SPOTLIGHT DAM ASSET UPLOAD PORTAL USER GUIDE

- QUICK INTRO OF SPOTLIGHT DAM - ASSET UPLOAD PORTAL



QUICK INTRO INTO SPOTLIGHT DAM (DIGITAL ASSET MANAGEMENT)

- DAM Frontends Overview
- Navigation Path
- Access Links
- Login Page
- Brand Overview Page
- Homepage
- Asset Detail Page
- Archive

SPOTLIGHT DAM FRONTENDS OVERVIEW



International SNACKING MADE RIGHT

NAVIGATION PATH

BRAND OVERVIEW PAGE



SPOTLIGHT DAM LOGIN PAGE

DIGITAL ASSET MANAGEMENT

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BRAND OVERVIEW PAGE

• Allows you **to search by brands** in order to narrow the search.

Get Help

• Quick Links:

More Brands

- <u>Spotlight DAM</u>
- <u>Digital Asset Archive</u>
- Spotlight DAM Info Page

Useful Links

Click here for details of the latest DAM enhancements

DIGITAL SHELF ASSETS



DIGITAL ASSET MANAGEMENT

:=



ZIP

12

Q Add * for additional search matches

SPOT

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16CA - 9 PL PT CH 2023-12	5g SRP - CZ MT IS Full F	Prailines SK HU Flat PL
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Search

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MIKADO MIKADO 75G WHITE 24CA. Full Flat DE 2023-12



2023-12

8.2 MB

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SPOTLIGHT DAM HOMEPAGE

Allows you to search, apply filters, navigate to an asset's detail page, well as **download** and **share** as MIKADO MIKADO 7 WHITE 24CA, Full Fla assets.

* 227



<2

5.2 MB

3BIT PAVLIDES 65G 3BIT COUNTLINE 8X20CA foil Full Flat GR 2023-12



3BIT PAVLIDES 65G 3BIT COUNTLINE 8X20CA foil Full Flat GR 2023-12



MIKADO MIKADO FAMILIAL LAIT 300 g France virgin board Full Flat FR 2023-12



1

MIKADO MIKADO FAMILIAL LAIT 300 g France virgin board Full Flat FR 2023-12



CADBURY TOFFEE TRTSZ WRAPPER 942041 Full Flat CA 2023-12



OREO CARTON / OREO ORIG 4PK SC CLB / 2KG / 066721025531 / Graphic Update / MIC Full Flat CA 2023-12





SPOTLIGHT DAM ASSET DETAIL PAGE

- Clicking on a particular asset on the homepage will take you to the details page of that asset
- The details page shows additional information about the asset, for example related assets and asset metadata.

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Jaca Not Available

DIGITAL ASSET ARCHIVE



SPO

DAM

DIGITAL ASSET ARCHIVE

- Allows you to search, apply filters, and • **navigate** to an archived asset's **detail page**. Once the asset is archived, it cannot be downloaded or shared but the asset can be requested by clicking on "Request Asset" on the asset's detail page.
- In case, you would like to archive an asset earlier click on "Request Archiving" on the asset's detail page.

IPEG



3 BOXES

CARTON / CADBURY CHOC

/061200010268/ Domicile-

SnackMind. Update / CAN /

Menas Mobile Hero Unit CA

VAR CP 16PK / 816G 14

2023-11

1.5 MB

PNG



CARTON / CADBURY CHOC VAR CP 16PK / 816G 14 /061200010268/ Domicile-SnackMind, Update / CAN / Menas Mobile Hero Open Case CA 2023-11 1.7 MB JPEG



