



Digital Content Playbook

What – Where – How

Key

Apply to ...



Web



App



Email



UK



DE

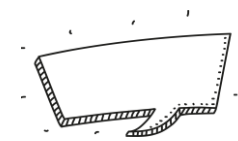


IT

... on the following pages:

- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)

... with the following notes:



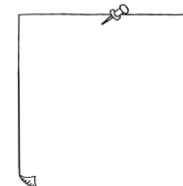
Purpose



Image/copy/video specs



Special comments
(guidelines)



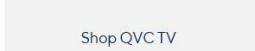
Further notes (e.g.
committed scope or forced
limitation)

Page Types

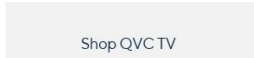
(Web & App)

Homepage

Homepage in Web & App



Footer



Footer

Approx. **10 modules per day** in all 3 markets – some modules remain for longer than a day

Combination of bespoke lifestyle, graphic panels and dynamic modules plus USP-driven, promotional copy

DE & UK use the same modules for App (no ITY App yet)

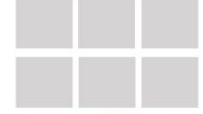
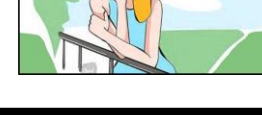
UK builds 3 homepages: app, desktop & iPad

Italy uses a different CMS with slightly different module sizes, generated from the image size



Product Carousel

Shop QVC TV



Meta/Department Page

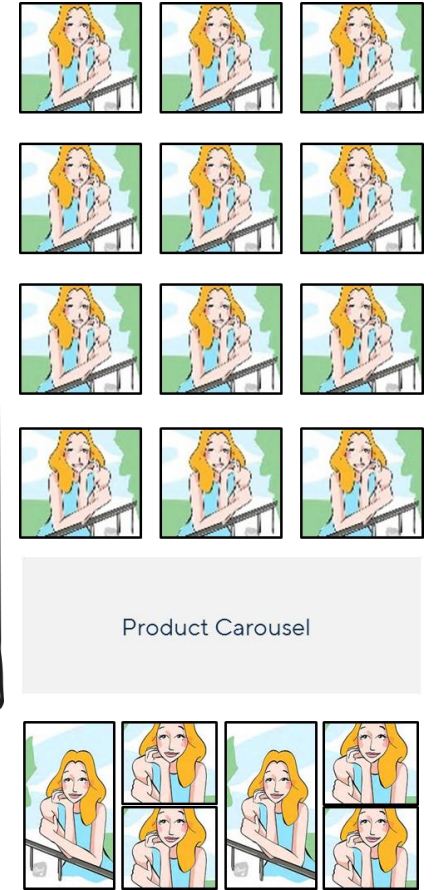
AEM PLP w/o Product Listing in Web & App



SEO

Footer

Footer



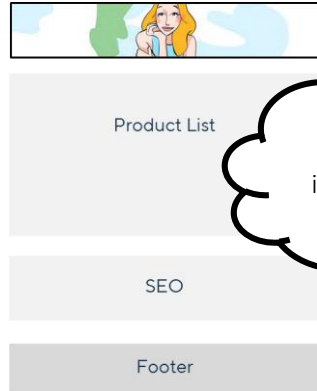
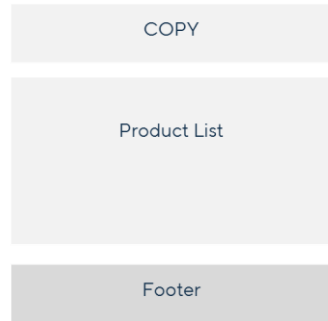
Shop by department module on top plus 2 (ITY), 3 (DE) additional modules. (UK) module is at the bottom (currently testing top) plus 3 to 5 modules per department pages + brand carousel + shop by category module

DE & UK use the same modules for App, (no ITY App yet)

