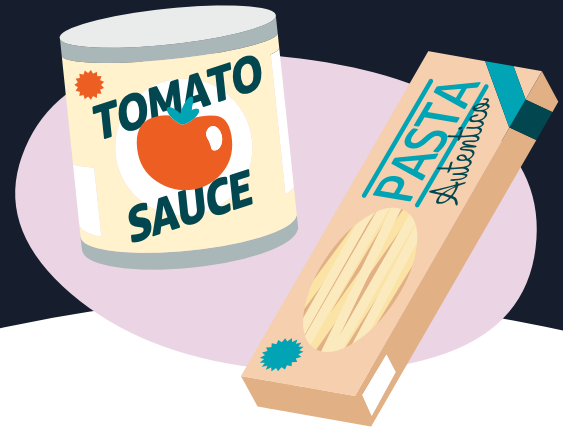




Complete Guide to A+ Content for Brand Owners

What you'll learn in this guide:

- What A+ Content is
- Why you should add A+ to your listings
- How to add A+ Content step-by-step
- A+ Best Practices



| What is A+ Content?

Available to registered brand owners, A+ Content enables you to tell your story, encourage repeat purchases and potentially increase sales by 5% by using rich content to showcase your brand and educate customers about your product features. With A+ content, you can showcase what makes your brand and products unique by telling your story, featuring enhanced product images, and customizing text placements on the product detail page. The A+ Content Manager makes it easy to set up and manage your content with preformatted module layouts, data-driven content recommendations, and content duplication to add languages and product variations.

Encourage repeat purchases and potentially increase sales by 5%

TIP

If you have registered your brand but still do not have access to A+, login to your Brand Registry account and click on Support > Contact Brand Support.

PLEASE NOTE

This feature is only available to retail vendors or Professional sellers who have been approved as brand owners through the Amazon Brand Registry process, as well as emerging brand owners who are part of certain managed selling programs, such as Launchpad and Amazon Exclusives. Once you've been approved, you'll only be able to add A+ content to products that are part of your approved brand catalogue.

What's included in A+ Content?

Enhanced Product Description

A+ Content allows you to add images and text into five to seven different content modules to highlight elements of product-level features. These modules populate the 'Product Description' section of the detail page (for Sellers) or the 'From the Manufacturer' section of the detail page (for retail vendors).

Custom paragraph headers and images

Bulleted feature lists

Unique image and text layouts

Product comparison charts



Snack bars caffeinated with real coffee.



What Customers Are Saying

- "I am a vegan foodie and love trying new healthy bars. I have had my eye on these for some time now and was happy to finally try them. I was a bit unsure at first at the texture but ended up really loving them and I enjoyed the coffee taste. I had one soon after I woke up as a breakfast bar to satisfy my early morning hungry stomach. Each bar has a great and sweet taste. I would purchase again, they make great gluten-free breakfast bars and are much better than cereal bars!"
- "I really liked the product. My coffee-loving son LOVES them, so got him a box. They are a great healthy snack on a road trip, no need to stop at a coffee station, just eat a coffee bar."
- "So my wife and I have a one and a half-year-old baby and we both work full-time jobs. The simple task of making coffee and eating something resembling a healthy breakfast was getting harder and harder by the day. Eat Your Coffee bars have made my morning as a breakfast food, and honestly my whole day manageable again. I get my full cup of coffee, and some substance to go with it. We've also started making a concerted effort to eat more organic foods and this is right up our alley. I can't say enough about these nutrition bars. If you like coffee, you're in for a treat. If you don't like coffee, but need the caffeine, these health snacks definitely do the trick."

When to Eat Your Coffee

Fuel An Adventure
Training for a marathon? Road camping? Ready for the weekend? Our caffeinated energy bars are convenient healthy snack bars during any adventure. Real coffee can help improve muscle recovery post-work.

Pick Me Up
With ingredients like organic coffee, almonds, and dates, these caffeine-fueled natural snack food bars are not your average health bars. With only whole ingredients, it's naturally energizing with a bit of buzz in every bite.

Clarify and Focus
With organic coffee, these bars boost productivity. Next time you're feeling zoned out, fuel your body and mind with an Eat Your Coffee bar and tackle everything from an endless work meeting to that household to-do list.

A Tasty Snack:
You know that feeling when you're very excited about your healthy food and then it's actually not that good? We hope that's never made our choice. Eat Your Coffee Bar is not only good for you but tastes delicious too.



