



Introducing: the Shopper Marketing Portal

The **Shopper Marketing Portal** is a new resource intended to provide our valued supplier partners easy access to Publix's latest brand guidelines and advertising requirements.

The Portal is organized into four sections:

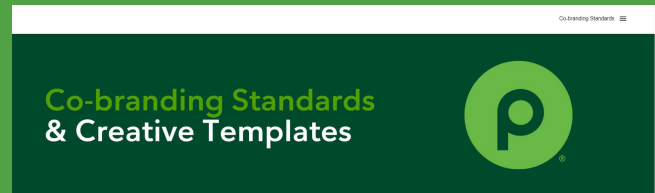
General Guidelines

The section provides a general overview of requirements when developing and running promotions at Publix.



Co-Branding Standards

This section outlines graphic standards and provides advertising logos and templates for various media channels.



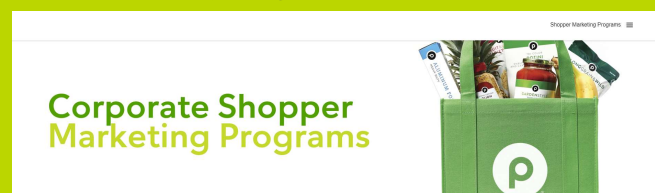
Co-Branded Media

This section outlines Publix-approved advertising tactics.



Shopper Marketing Programs

This section outlines the corporate programs and activities open to suppliers throughout the year, including Sales Events, digital coupons, in-store demonstrations, the Extra Savings Flyer, and more.



How to Access: To request access for yourself and/or your marketing manager(s), email your buyer or category manager.

Once you have been granted access and complete the appropriate security steps, visit: www.publix.com/shoppermarketing.