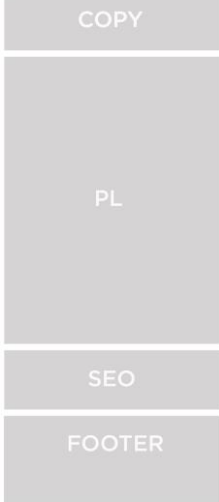
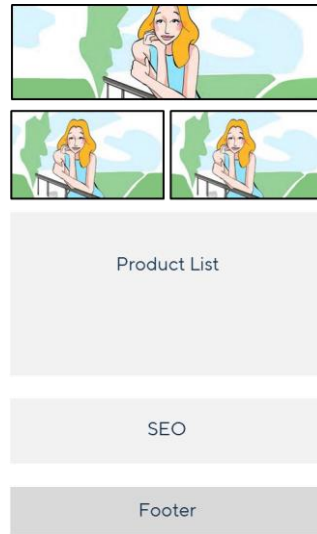
Italy works in a different CMS with slightly different image formats but can use imagery from DE and UK

Brand Shop

AEM PLP (Product Listing Page) for Brands in Web & App




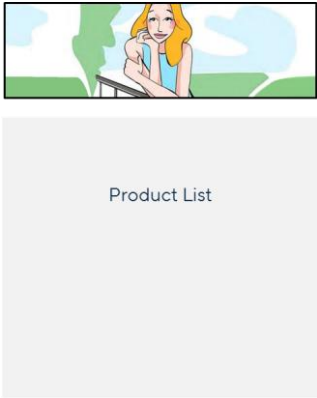
DE Standard:
lifestyle image &
introduction copy
plus SEO module



Set up once (updates depending on business needs) number of content modules depending on priority and SEO

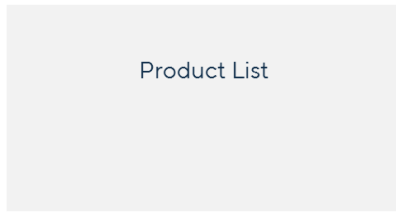
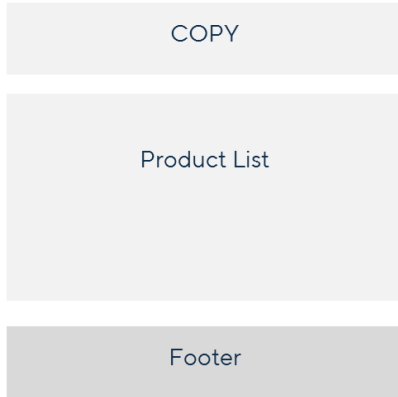
UK & DE use the same modules (w/o SEO) for App (no ITY App yet)

 Italy works in a different CMS with slightly different image formats but can use imagery from DE and UK



Category Page

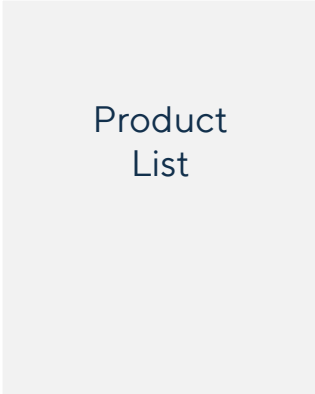
AEM PLP (Product Listing Page) for Categories in Web & App



DE Standard: simple graphic & introduction copy plus SEO module

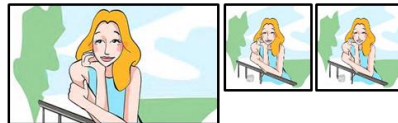
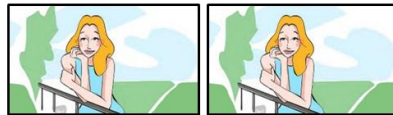
Simpler design w/o lifestyle imagery

UK & DE use only product list (w/o content modules) in App (no ITY App yet)




Content Page

AEM Content Page (Page w/o Product Listing) for Desktop & App



Created every time there is no existing category page for a specific campaign - with various number of modules & updates, no specific template

DE use the same modules (w/o SEO) for App. UK occasionally creates an app version

(no ITY App yet) 

Italy works in a different CMS with slightly different image formats but can use imagery from DE and UK



PDP (Product Detail Page)

Desktop & APP



Opt. AEM Module

(not DE for mobile reasons)

Video starts on default

(Photos concealed)