ASSET UPLOAD Portal

TYPES OF ASSETS TO BE UPLOADED

Adobe Asset types	Description
Advertising - Digital & Social Display	Media assets created to be used in Digital or Social media campaigns
Advertising - Digital & Social Video	Video assets created to be used in Digital or Social media campaigns
Advertising - Email	Ecom Email templates
Advertising - Outdoor	Outdoor media assets created to be used on Billboards or Road side advertising
Advertising - Press	Press media assets created to be used in Printed Press
Advertising - Radio	Radio Broadcast Media assets created to be used on Radio
Advertising - TV & Cinema	TV & Cinema Broadcast Media assets created to be used on TV or Cinema
Catalogue	Collections of multiple images
Corporate Image	Corporate Imagery, e.g. images from factories, people, events
Guidelines	Brand & Advertising Guidelines (.pdf)
Lifestyle Image	Images which evoke a certain mood or feeling
Logos & Icons	Logos & icon imagery
Packaging Artwork	Packing repro artwork from SGS, Flexicon & Shawk
Packaging Image	Imagery of single & multiple wrapped products, shelf ready packaging or outers
POS & Trade Material	Imagery created for POS and Trade Material i.e. Posters, leaflets, flyers, wobblers, stickers, shelf material
Product Certificate Seals or Claims	Certificates related to our products, e.g. Kosher certificates
Product Image Unwrapped	Imagery of unwrapped products
Recipe Image	Images of our products used in recipes
Recipe Video	Videos of our products used in recipes
Videos (Non Advertising)	Any non-advertising videos
Web-Design Template	Brand Store Design Templates and PDP Design Templates



GENERAL GUIDELINES FOR THE UPLOAD

- Only final assets that have been approved by MDLZ can be uploaded into the DAM;
- Do not load customer specific assets or any other assets that may be considered confidential;
- Bundle assets which belong together into zip files;
- The general guidance on which content should be uploaded is if an asset can either be re-used or trigger new ideas. So instead of 150 variations of one file please just upload one representation with editable master files.



ASSETS FORMATS TO BE UPLOADED

Advertising - Print, - Press & - Outdoor; POS & Trade material

□Zip file (Adkit) containing:

all assets / linked files

a low resolution preview jpg or png in the root folder of the zip.

Note: From ,InDesign' undertake a ,package' collection and zip the files (please do not supply the fonts)

Advertising - TV Master&Adapt preview files – (do not require production files) H264 & MP4

Imagery (Packaging, Product, Lifestyle, Recipe, Corporate)

Require the high resolution image, the system automatically generated low resolutions
 If flat images – Preferred Format is high res jpg or tiff
 Layered files - Preferred Format is high res Photoshop .eps or tiff
 Don't send any of the above product/packaging related images in zip format.
 Others – system supports all file formats, so you can supply .png's etc.

Logos & Icons

Preferred format is Illustrator .eps (with fonts outlined) or high res .jpg, you can also supply high res .png



Guidance for ZIP Files:

All **ZIP** files need to have a low resolution preview/thumbnail image (jpg, png or **single** layer pdf) in the root folder of the zip.

ASSETS FORMATS TO BE UPLOADED CONTINUES

Digital Banners – Advertising Digital & Social Display

□Zip File containing

- JS/HTML source code
- Backup image
- A low resolution preview jpg or png in the root folder of the zip.

□Static Images

- JEG file format (under 100kb)

Layered Files

- PSD with builds in layers for banner animation
- AI/EPS for smart objects, vector images

Social

□Zip File containing

- Premiere/After Effect Files (.prproj, .aep), InDesign, Illustrator & Photoshop (.indd, .ai, .psd)
- All assets/linked files (any .jpegs, .png, .mp4, .mp3 etc)
- Final exports in .H264 for all applicable ratios (4:5, 1:1, 9:16, 16:9), (.mp4, web ready .jpg, .png, .gif)
- A low resolution preview jpg or png in the root folder of the zip.

Guidance for ZIP Files:

All **ZIP** files need to have a low resolution preview/thumbnail image (jpg, png or **single** layer pdf) in the root folder of the zip.



ASSET UPLOAD PROCESS



Step 1

Login to Spotlight DAM and click on "Asset Upload Portal" from Useful Links to get to main page. Click on "New Request"

Step 2

Select the assets using "Drag n Drop" or Browse Asset feature and click on "Upload to Temporary Storage"

Step 3

Add Metadata for each asset depending on the asset type and validate the metadata

Step 4

"Upload to DAM" once metadata validation is successful



STEP 1 - INITIATE A REQUEST

Log into Spotlight DAM, click on Useful Links and select "Asset Upload Portal" from the list of options.



Please note – you need to have specific permissions be able to upload to Spolight DAM and see this link.



STEP 1 - INITIATE A REQUEST

You land on the Asset Upload Portal Main Page.

Here you can view your previous asset upload requests along with their respective status. Latest requests are on the top

Also, you can trigger a new asset upload request by clicking the "New Request" button.



=> Initiate a "New Request" on the Asset Portal Main Page.



