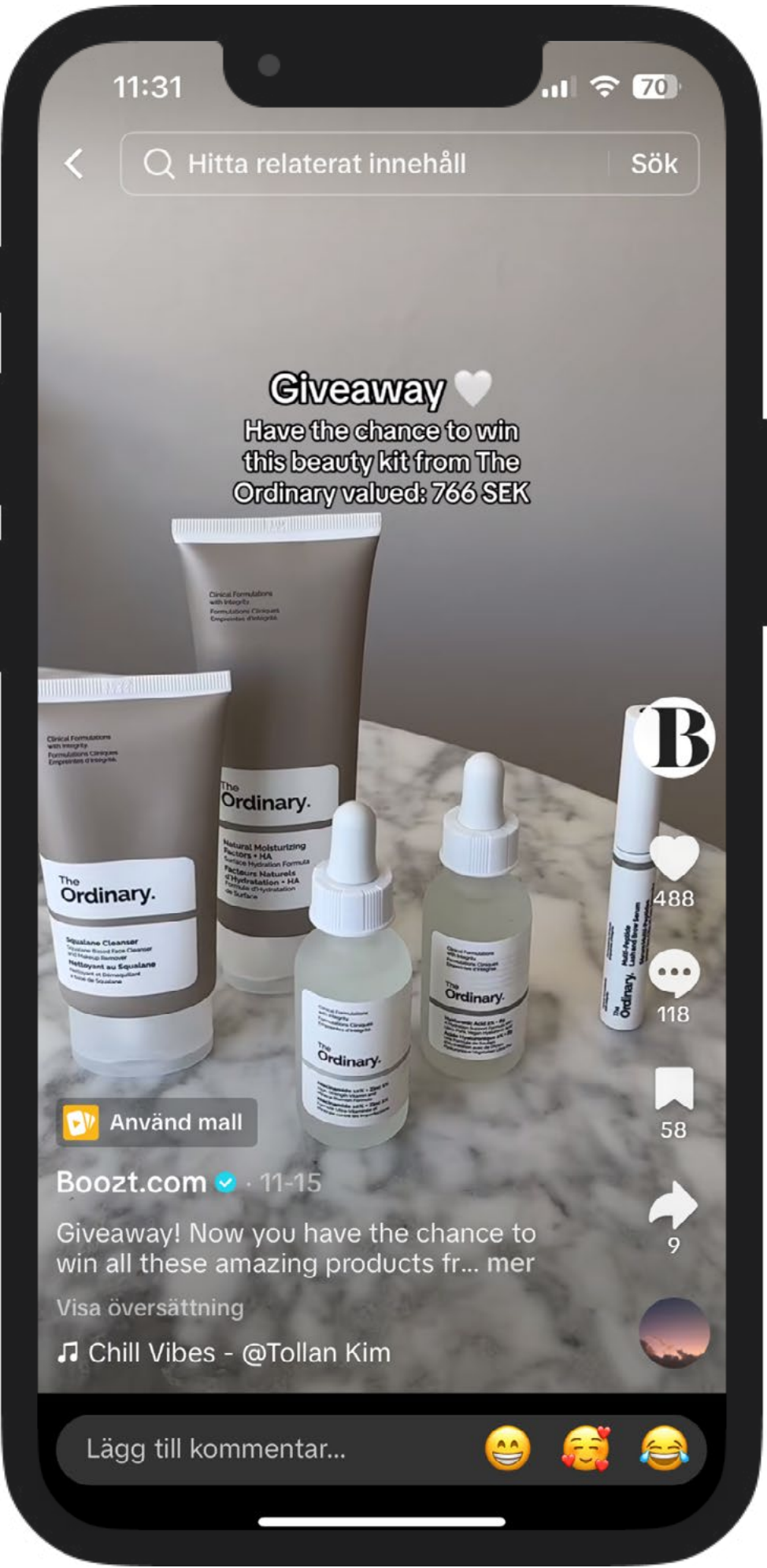
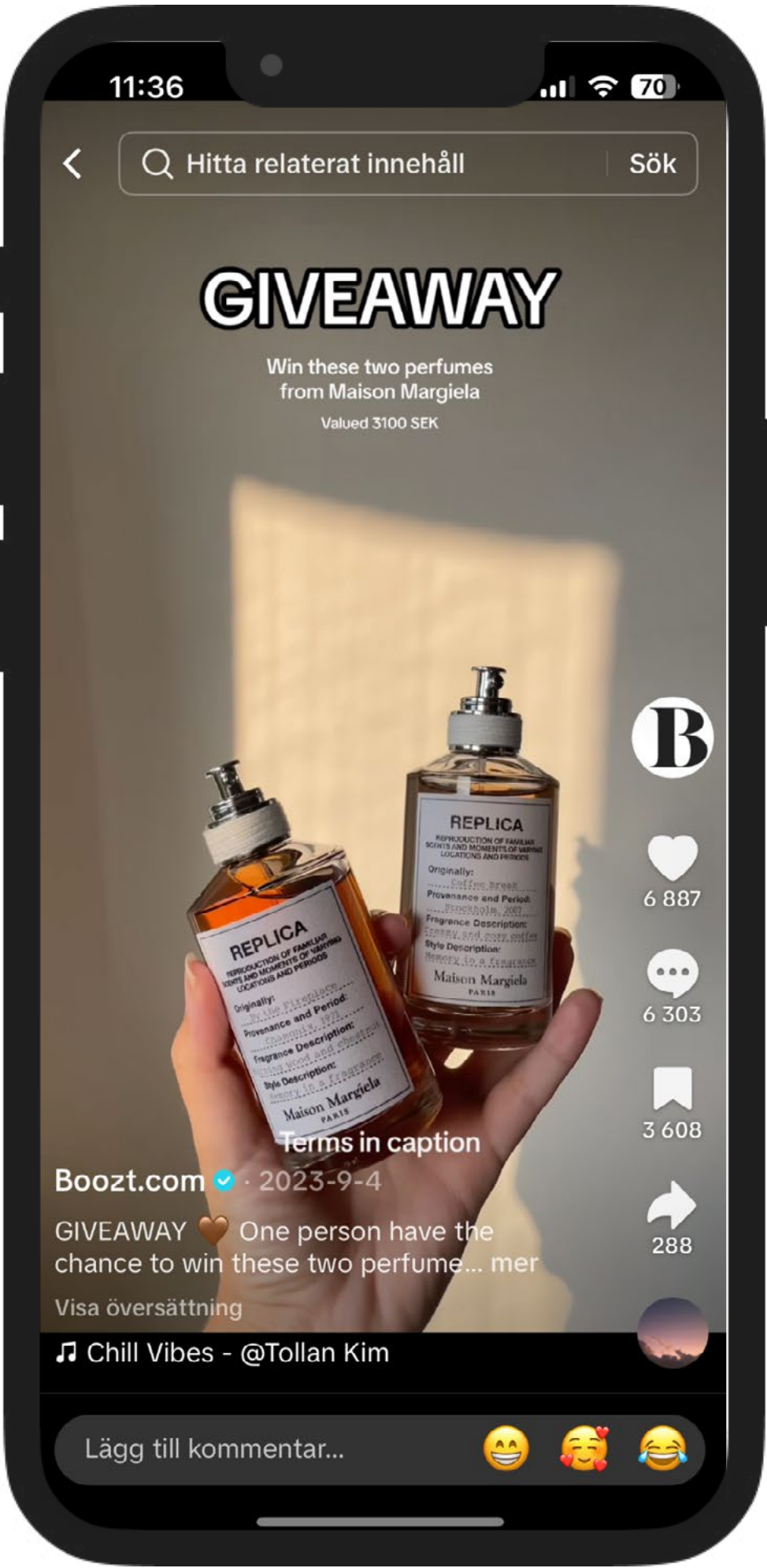
Note! The video material has to be provided by the brand, including overlay texts and logos.