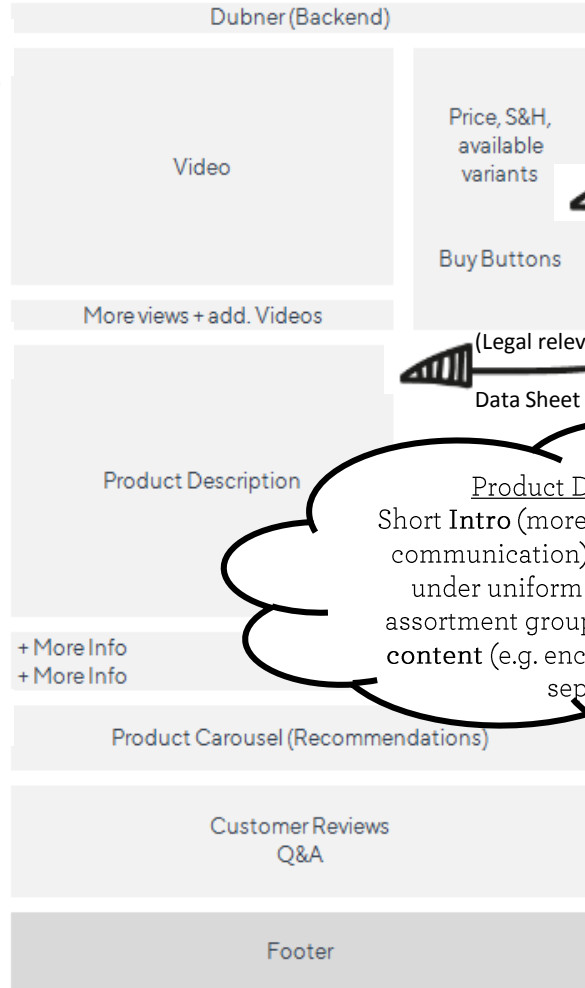
Opt. AEM Module

Opt. AEM Module

Opt. AEM Module



Dubner (Backend)



Price, S&H,
available
variants

Monetate Campaign

(DE)

Buy Buttons

(Legal relevant) PDF like

Data Sheet on top

Moreviews + add. Videos

Product Description

+ More Info
+ More Info

Product Carousel (Recommendations)

Customer Reviews
Q&A

Footer



Authorable elements:

- Optional modules via AEM
- Special promo via Monetate
- Product photo via iPIM
- Product description & More Info via iPIM



Different CMS, product images could be used



Dubner (Backend)

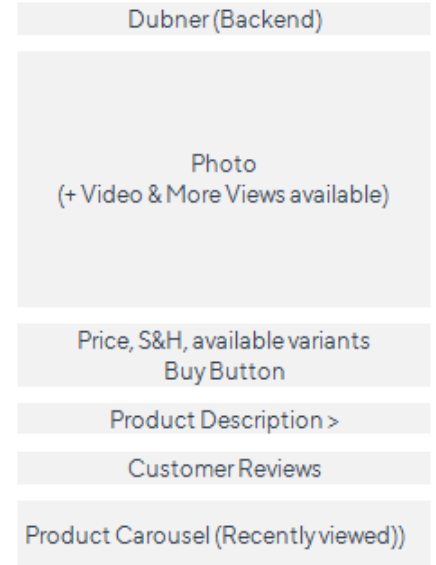


Photo
(+ Video & More Views available)

Price, S&H, available variants
Buy Button

Product Description >

Customer Reviews

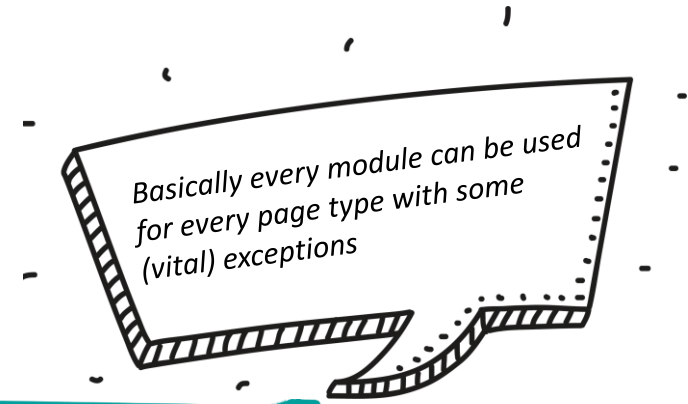
Product Carousel (Recently viewed))

