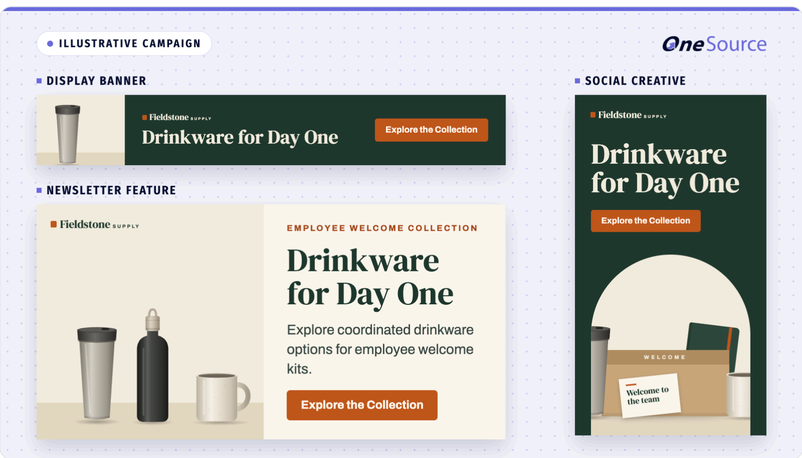
SUPPLIER ADVERTISING

Advertising Creative Toolkit for Suppliers


ILLUSTRATIVE CAMPAIGN
OneSource
DISPLAY BANNER
Fieldstone SUPPLY
Drinkware for Day One
Explore the Collection
NEWSLETTER FEATURE
Fieldstone SUPPLY
EMPLOYEE WELCOME COLLECTION
Drinkware for Day One
Explore coordinated drinkware options for employee welcome kits.
Explore the Collection
SOCIAL CREATIVE
Fieldstone SUPPLY
Drinkware for Day One
Explore the Collection
WELCOME
Welcome to the team

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Turn Product Ideas Into Campaigns

You have products to promote. The next step is deciding which ones to feature, what to say, and how to turn that idea into creative your team can use.

A good starting point is the customer program your products can support. A distributor may need recognition gifts. A decorator may be sourcing apparel for an employee uniform program. A team dealer may be planning fan merchandise. Your creative should help that buyer see where your products fit.

OneSource is the supplier growth platform within Taivo, connecting product data, buyer discovery, and advertising opportunities. The goal is straightforward: make your products easier to find and sell.

Use this toolkit to build your next campaign, from the first brief to the final artwork. The templates and examples are right here, ready to use.

1. Start With a Simple Campaign Brief

Before anyone opens a design file, agree on what the campaign needs to accomplish. A short brief gives marketing, sales, and product teams a shared starting point and helps your designer avoid unnecessary revisions.

Copy this template into your next creative request:

CAMPAIGN BRIEF TEMPLATE

Copy Campaign Brief

Goal:	What should this campaign help you accomplish?
Audience:	Who needs to see it, and what are they trying to source or sell?
Product focus:	Which product or small collection will you feature?
Main message:	What is the most useful reason to consider it?
Supporting detail:	Which verified product fact backs up that message?
Action and destination:	What should buyers do, and where will the link take them?
Placement and timing:	Where will the creative run, and when are assets due?
Success measure:	Which available metric will help you evaluate the response?
Approver:	Who confirms the copy, product details, and final artwork?

For example, a supplier promoting drinkware might choose this brief: reach distributors planning employee welcome kits, feature three coordinated drinkware styles, lead with the welcome-kit use case, and send buyers to that collection. The campaign goal is collection visits, with website engagement reviewed alongside available placement reporting.

That gives the team a clear assignment before design begins.

2. Give Buyers a Reason to Choose Your Products

Your product name identifies the item. Your campaign message helps buyers understand why it belongs in their next customer program.

Start with this copy formula:

> *Customer use case + relevant product benefit + clear next step.*

Here are three examples you can adapt. Confirm every product claim before using it.