- FOOD AS FUEL:** Almonds, Dates, Gluten-Free Oats, and Organic Coffee make this caffeinated snack bar delicious and nutritious.
- NATURALLY CAFFEINATED:** Tasty snack bars caffeinated with a full cup of antioxidant-rich, fair-trade coffee. Each bar contains 80 mg of natural caffeine.
- INCLUSIVE FOODS:** Vegan, gluten-free, dairy-free, non-GMO, kosher, and halal. A caffeinated snack filled with organic ingredients for all.



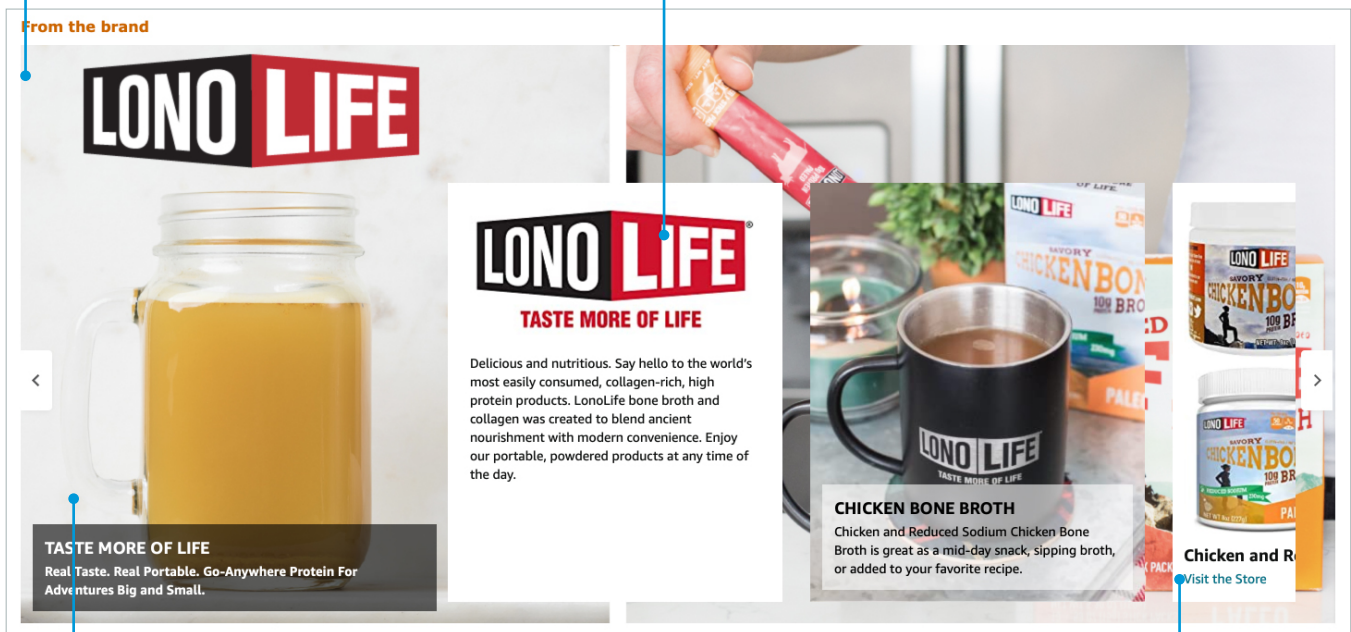
	Salted Caramel Machiato	Almond Mocha	Fudgy Mocha Latte	Mocha Mint	Cocoa Espresso	Pumpkin Spice
Caffeine Comparison	8 oz Cup of Coffee	8 oz Cup of Coffee	8 oz Cup of Coffee	Shot Of Espresso	Shot Of Espresso	Shot Of Espresso
Caffeine in Mg	80 mg each	80 mg each	80 mg each	65 mg each	65 mg each	65 mg each
Vegan & Gluten Free	✓	✓	✓	✓	✓	✓
Non GMO	✓	✓	✓	✓	✓	✓
Calories	170	170	190	90	90	90
Protein	6g	7g	6g	2g	2g	2g
Fiber	4g	3g	4g	3g	3g	3g
Added Sugar	6g	6g	6g	0g	0g	0g

Brand Story Feature

With this newly launched feature, you can stand out from the competition and connect with your customers by telling your unique brand story. You can now highlight key elements of your brand and showcase other products in your brand without needing to repurpose any of your existing A+ modules. The Brand Story feature creates a section that is separate from your product features in a dedicated slot of the detail page called, 'From the brand'.