Product Description Style Guide:

Short **Intro** (more detailed in case of special USP communication) + **listing** of all facts, clustered under uniform subheadings (depending on assortment group) + **cross-product, consulting content** (e.g. encyclopedia or brand portrait) as separate accordions

Product Description Style Guide:

Main body copy pulls out the main USP of the product and lifestyles the product for the customer + **Extended information** lists extra features, colour options, contents, how to use information and measurements/dimensions as needed + **Added tabs** about the brand information & technical specifications if needed + **Attached PDFs** detailing ingredients/nutritional info etc. as needed



Modules

(Web & App)



Text (main) elements

- ✓ HP (Web)
- ✓ PDP (Web)
- ✓ PLP & others (Web)
- ✓ HP (App)
- PLP & others (App)

SEO: search engine optimized copy, especially for headlines on category pages



Headline: 22 characters

Subline: 55 characters including space characters



CTA: 18 Characters

Headline: Attention-grabbing, activating address, e.g. with the help of questions and idioms
Subline: Concrete & descriptive to resolve the headline, preferably based on clear USPs such as "20 new items" or "save 20 % or more"
Overall: Communicate to the customer why the topic is relevant & interesting

Text for desktop and app is basically the same. Since the elements are sometimes displayed differently or not at all in the app, this must be taken into account when writing



CTA: Real call-to-action, i.e. animating to click. Important: Wording in line with expectations, so as not to mislead the user



Text (main) elements

Best Practice

- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)



Hey, Schnäppchenjäger!
Die Gelegenheit ist günstig: Highlights zum Sparpreis



BARICUS Garten-Set Amboss Ratschenschere & Bypass Ratschenschere
~~€ 31,98~~
€ 24,98



LAZY LEAF selbstgießender Blumentopf Tankgröße 6,3l Ø ca. 32cm
~~€ 49,99~~
€ 39,99



JAMES READ Sleep Mask Face mit Retinol Duo 2x 50ml
~~€ 36,95~~
€ 29,99 /100 ml



LocknLock Frischhaltedosen stapelbar 360ml-4,5l 10 Dosen
~~€ 25,98~~
€ 19,98



DYSON Akku-Staubsauger V10 Absolute Laufzeit max. 60min inkl. XL-Zubehör-Set
~~€ 599,99~~
€ 449,99



LITTLE F Maxis Mikrofaser Jacquard Bas
~~€ 36,-~~
€ 31,-



BARICUS Garten-Set Amboss Ratschenschere & Bypass Ratschenschere
~~€ 31,98~~
€ 24,98



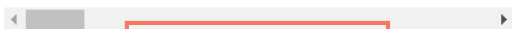
JAMES READ Sleep Mask Face mit Retinol Duo 2x 50ml
~~€ 36,95~~
€ 29,99 /100 ml



LAZY selbstgißender Blumentopf Tankgröße ca. 6,3l
~~€ 49,-~~
€ 39,-

Noch mehr sparen

Hey, Schnäppchenjäger!
Die Gelegenheit ist günstig: Highlights zum Sparpreis



Noch mehr sparen



TAGESANGEBOT

„Frisch & trendbewusst: Meine Jeggings ist dein urbanes Style-Piece.“ Designer Dawid Tomaszewski

Auch in Kurzgrößen, exklusiv bei QVC

Finde deine Farbe



Today's Special Value

AEM TSV Module on Web

Optional element! Should stay in 2 lines even in responsive view

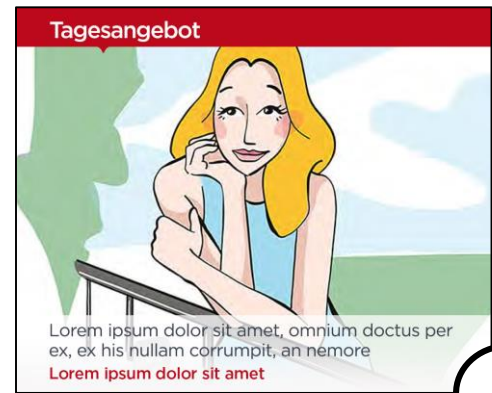



Promotional header: 35-40 characters



Max. character count:
86 (promotional copy) to 105 (guest quote)
44 (red hook/special copy)
18 (button)