STEP 2 - UPLOAD ASSETS TO TEMPORARY STORAGE

When a new request is initiated, after inserting a request name you need to select your assets:

On the next panel select your assets using 'Drag and Drop' or 'Browse for Assets' and then click on "Upload to Temporary Storage" button to prepare your assets for upload.

Request Name/Description Prag and Drop Asset/s Drag and Drop Asset/s Upload to Tempora	est Form Browse for Asset/s Choose Files No file chosen	Allowed File PNG,GIF,TIFF,J D,EPS,PSB,AI, PDF,HTML,TXT PPT,PPTX,IND ,WAV,WMA,FL G,MOV,WMV, R,RAR,TAR,ZIF	e Formats: IPEG,BMP,PS DOC,DOCX, T,XLS,XLSX,, D,MP3,MPG LV,MP4,MPE SWF,TGZ,JA P,CSS,XML
Naming convention: For the images that will be published. T standards. Link: <u>GS1 Product Image Specification S</u>	The file name must comply with	GS1	



STEP 2 - UPLOAD ASSETS TO TEMPORARY STORAGE

Clicking on "Upload to Temporary Storage" button takes you back to your Request Form where you can check the status of these uploads:



In case of any issues with one or more of the selected files you can retry or remove the files again from this list using the buttons to the right.

If the Uploads to Temporary Storage were successful, click on 'Add Metadata'.



STEP 3 - ADD AND VALIDATE METADATA

There are 4 tabs, please enter the metadata information for all selected assets in the fields in each tab.





STEP 3 - ADD AND VALIDATE METADATA

GTIN	Auto-no	nulation: You ca	an enter the GTIN	and on tab out	all product		172	
relate Howe manu	ed fields ver, you ally.	will be auto popular can still overr	ride the values by	entering/selecting	g the data ge Rights Advertising	You can use the " metadata values current asset. It w fields across the ta	Copy" functionality to copy from the previous asset t vill automatically populate bs.	ent oyc all t
	#	File Name	Product Name	Promo	Barcode / EAN	I / GTIN / UPC	Product Number /	
	1	Barny.PNG	Product Name	Select	GTIN		SKU Code	
							0	
F	For a Pacl he Produ	kaging Image, ple ict Number/SKU	ease make sure to pro Code and the Packsh	vide the Barcode, ot Orientation vie	/EAN/GTIN, w for the			_
ā	asset to b etailers.	e found by users	and to flow to PIM a	nd be used for syr	ndication to			
ŀ							Þ	
			Save	e Metadata 🛛 Validat	e Metadata Upload to	DAM		
					Spotlight [DAM		

Once you have entered all metadata information, click on "Validate Metadata". This will trigger additional validation rules with respect to different asset types and display any potential error messages.

Correct the metadata until the validation is successful and you can click "Upload to DAM".



STEP 4 - UPLOAD ASSETS AND METADATA TO DAM

Clicking the "**Upload to DAM**" button leads you back to your request where you can view the current status of your asset uploads to DAM.

This page will get auto refresh after every 10 secs:

-				
		Request For	rm	
#	File Name	Size	Status	
1	Asset-3.jpg	36061	Upload Successful, CGT Review Triggered.	
2	Asset-4.jpg	201806	Upload Successful, CGT Review Triggered.	

If the status of any asset in the request changes to "Asset Upload Failed", you can click on the hyperlink to view the reason for the failure.



VIEW OR RE-PROCESS YOUR REQUESTS ON THE PORTAL MAIN PAGE

On click of "Finish" button on the request you will be navigated to Asset Upload Portal Landing page where you can see .

Clicking on request name to see the details.

5	upload	2020-04-27 09:42	Request completed for now, all assets uploaded to DAM, CGT review triggered		
6	SPOT-1454 Upload	2020-04-24 09:50	 Request fully completed, all assets approved by CGT and available in Spotlight DAM 		
7	SPOT-1454 Test	2020-0 <mark>4-24 09:47</mark>	Request in progress, upload to temporary storage pending		
8	Upload Test	2020-04-24 07:09	 Request fully completed, all assets approved by CGT and available in Spotlight DAM 		
9	Duplicate 4	2020-04-24 07:00	 Request pending, some or all assets rejected by CGT 		
10	Duplicate 3	2020-04-24 06:56	 Request fully completed, all assets approved by CGT and available in Spotlight DAM 		
owing	1 to 10 of 51 entries		Previous 1 2 3 4 5 6 Next		

If some of your assets got rejected by the CGT, you can replace the file or change the metadata and re-upload the assets of your request again.