SOCIAL MEDIA
TIKTOK GIVEAWAY

For all dimensions & specifications, e-mail and meetings will be set up separately.

Product delivery deadline: 2 weeks in advance

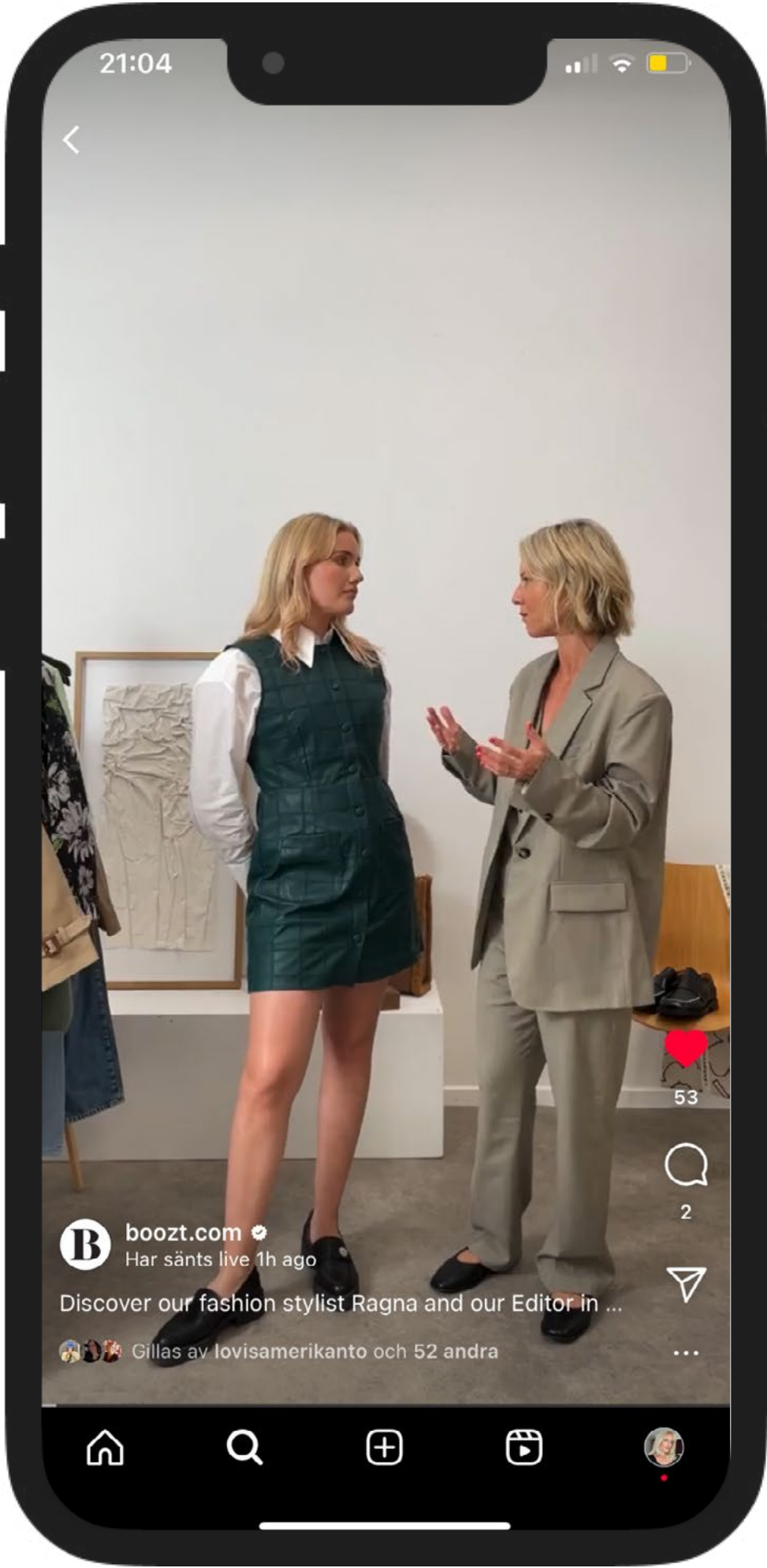


SOCIAL MEDIA
LIVE SHOW

Full brand-owned show
Boozt will handle everything you need to set up and run a show.

One host for the event, such as an expert stylist or influencer needs to be provided by the brand.