Landscape image
Desktop size:
Max. 2340 x 974



DE & UK uses Flex Module for TSV in App 

- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)

Same layout & similar specs for image & copy. 1 image used to fit device sizes (UK) Flex module used for TSV app module and TSV pre-launch, app and site

Today's Special Value

AEM TSV Module on Web

Best Practice 



- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)



Lass den Frühling rein mit ELAMBIA Glaskerzen im neuen Pfingstrosen-Design
3 für unter 25 Euro, 6 Farben zur Auswahl [Mehr erfahren](#)



TAGESANGEBOT

Lass den Frühling rein mit ELAMBIA Glaskerzen im neuen Pfingstrosen-Design
3 für unter 25 Euro, 6 Farben zur Auswahl

[Mehr erfahren](#)

Liebblingsprodukt finden

TAGES ANGEBOT	NEUHEITEN	TV RÜCKBLICK
MORGEN IM TV	AKTUELLES TV-PRODUKT	Q SALE



TAGESANGEBOT

Lass den Frühling rein mit ELAMBIA Glaskerzen im neuen Pfingstrosen-Design
3 für unter 25 Euro, 6 Farben zur Auswahl

[Mehr erfahren >](#)

[Startseite](#) [Produkte](#) [Live-TV](#) [Warenkorb](#) [Mehr](#)

Today's Special Value

AEM TSV Module on Web

Best Practice 



- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)



Perfekter Sitz, sportlicher Look – die THOM Jeggings „Tanja“ läutet den Frühling ein
Auch in Kurzgrößen, 4 Farben zur Wahl [Mehr erfahren](#)

THOM
BY THOMAS RATH



Perfekter Sitz, sportlicher Look – die THOM Jeggings „Tanja“ läutet den Frühling ein
Auch in Kurzgrößen, 4 Farben zur Wahl

[Mehr erfahren](#)

Liebblingsprodukt finden




Perfekter Sitz, sportlicher Look – die THOM Jeggings „Tanja“ läutet den Frühling ein
Auch in Kurzgrößen, 4 Farben zur Wahl

[Mehr erfahren >](#)

Today's Special Value

AEM TSV Module on Web


Best Practice 



Today's Special Value
The best *find* of the day.

Snap up some style with the Hoxton tote from Radley, created especially for QVC
Available in faux crocodile and smooth finishes [SHOP NOW](#)

RADLEY
LONDON



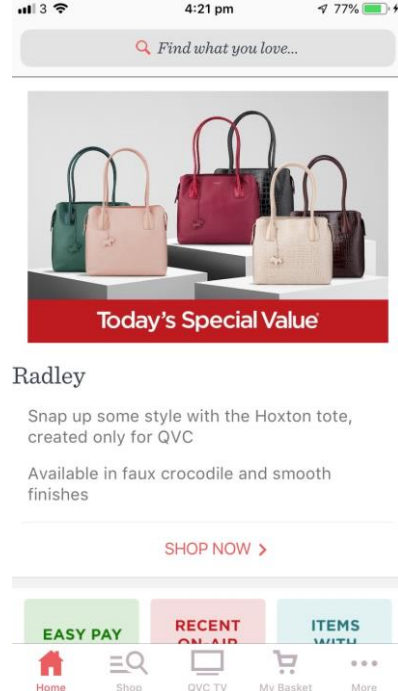
Today's Special Value

The best *find* of the day.

Snap up some style with the Hoxton tote from Radley, created especially for QVC
Available in faux crocodile and smooth finishes

[SHOP NOW](#)

- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)



4:21 pm 77%

Find what you love...

