

# McCain SureCrisp VENDOR TOOLKIT

# SOCIAL ASSETS

## META SOCIAL POST - INFEED 1:1

Option 1



Option 2



Option 3



Option 4



### Post Copy:

Hungry for SUUUUPER crispy fries?

McCain SureCrisp Fries stay crispier for longer. So get crunching today!

### CTA:

*Order Now*



## META SOCIAL POST - STORY 9:16

Option 1



Option 2



Option 3



Option 4



No caption required.

Please refrain from using GIFs and adding more elements to the creative as to not cut across the fries or the talent.



## META SOCIAL POST - MESSAGING OPTS

A range of messaging options have been supplied across each creative. Please feel free to choose from the range and use with the supplied post copy detailed on slide 3.

Option 1 - NOW DELIVERING SUPER CRISPY FRIES



Option 2 - LOVE SUPER CRISPY FRIES?



Option 3 - SAY NO TO SOGGY FRIES



Option 4 - FOR FRIES DELIVERED CRISPY



## eDM

### Subject Line Options:

1. [Retailer Name] - now serving McCain SureCrisp Fries.
2. [Retailer Name] - now delivering McCain SureCrisp Fries
3. Love super crispy fries? We do too!
4. Head to [Retailer Name] for fries that stay crispier, longer.

NOW DELIVERING

# SUUUUUPER CRISPY FRIES



Available Now

McCain SureCrisp Fries stay crispier for longer. Get crunching today at [retailer name].

Ask for



[Order Now](#)



McCain B2B

# INSTORE POS ASSETS



## A4 WINDOW DECAL

To be positioned in the window,  
facing out of store.





## POSTER

To be positioned in  
store, facing inwards



## A5 COUNTER CARD

To be positioned in store, at counter where customers order



## DIGITAL MENU BOARD

To be positioned in the digital menu board



# THANK YOU