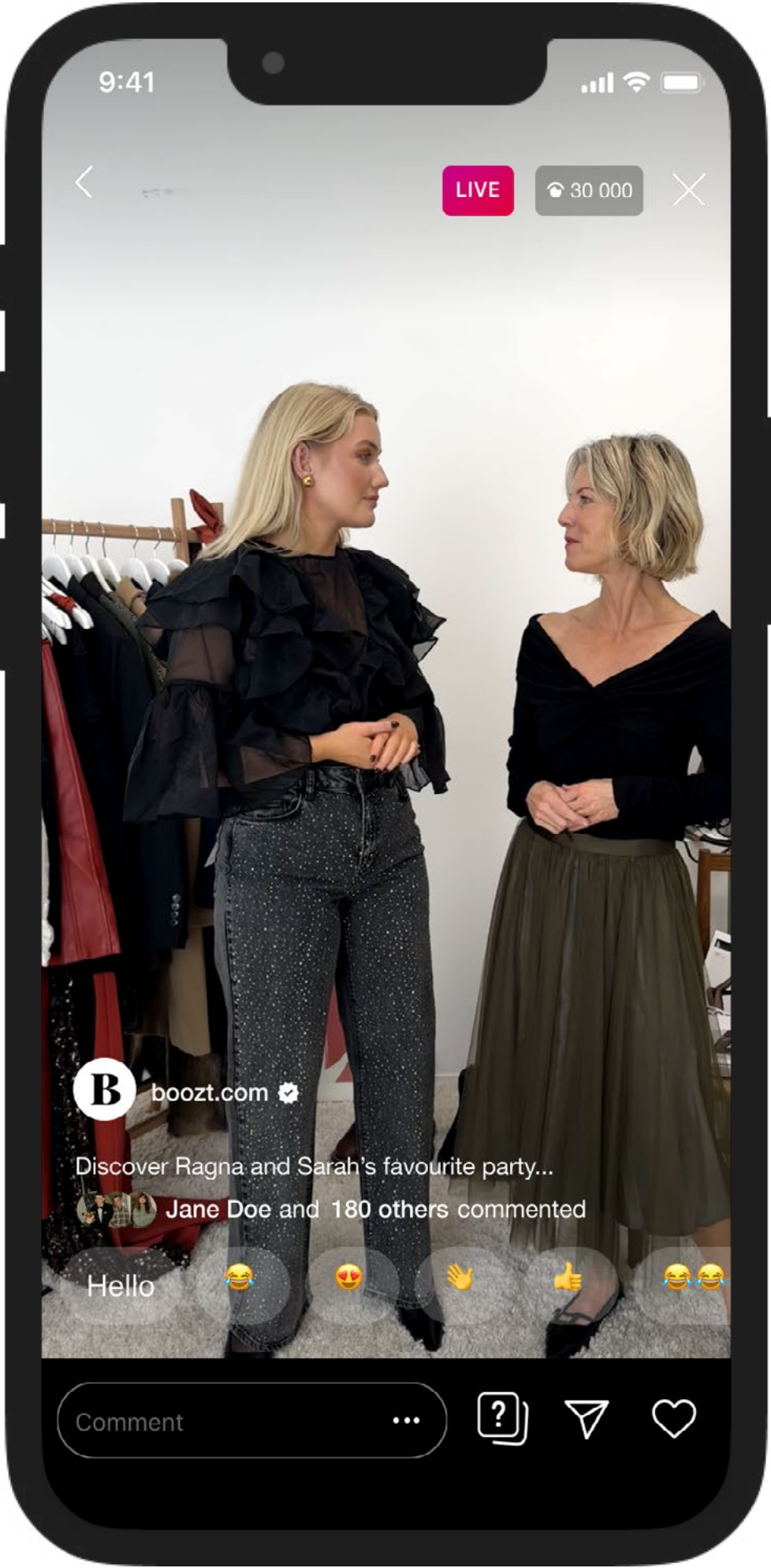
Booking deadline: 6 weeks in advance



SOCIAL MEDIA
LIVE SHOW PRODUCT PLACEMENT

+1 product(s) to be highlighted.