Today's Special Value

Radley

Snap up some style with the Hoxton tote, created only for QVC

Available in faux crocodile and smooth finishes

[SHOP NOW >](#)

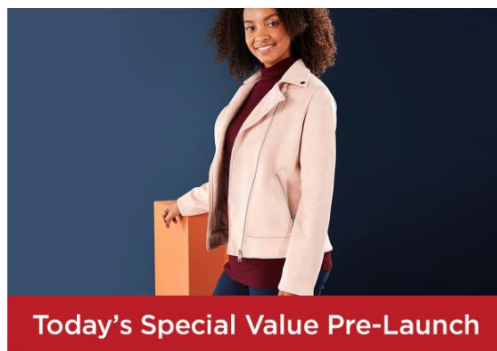
EASY PAY **RECENT ON AIR** **ITEMS WITH**

Home Shop QVC TV My Basket More

Today's Special Value

AEM Pre-Launch TSV Module

Best Practice 



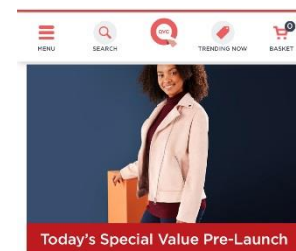
Centigrade

Layer up in style with this chic biker jacket
Available in five fabulous colours

SHOP NOW

Today's Special Value Pre-Launch

Save over £135 now*

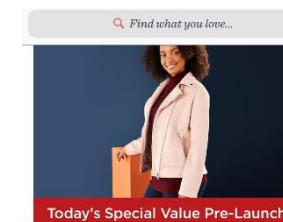


Centigrade

Layer up in style with this chic biker jacket
Available in five fabulous colours

SHOP NOW

Save over £135 now*



Centigrade

Layer up in style with this chic biker jacket
Available in five fabulous colours

SHOP NOW >

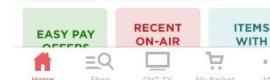


Save over £135 now*

Enhance your evening skincare routine with this four-piece hydrating Elemis Pro-Collagen set

*Saving based against the QVC Price

GET IT BY MIDNIGHT >



- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)



Large Static Image

Landscape image Desktop size :
DE: 2340 x 700 up to 2600 x 700
full bleed use
UK: Full width: 2600x1100
Narrow: 2600x550

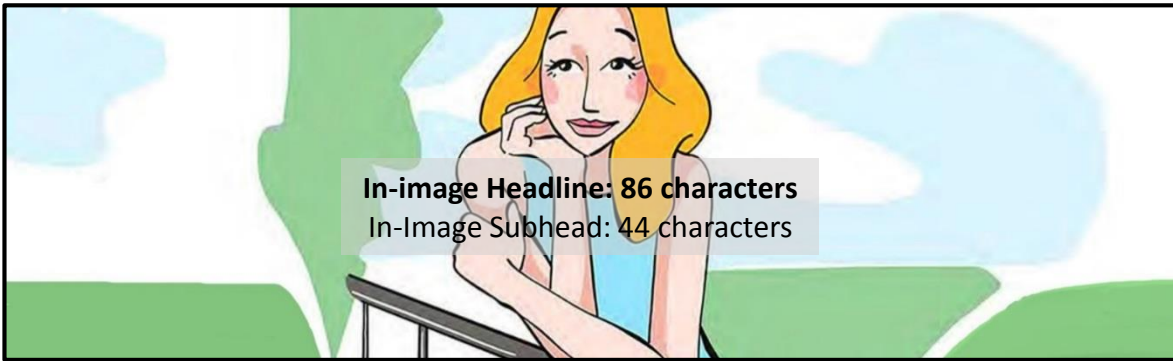
 Italy works in a different CMS with slightly different image formats but can use imagery from DE and UK

- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)



Headline: 22 characters

Subline: 55 characters including space characters



In-image Headline: 86 characters
In-Image Subhead: 44 characters

CTA: 18 Characters

"Slim" Desktop image size:
2340 x 400



Attention!
The image for mobile may be cut off

Mobile Image Size:
1598 x 500
Safe zone: 540 x 500



Large Static Image

Best Practice 

- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)