Appears in the 'From the brand' section of the Amazon detail page

Image and text cards



Carousel display with full screen background on desktop and mobile devices

Links to other products and your Amazon Brand Store

Why should you use A+ Content?



With A+ Content you can share your story, visually stand out against the competition and help customers make the best shopping decision.

Benefits include:



Tell your product/brand story

Add rich images, text, and comparison modules to share your brand story and build brand awareness.



Reduce customer returns and negative feedback

Help customers make a more informed purchase decision by proactively answering their questions, which can lead to fewer returns and fewer negative customer reviews.

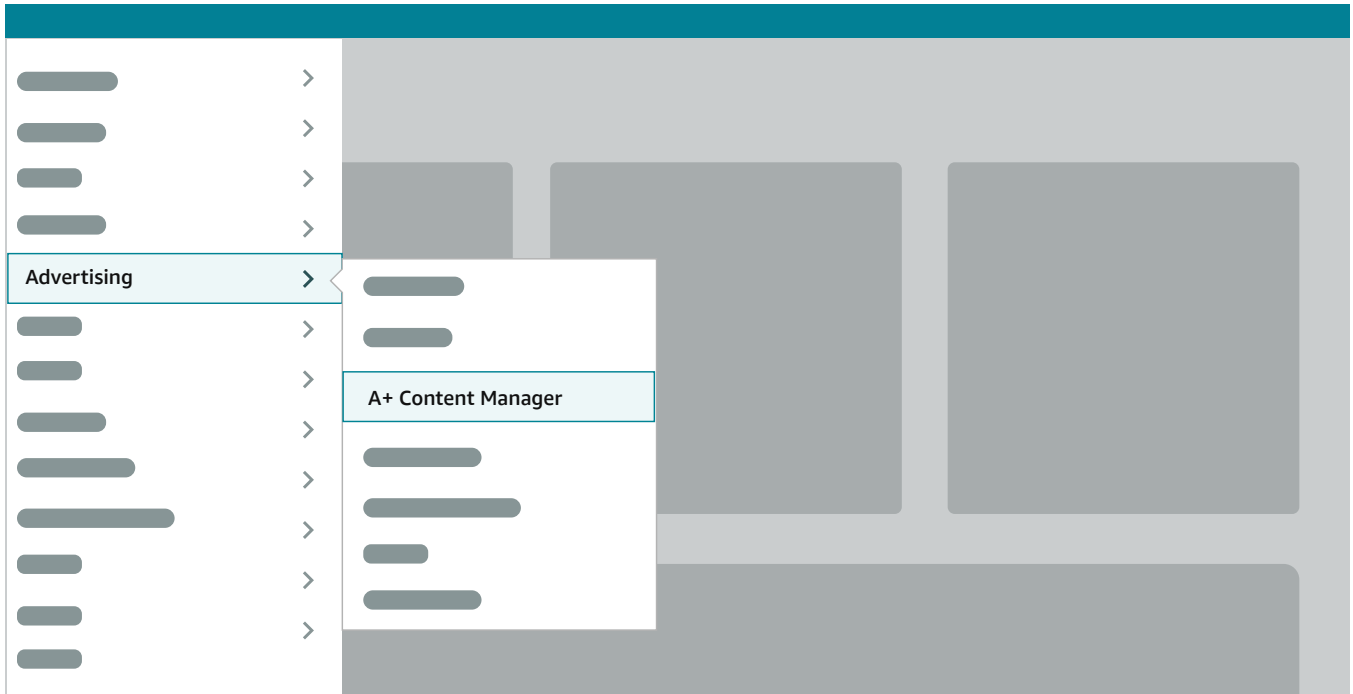


Encourage Repeat Purchase Behavior

Enable customers to explore your other products and increase repeat purchases from your brand by sharing your brand story and more information about your products.