A

EXAMPLE A

Employee Welcome Kits

Headline:	Drinkware for Day One

Supporting copy:	Explore coordinated drinkware options for employee welcome kits.
CTA:	Explore the Collection

B EXAMPLE B
Apparel for Decorators

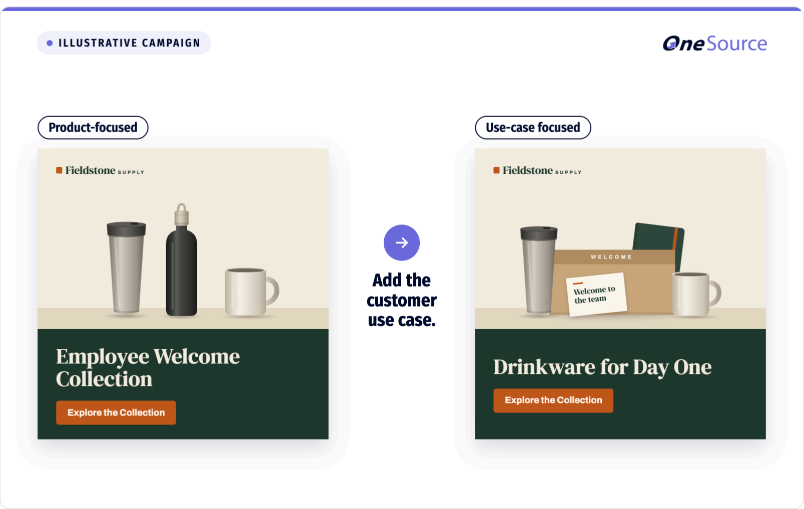
Headline:	Meet Your Next Team Tee
Supporting copy:	Compare colors, sizes, and decoration details for your next team program.
CTA:	View Product Details

C EXAMPLE C
Recognition Gifts

Headline:	Make Recognition More Personal
Supporting copy:	Browse gifts with personalization options for employee milestones.
CTA:	Browse Recognition Gifts

Use only the copy the placement has room for. A small banner may need the headline and CTA alone. A newsletter feature can give buyers more context.

If your message includes inventory, turnaround, sustainability, or decoration claims, ask the team responsible for those details to verify them. For deadline-sensitive campaigns, distinguish the ship date from the delivery date and explain any decoration requirements.


ILLUSTRATIVE CAMPAIGN
OneSource
Product-focused
Fieldstone SUPPLY
Employee Welcome Collection
Explore the Collection
Add the customer use case.
Use-case focused
Fieldstone SUPPLY
WELCOME
Welcome to the team
Drinkware for Day One
Explore the Collection

3. Build a Creative Kit You Can Reuse

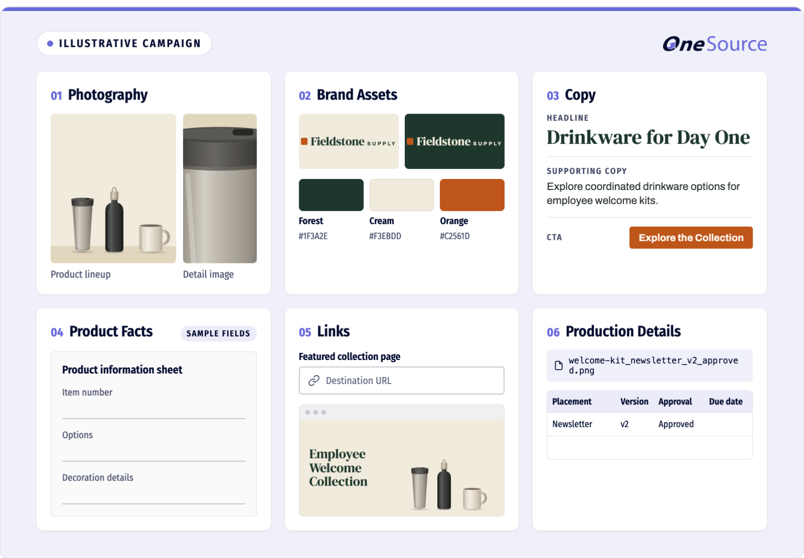
Keep the campaign materials together so your team can create additional placements without searching through old emails or rebuilding every asset.

Your creative kit should include:

- **Product photography:** An original product image, a detail shot, and a relevant lifestyle image when available.
- **Brand assets:** Your approved logo files, colors, and fonts.
- **Copy:** The main headline, a shorter alternative, supporting copy, and CTA.
- **Product facts:** Item numbers, available options, decoration information, and approved claims.
- **Links:** The destination URL and any tracking links for your website.
- **Production details:** Placement specifications, due dates, and approval status.

Choose photography based on what the buyer needs to understand. A detail shot can show a zipper or fabric texture. A lifestyle image can show how several products work together in a program. Use actual product photography so the creative accurately represents what you sell.

Keep an editable master file as well as final exports. Use clear filenames, such as `welcome-kit_newsletter_v2_approved.png`, to help everyone identify the correct version.