Frühlingshaft zart

Schmucktrends in zauberhaften Puder- & Pastelltönen



Ringe, Ketten & mehr

Einfach gesund leben

Hilfreiche Produktideen rund um bewusste Ernährung



Zum Sortiment



Large Static Image

Best Practice 

- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)



Style for the season

Update your autumn look with catwalk-ready styles



SHOP THE EDIT



Style for the season

Update your autumn look with catwalk-ready styles



SHOP THE EDIT



Style for the season

Update your autumn look with catwalk-ready styles



SHOP THE EDIT



SHOP ALL DEALS >

Style for the season

Update your autumn look with catwalk-ready styles



SHOP THE EDIT >

Let yourself shine

Explore dazzling new designs and launches this Diamonique Day



DISCOVER MORE

Let yourself shine

Explore dazzling new designs and launches this Diamonique Day



DISCOVER MORE

Watch and shop

Plan ahead with our handy TV Guide - plus catch up on shows you've missed





Flex

Italy works in a different CMS with slightly different image formats but can use imagery from DE and UK

- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)



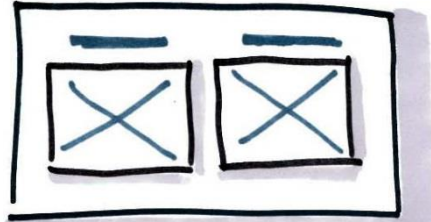
Headline: 22 characters



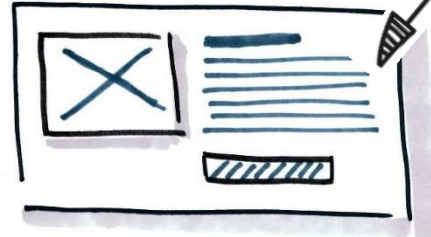
CTA: 18 Characters

Rectangular image
Desktop size:
1218 x 738 (same for all flex module images)

50/50 Image



50/50 Text/Image



Body Copy:
Flexible - should be similar to story module (max. 160 characters) on HP & Metas

Further combinations:

- 50/50 Text
- 25/75 Image/Text (Image at 75% is strongly discouraged)
- 100 Text



Boxes are stacked in App as well as responsive view

Flex

Best Practice 

- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)



Gemeinsam gegen COVID-19

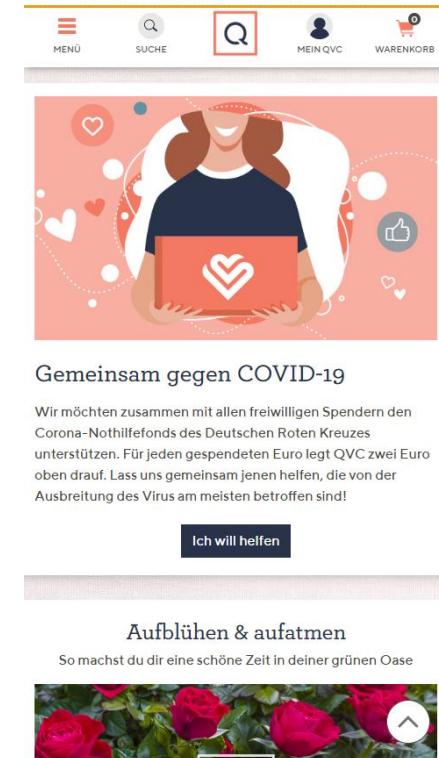
Wir möchten zusammen mit allen freiwilligen Spendern den Corona-Nothilfefonds des Deutschen Roten Kreuzes unterstützen. Für jeden gespendeten Euro legt QVC zwei Euro oben drauf. Lass uns gemeinsam jenen helfen, die von der Ausbreitung des Virus am meisten betroffen sind!

[Ich will helfen](#)

Gesunde Küche



Koch- & Backbücher



Gemeinsam gegen COVID-19

Wir möchten zusammen mit allen freiwilligen Spendern den Corona-Nothilfefonds des Deutschen Roten Kreuzes unterstützen. Für jeden gespendeten Euro legt QVC zwei Euro oben drauf. Lass uns gemeinsam jenen helfen, die von der Ausbreitung des Virus am meisten betroffen sind!