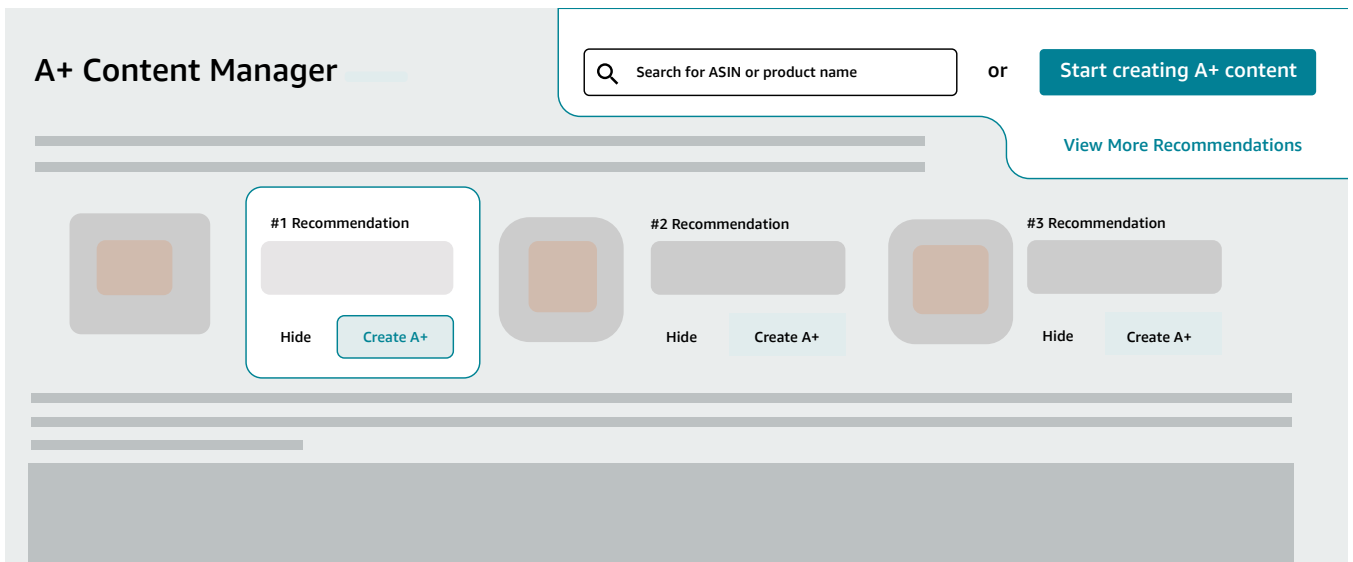
How do I add A+ Content?

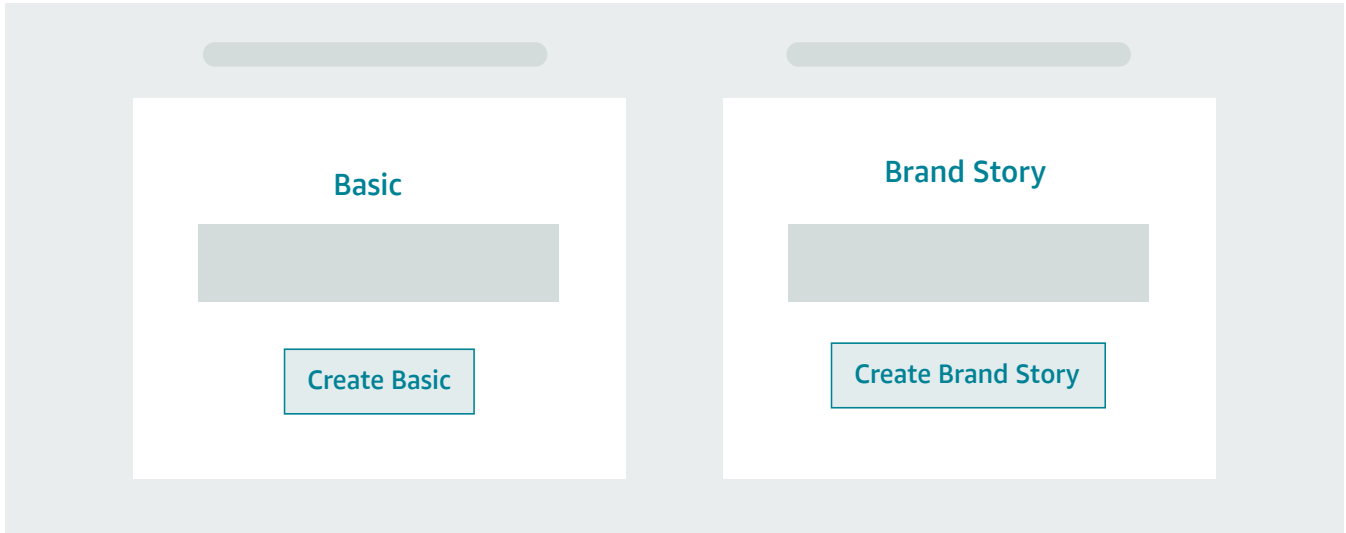
1. In Seller Central, navigate to the 'Advertising' tab and click on '[A+ Content Manager](#).'