Booking deadline: 4 weeks in advance



INFLUENCER



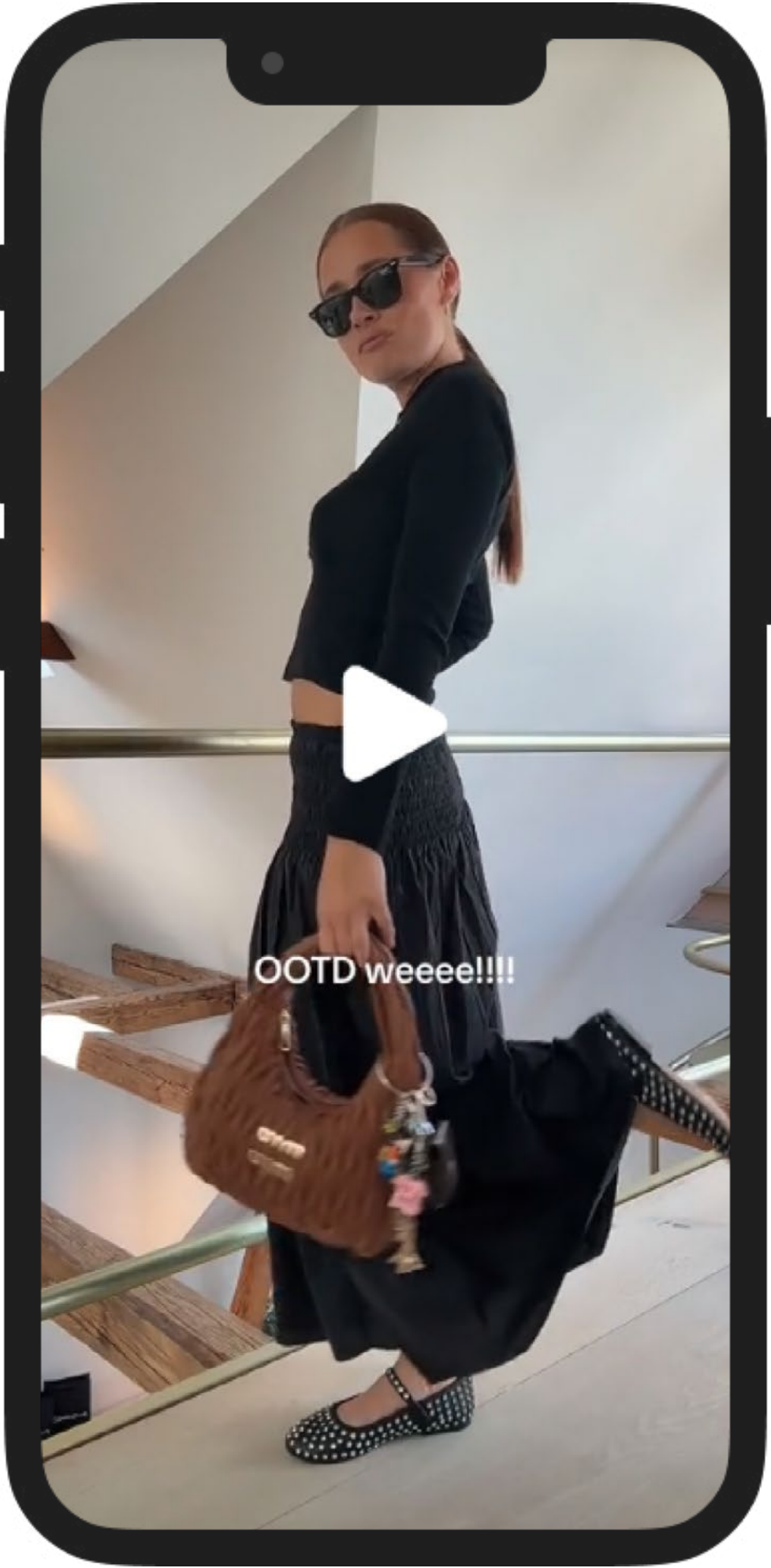
