

GS1 Product Images

MRHI: Criticality of consistent conformance



Why mobile ready images are important?

Online shoppers need to be able to recognise 4 critical things from the product's image without being forced to read excessive text. These are known as the 4Ws:

- 1 **W**ho is the Brand
- 2 **W**hat Format
- 3 **W**hich Variant
- 4 ho**W** much

Conventional pack shot photography cannot provide the **W**ho, **W**hat, **W**hich & ho**W** and hence the GS1 **M**obile **R**eady **H**ero **I**mages (MRHI) provides image creators with an industry standard approach.

Mobile, small screen, devices are increasingly used for online shopping. MRHI provide a better user experience and have been shown to **drive significant uplift** compared to conventional product images.



Online shopping experience: decluttered, simplified, mobile-ready hero images give shoppers a better user experience.

Compliant: Adhering to guidelines ensures compliance with a clean, uniform, look.

Inclusive: MRHI has been shown to improve product recognition by the visually impaired.

Recommended Approach

To achieve the goals and objectives requires a consistent approach, and focus on the 4Ws, by all participants unobscured:

Dos

- ✓ **Declutter:** eliminate irrelevant or illegible details.
- ✓ **Simplify:** to the 4Ws essentials.
- ✓ **Contrast checker:** for example [APCA](#)
- ✓ **Visual clarity check:** that ensure the critical text re: 4W's on the image is legible on a small mobile screen

Don'ts

- ✗ **No visual effects**
- ✗ **No text extending beyond the pack**
- ✗ **No floating text off-pack**
- ✗ MRHI are not to be treated as mini product advertisements/banners.

Conclusion

By all image creators, and image recipients, adhering to the GS1 guidelines, the overall experience of the online shopper is maximised.

Questions about GS1 Product Image standards and guidelines?

Our team is here to help you with your questions helpdesk@gs1.org or you can find more information in the following link: <https://www.gs1.org/standards/product-image-standards-and-guidelines>

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