2. Start creating A+ Content

You can either search for an ASIN or product name or start creating A+ Content to initiate the A+ Content workflow.





3. Select the type of A+ Content

Choose between Basic Enhanced Product Description or Brand Story modules to educate customers about your product or brand. We recommend you create both Basic A+ Content and Brand Story content to maximize your brand's presence on the detail page.

Basic Enhanced Product Description

Add details and imagery on product features and use cases to augment the bullet points and images on the

main product detail page. This helps customers make buying decisions by proactively answering their questions.

Brand Story

Tell your brand story across all the products in your brand. You can also add logos, pictures, link to your Amazon store, and answer questions about your brand. Like the Basic A+ Content, Brand Story can be applied to multiple ASINs in your catalog.

4. Identify the Content

Create a 'Content Name' under 'Content Details' to uniquely identify the content.

Use the 'Language' drop-down to select the intended language of the A+ content. This section is required. Your A+ Content will only appear on the detail pages in the language you choose. For example, if you publish content in German, it will only appear on the detail page when the German language is selected. You can create multiple language variations - see more details under 'Create Language Variations' in this guide.

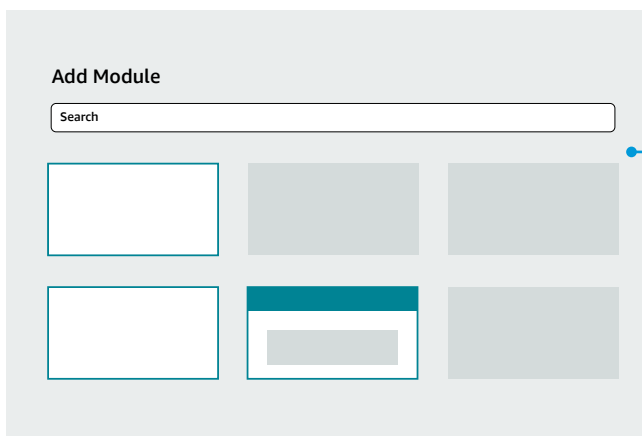
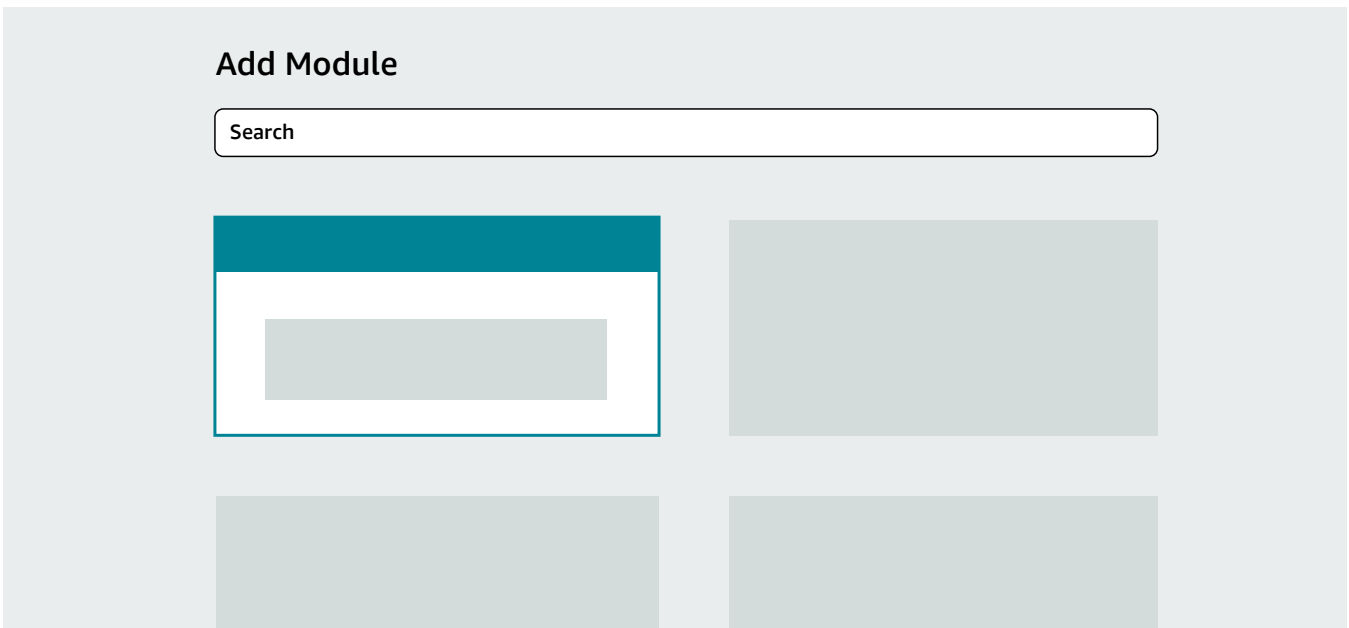
The image shows a screenshot of a content creation form. At the top, there is a horizontal line with four teal circular markers. Below this, there are two input fields: 'Content name' (empty) and 'Language' (set to 'DE German'). Below these fields is a button labeled 'Add Module'.