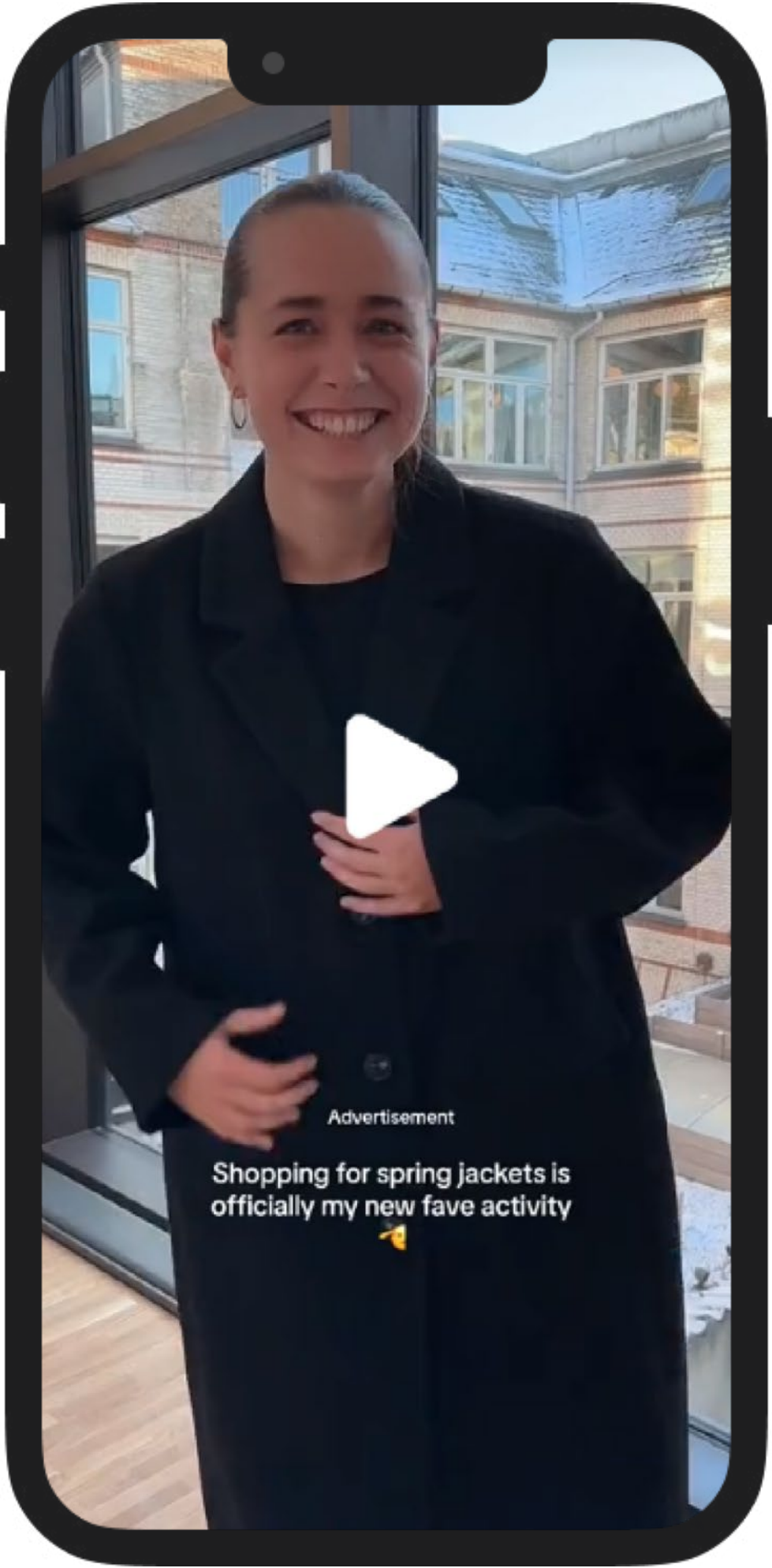
INFLUENCER
BOOZT AMBASSADOR PACKAGE