ILLUSTRATIVE CAMPAIGN
OneSource
01 Photography
Product lineup
Detail image
02 Brand Assets
Fieldstone SUPPLY
Fieldstone SUPPLY
Forest
#1F3A2E
Cream
#F3EBDD
Orange
#C2561D
03 Copy
CTA
Explore the Collection
04 Product Facts
SAMPLE FIELDS
05 Links
Featured collection page
Destination URL
Employee Welcome Collection
06 Production Details

HEADLINE
Drinkware for Day One

SUPPORTING COPY
Explore coordinated drinkware options for employee welcome kits.

Product information sheet
Item number
Options
Decoration details

`welcome-kit_newsletter_v2_approved.png`

Placement	Version	Approval	Due date
Newsletter	v2	Approved	

4. Adapt Your Message to the Placement

Each placement gives buyers a different amount of space and context. Design for that moment instead of simply resizing one finished image.

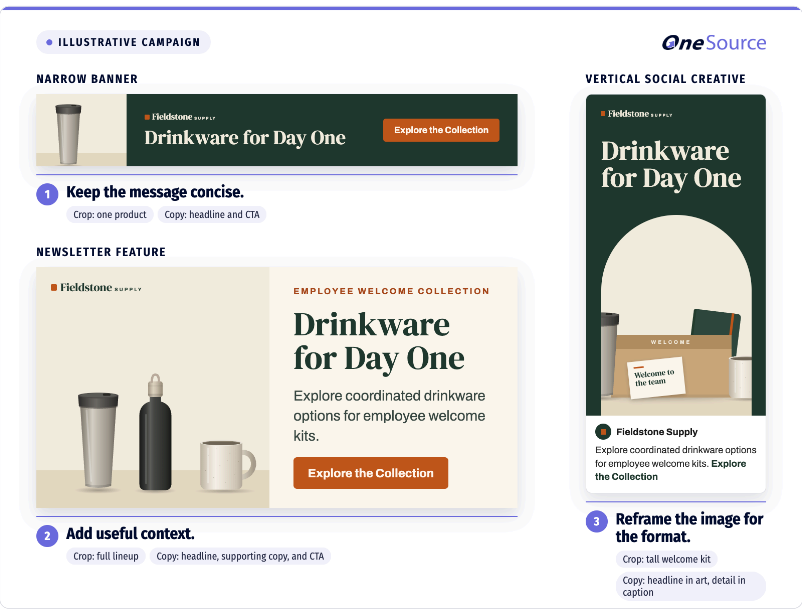
Use this guide when planning your creative:

Placement type	What to emphasize	What to prepare
Search or dashboard banner	One product or collection and a concise reason to explore it	A simple image, short headline, recognizable logo, and focused destination
Newsletter feature	A timely selling idea or product introduction	Artwork plus supporting copy and a CTA suited to the newsletter
Dedicated email	A focused story with enough detail to help buyers act	Subject line, opening message, product imagery, and a primary CTA
Curated product content	How the item fits a customer program	Product photography, item details, a useful description, and a direct link
In-app feature	Why the message matters to the person working in that tool	Brief, relevant copy and a clear action
Social creative	A product detail, demonstration, or use case worth a closer look	Artwork or video framed for the placement, with a caption and next step

For a decorator audience, explain the decoration options and product details they need to assess the item. For buyers building customer programs, show the occasion or collection your products support.

Confirm the audience for each booked placement. A newsletter, in-app feature, and social post may reach different communities, even when they sit under the same brand.

Before exporting, check the required pixel dimensions, file format, copy limits, and deadline. Preview the actual export at its display size, including on mobile where relevant. A file that looks clear on your design canvas may be difficult to read in the placement.


● ILLUSTRATIVE CAMPAIGN
OneSource
NARROW BANNER
Fieldstone SUPPLY
Drinkware for Day One
Explore the Collection
NEWSLETTER FEATURE
Fieldstone SUPPLY
EMPLOYEE WELCOME COLLECTION
Drinkware for Day One
Explore coordinated drinkware options for employee welcome kits.
Explore the Collection
VERTICAL SOCIAL CREATIVE
Fieldstone SUPPLY
Drinkware for Day One
WELCOME
Welcome to the team
Fieldstone Supply
Explore coordinated drinkware options for employee welcome kits. Explore the Collection

1 **Keep the message concise.**
Crop: one product
Copy: headline and CTA

2 **Add useful context.**
Crop: full lineup
Copy: headline, supporting copy, and CTA

3 **Reframe the image for the format.**
Crop: tall welcome kit
Copy: headline in art, detail in caption

5. Make the Next Step Easy

Choose the destination while writing the ad. If you promise a welcome-kit collection, buyers should arrive at that collection without having to search your entire catalog.