5. Add Modules

Select one or more modules to create the style of your choice. Modules can be added one at a time.

You can add text by typing into each available text field. You can also add images by drag and drop or choose an image from your creative Asset Library. The creative Asset Library includes images you previously uploaded in A+ Content or other programs, such as Sponsored

Brands, and allows you to categorize your images with tags and search, sort and filter the images based on size, last modified date and other criteria. For modules containing images, it is required to upload an image. Certain text fields are also required, such as image keywords, when uploading an image. To prevent your content from being rejected, please make sure you adhere to our A+ Content guidelines.



For ASINS that show up in A+ recommendations, A+ Content will badge up to five module recommendations that have been associated with increased conversion when used on similar ASINS in that country.

6. Apply to your ASINs

Associate one or more of your ASINs with the newly created content. To apply ASINs you have two options:

- From 'Add ASINs,' search for an ASIN within your catalog to apply to the content. ASIN results are returned based on ASIN Family. Check the boxes to select the ASINs/variations to apply ASINs to the content. Click 'Apply content' when your selection is complete. If you receive an error stating the ASIN

is not part of your brand, please reach out to Brand Registry for support.

- Use the bulk upload function if you want to apply this content to a large number of ASINs in your catalogue. You will be required to use Bulk upload if you want to add more than 1,000 ASINs. Upload a .csv or .xls spreadsheet containing the list of ASINs you wish to apply to this content (500,000 maximum) in the first column.

Content details

Add ASINs

Search for ASINs

Bulk Upload

Bulk Upload

Save As Draft

Next: Apply ASINS

Next: Review and Submit

Saving your draft is best practice to avoid losing content.

7. Submit your changes

Once you submit your changes, your A+ Content will go through an approval process and get published. You can always go back and edit your content in the A+ Content Manager tool.

NOTE: Review can take up to seven business days (longer during periods of high volume). You can review the status in the A+ Content home page. If the A+ status is 'Not Approved,' view the rejection reasons by clicking on 'Edit' for a specific piece of A+ Content and make needed changes. After the A+ Content has been approved, it can take up to 24 hours to be published on the detail pages of the applied ASINs. If you resubmit content after being rejected, it will also take up to seven business days for review.

TIP

Selling Partners and developers are able to create, access and manage A+ Content programmatically via API. Developers can now access the following documentation on the Selling Partner API GitHub report:

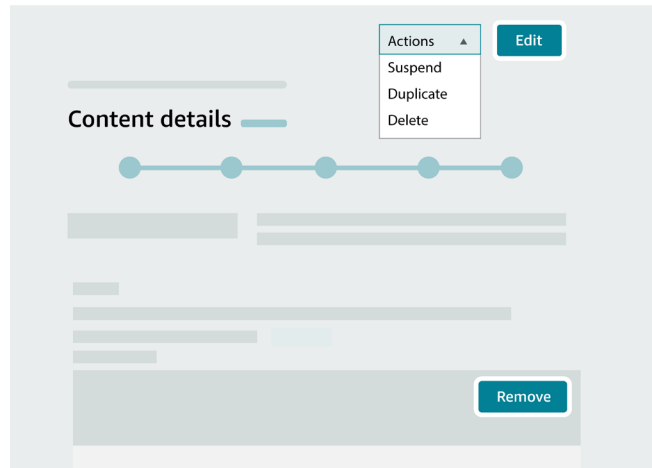
[SP API for A+ Content Management](#)