For all dimensions & specifications, e-mail and meetings will be set up separately.



INFLUENCER
BOOZT TIKTOK AMBASSADOR PACKAGE

For all dimensions & specifications, e-mail and meetings will be set up separately.



INFLUENCER
INFLUENCER CAMPAIGN

(with external influencer)

For all dimensions & specifications, e-mail and meetings will be set up separately.



INFLUENCER
MICRO INFLUENCERS

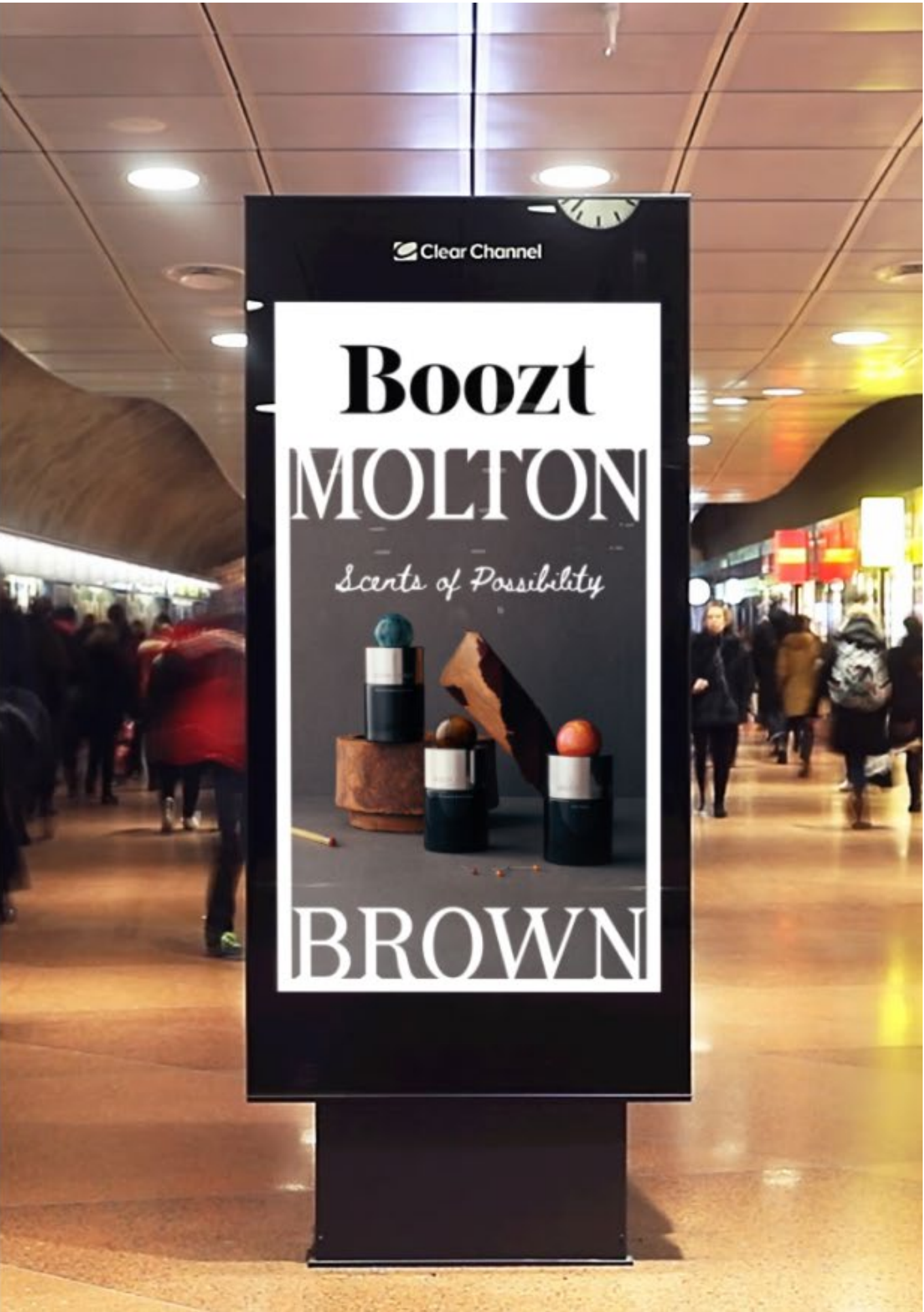
For all dimensions & specifications, e-mail and meetings will be set up separately.



OFFLINE

OFFLINE MEDIA

For all dimensions & specifications, e-mail and meetings will be set up separately.



A man with dark hair and a beard stands in front of a modern building with large glass windows and a wooden exterior. He is wearing a brown cord shirt, a white turtleneck, and a brown patterned jacket. The text "GET IN TOUCH!" is overlaid in large white letters.

GET IN TOUCH!

For more information or support, please contact bmp.coordinator@boozt.com