Match the CTA to the next step:

Campaign focus	CTA	Destination
New product	View Product Details	The featured product page
Seasonal collection	Explore the Collection	A curated collection page
Decoration education	See Decoration Options	A page explaining supported methods and requirements
Recognition gifts	Browse Recognition Gifts	The featured recognition assortment

Open the link on your phone and desktop. Check that the featured products are easy to locate and that the page gives buyers useful details, including options, decoration information, and how to inquire or order.

For campaigns linking to your own website, coordinate tracking with whoever manages your analytics. Use consistent campaign names and separate links for different placements so you can review where visits came from. Confirm that tracking works before the campaign goes live.

6. Check Your Product Data Before You Launch

Your creative and your catalog should tell the same story. If the ad features a color buyers cannot find, or the destination shows different pricing, they may need to contact your team before they can move forward.

Review the featured products with your catalog or operations team:

- ? Do item numbers, descriptions, and images match the ad?
- ? Are the promoted colors and sizes available?
- ? Are pricing, minimums, and decoration details current?
- ? Are inventory and timing claims still accurate?
- ? Have you checked the destination listing as well as the source data?

OneSource connects catalog management and product data distribution with buyer discovery. Keeping that information useful supports the work your advertising starts: helping buyers find products they can evaluate and sell.

Build a product-data check into your approval process, especially when promoting a changing assortment or a time-sensitive offer.

7. Review Results and Plan Your Next Version

Decide what you will review before launching. Reporting varies by placement, so ask which metrics are available and what each one measures.

For an awareness campaign, you might review available impressions or reach. For a traffic campaign, review clicks alongside visits and engagement on your own website. If your goal is inquiries, agree on how your team will record and connect those inquiries to the campaign.

Use a simple review log:

CAMPAIGN REVIEW LOG

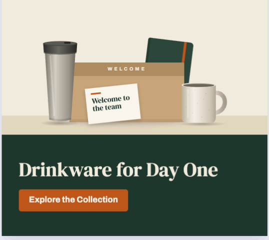
Copy Review Log

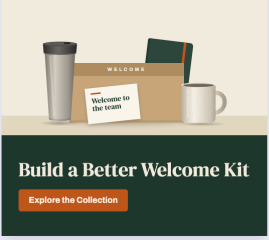
Placement	Run dates	Creative version	Available results	What you learned	Next change

Keep comparisons useful. Review results alongside the audience, spend, timing, and placement. Clicks show a response to the creative; they do not establish revenue on their own.

For your next version, choose one change you can learn from. Try a different headline, product image, or CTA while keeping the other elements consistent where possible. If the audiences or placements differ, account for that before crediting the creative with the result.

CREATIVE EXAMPLES
● ILLUSTRATIVE CAMPAIGN
OneSource
Creative Version A
Creative Version B
Headline changed
Fieldstone SUPPLY
Fieldstone SUPPLY


WELCOME
Welcome to the team
Drinkware for Day One
Explore the Collection


WELCOME
Welcome to the team
Build a Better Welcome Kit
Explore the Collection

Campaign review log

Placement	Run dates	Creative version	Available results	What you learned	Next change

Your Prelaunch Creative Checklist

Before submitting your campaign, confirm:

0 of 10 confirmed Clear

- ☐ The audience, goal, and featured products are agreed upon.
- ☐ The message gives buyers a clear reason to consider the products.
- ☐ Claims, inventory, pricing, and timing have been verified.
- ☐ Product images and supplier branding are accurate and approved.
- ☐ Each asset meets its placement specifications and copy limits.
- ☐ The final export is readable at its display size.
- ☐ The CTA leads directly to the promised product or collection.
- ☐ Links work, and website tracking has been checked where used.
- ☐ Reporting expectations and the review date are set.
- ☐ The final approver has signed off, and assets are ready by the deadline.

Save the brief, approved creative, and review log together. When the next campaign comes around, your team will have a useful starting point.

OneSource

Put Your Toolkit to Work With OneSource

Choose one collection you want more buyers to consider. Complete the brief, gather your assets, and build the first creative version around a clear customer use case.

OneSource helps suppliers coordinate product data, buyer discovery, and advertising across relevant industry channels. Your OneSource representative can help match your campaign to an audience and placement, confirm production requirements, and explain the reporting available.

Ready to plan your next campaign? Explore supplier advertising opportunities or contact your OneSource representative.

Explore Supplier Advertising Opportunities →