Manage A+ Content

Edit Content

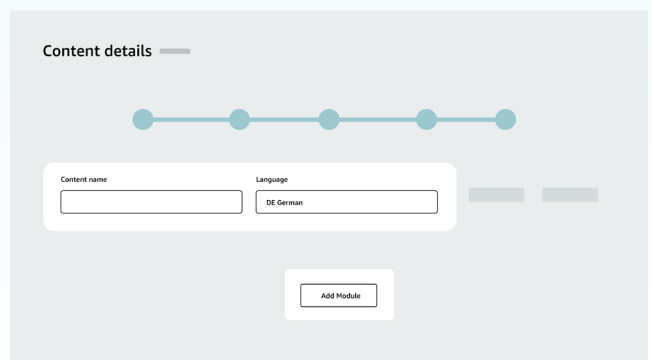
You can manage the ASINs associated with the content directly from the Content details page.

1. Click 'Edit' in top right corner.
2. Check the boxes to select the ASINs/variations to manage the association with content.
 - Click 'Remove' in the top right corner to remove the ASIN from the content.
 - You can duplicate existing content to create new content more easily by clicking 'Actions,' then 'Duplicate'. All content will be copied into the new version including module layout. Next you need to provide a new name for the duplicated content.
 - Click 'Suspend' to remove the A+ Content from appearing on the detail page.



Create Language Variations

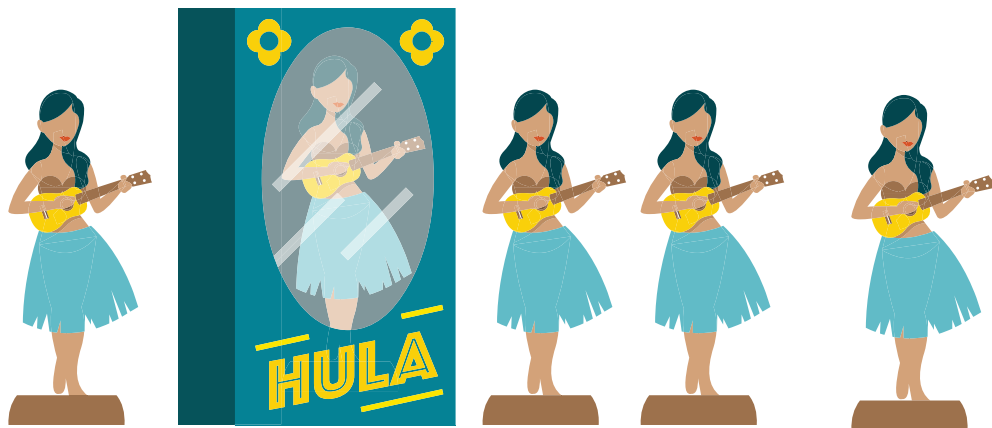
You can create a new language variation for other languages that customers use in a marketplace. For instance, because many customers in the United States choose to shop in Spanish rather than English, you can create a language variation for Spanish in the United States. This step copies your content and applied ASINs as drafts that you can use to add translated content. You will be able to individually review and submit these drafts later.



On the content details page, you can select one of the available contents to localize. Once done, go to the Related content tab and click the 'Create language variation' button. There will be a prompt to select one or more available languages. Select applicable language variations and click 'Create'. This step creates language variations of content within a marketplace.

PLEASE NOTE

This action does not automatically create a localized version of the original content. You need to go to the newly created version and add the translated text and/or specific images with translated text. Amazon may create language variations automatically for designated products. It is not currently possible to copy content from one country to another. You will have to recreate the A+ page from the designated account.



A+ Content Best Practices



Tell Your Brand Story

Use banner images to show your products in use. Feature various elements of your brand and add content to all of your ASINs in order to create a consistent brand experience. Utilize both Basic A+ Content and Brand Story modules on your ASINs to maximize your brand presence on the detail page.



Know Your Customers & Their Purchase Barriers

To help reduce returns and negative reviews, be sure to address your customers' most common concerns. Pull insights from customer reviews, returns, and customer communication to identify which topics you should cover.



Update/Refresh Content

Update your content regularly to avoid details becoming outdated.



Improve Discoverability

Use text fields across modules, limit the amount of text embedded in images, and use descriptive Image Keywords (alt-text) for each of your uploaded images.