UPDATE AND RE-UPLOAD REJECTED ASSETS

On click of request name on main page for the request, you will be navigated to status form where you can see status of assets

Request Form						
Uplo	d request					
#	File Name	Size	Status			
1	00000004415909_na_front_left_1.png	336842	Upload to DAM successful, but the asset has been rejected post CGT Review			
2	00000004415909_na_front_right_1.jpg	1465328	Upload to DAM Successful, CGT Review Triggered.			
з	00012546001359_na_nutrition_label.jpg	1003623	Upload to DAM Successful, CGT Review Triggered.			
		Update Rejecte	d Assets Finish			

On click of "Update Rejected Assets", you will be navigated to temporary storage upload form which will only process the rejected assets: re-upload them or continue with 'Add Metadata'.

Request Form \times Uplod request # File Name Size Status 1 00000004415909 na front left 1.png 336842 The asset has been rejected post CGT review. If you 0 need to replace the file itself, please re-upload it using the "Retry" option. Otherwise proceed with "Add metadata" 2 1465328 Upload to DAM Successful, CGT Review Triggered. 00000004415909_na_front_right_1.jpg **To Re-Upload** 3 00012546001359_na_nutrition_label.jpg 1003623 Upload to DAM Successful, CGT Review Triggered. the asset use this **Retry** button. Your asset needs to Add Metadata have the same filename.

UPDATE AND RE-UPLOAD REJECTED ASSETS

Onclick of "Add Metadata", you will be navigated to the metadata form. Here you can update the metadata for rejected assets.

			Metadata For	m		×
Uplo	l request					
Ger	neral Product/Supplier I	nformation Asset typ	e specific Usage Right	5		
			Validation Succe	essful		
#	File Name	Asset Type 🚯	Asset Title	Asset Description ()	Asset Created Date 0	Extern
1	00000004415909_na_f	Adv-Outdoor 🔻	title	description	mm/dd/yyyy	mm/
2	00000004415909_na_f	Adv-Outdoor 🔻	title	description	mm/dd/yyyy	mm/
3	00012546001359_na_n	Adv-Outdoor 🔻	title	description	mm/dd/yyyy	mm/
<	The gray roug are inactive a	nd just for your informat	ion. Those accets will not I	he se upleaded this time		Þ
Note:	The grey rows are inactive a	ng just for your informat	tion. Those assets will not i	be re-uploaded this time.		
		Save Me	tadata Validate Metad	ata Upload to DAM		
				rejected by CG1		

Once you have updated all metadata information for the rejected asset, click on "Validate Metadata". This will trigger additional validation rules and display any potential error messages. Correct the metadata until the validation is successful and you can click "Upload to DAM".

Please note – only the rejected assets will be processed.



UPDATE AND RE-UPLOAD REJECTED ASSETS

Clicking the "**Upload to DAM**" button leads you back to your request where you can view the current status of your asset uploads to DAM.

This page will get auto refresh after every 10 secs:

Request Form

Uplod request

#	File Name	Size	Status
1	00000004415909_na_front_left_1.png	336842	Upload to DAM Successful, CGT Review Triggered.
2	00000004415909_na_front_right_1.jpg	1465328	Upload to DAM Successful, CGT Review Triggered.
3	00012546001359_na_nutrition_label.jpg	1003623	Upload to DAM Successful, CGT Review Triggered.

Finish

If the status of any asset in the request changes to "Asset Upload Failed", you can click on the hyperlink to view the reason for the failure.



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Q	Α
What do I need to get started and where to get it from:	 Access to Spotlight DAM to check your assets once they are approved and published (please register on Login- or Info Page).
Should assets be uploaded as zips or as single assets?	Combine assets which belong together into zips (+thumbnail in root). Only videos upload as single assets to let them play in the frontend.
Can multiple users log in and upload at the same time?	Yes, multiple users from a single agency can upload their assets simultaneously.
Do you have a file size limit?	Based on Adobe recommendation, assets up to 2 GB can be uploaded into DAM Author but as such there is no limit on file size. Users should avoid uploading large assets >5GB simultaneously.
Can other users see my asset upload requests from other users?	No, a user can only view requests initiated by his userid only.



Useful Contact: <u>ContentManagementOperations@mdlz.com</u>