Educate on Product Value

Help customers feel like experts on your product features and construction. Detailed explanations, with specific words and numbers, are associated with higher sales lift. Be helpful, friendly, and don't use a lot of general, "salesy" text.

What makes good A+ content?

Use Professional Quality Images

High resolution images that highlight product features or show your product in use are associated with higher sales lift. Customers use this content to learn more about the product, so avoid generic or lifestyle images that don't showcase the product. If you add brand text to your image, make sure it is large enough to be readable on mobile devices.

Image shows product in use and presents the brand's identity and values

Text embedded in image large enough to be readable on mobile devices

Detailed feature information contains specific data and is written using a helpful, informative voice



High Density Knit
There are more stitches per inch, which means a more comfortable, durable, great fitting sock with no added bulk. Darn Tough's signature knitting reinforces common wear zones for what will seem like trail magic all its own.

Cushion
Mid-level cushion density underfoot. A warm and ultra comfortable choice when conditions demand it. The cushion inside the sock is ready to rebound all day every day so you can hike longer and trek further.

True Seamless Toe
Using the latest generation of Italian knitting machines, Darn Tough is able to knit ultra-light yet extremely durable socks with and undetectable toe seam. The feature never outlasts because there's nothing to feel but bliss in your boot or trail runner.

Ribbed Support
Form fitting and designed to ensure a custom fit. Which means no slipping, no bunching, and no blisters. The smooth ribbed support for this Micro Crew height sock will keep you moving on which ever trail you choose.



One Family
For close to 40 years we've been knitting socks here in the Green Mountains of Vermont. We are three generations strong and know how to make socks. This commitment, this passion, it's in the blood.



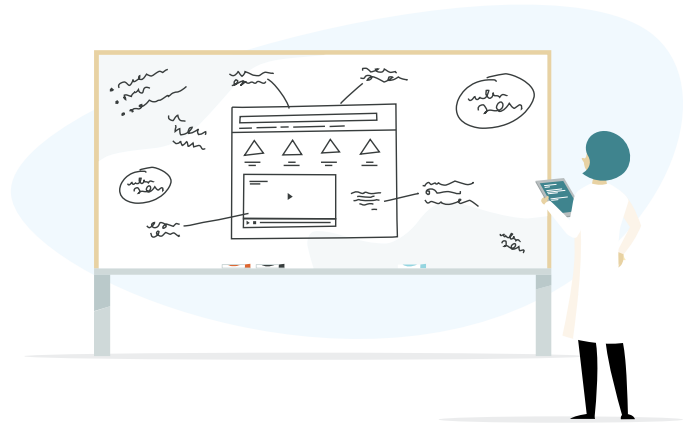
One Mill
Every step of the knitting process happens right here, by us, locally if you will, in Northfield, Vermont. All under-one-roof affords us the ultimate in quality and control. It yields a sock that is unparalleled in comfort, durability and fit. "Nobody ever outsourced anything for quality," is why we're still making our socks here in Northfield, Vermont, U.S.A.



One Mission
Darn Tough Vermont is a family-owned, American manufacturer of end-use-specific socks. We design, manufacture, sell and promote the most comfortable, durable and best fitting socks available in the market today. If you can wear out our socks we will replace them free of charge.

Use Your Space Effectively

Diversify modules and avoid white space by balancing text and images in A+ Content. Research available modules and create storyboards prior to adding content. Use the Comparison Table module to highlight features across your product line. This module is associated with higher sales lift and can help in purchase decisions.



High Resolution Image

Describing the brand's mission and unique production process using text fields



Good use of space to educate the customer



Why be ordinary?!

Smencils vs. Pencils

Smencils are scented pencils that are made from recycled newspapers. We roll sheets of newspaper tightly around the #2 graphite writing cores until pencils of typical thickness are formed. Then they're hardened – allowing them to be sharpened just like wood pencils. Next, we soak them with our gourmet liquid scents. Once they're dry, we attach the erasers and apply the graphics that identify which scent was infused into each Smencil!

Did you know?

- 172,000 Smencils can be made from 430 newspapers
- Recycling a single run of the Sunday New York Times save about 75,000 trees
- Each ton of recycled paper can save 17 trees, 380 gallons of oil, 3 cubic yards of landfill space, 4000 kw of energy, and 7000 gallons of water

Follow A+ Guidelines

Substantiate claims. Avoid buzz words. No guarantee/warranty info. For more guidelines, click [here](#).