[Ich will helfen](#)

Aufblühen & aufatmen

So machst du dir eine schöne Zeit in deiner grünen Oase



Flex

Best Practice 

- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)



A stylish love affair

Delve deep into a Dark Romance with our edit of stunning fashion, accessories and jewellery in romantic florals, decadent textures and rich tones that'll revamp your wardrobe in an instant. Click on the images below to shop the looks.



A stylish love affair

Delve deep into a Dark Romance with our edit of stunning fashion, accessories and jewellery in romantic florals, decadent textures and rich tones that'll revamp your wardrobe in an instant. Click on the images below to shop the looks.



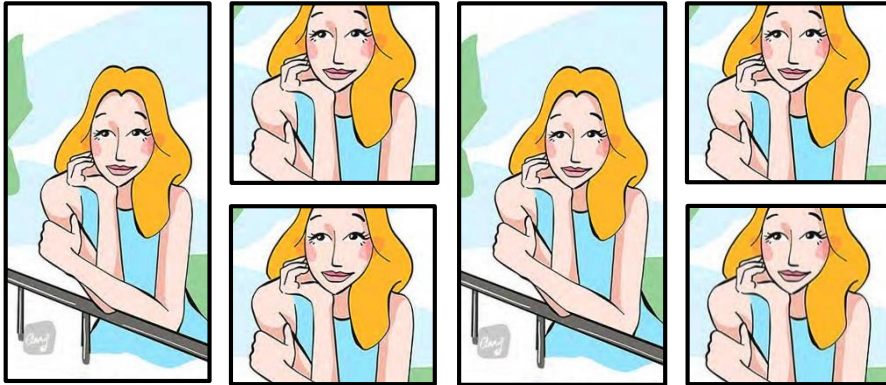


Lifestyle Carousel



Headline: 22 characters

Subline: 55 characters including space characters



CTA: 18 Characters

Lifestyle images Desktop sizes:
Rectangle: 562 x 1050
Square: 524 x 456

Columns: from 4 to 12
Clicks: one CTA or each box unique



Italy works in a different CMS with slightly different image formats but can use imagery from DE and UK

UK: copy is embedded to each panel

- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)



Less columns w/o sliding in App & responsive view

Lifestyle Carousel

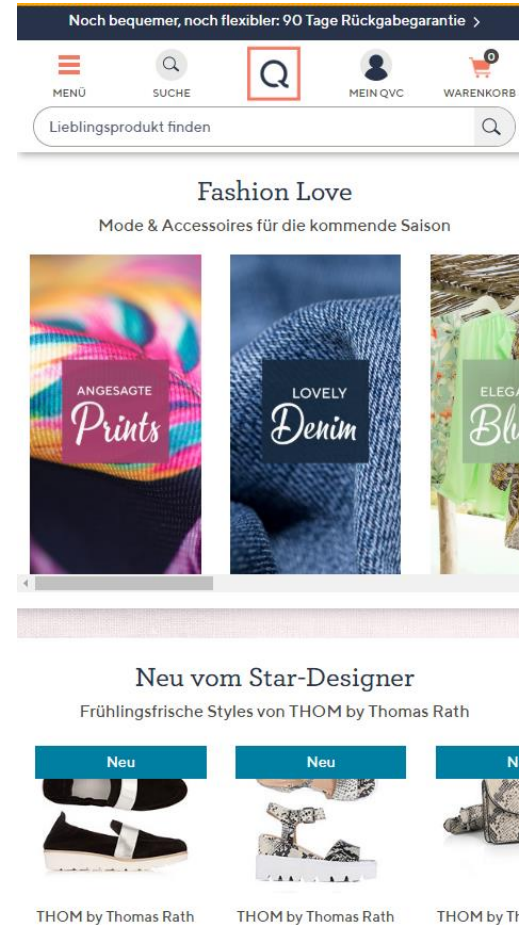
Best Practice 

- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)



Fashion Love

Mode & Accessoires für die kommende Saison



THOM by Thomas Rath

THOM by Thomas Rath

THOM by Tho

Lifestyle Carousel

Best Practice 

- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)



Aktuelle Trends

Das ist angesagt bei Mode, Schmuck & Accessoires



Lifestyle Carousel

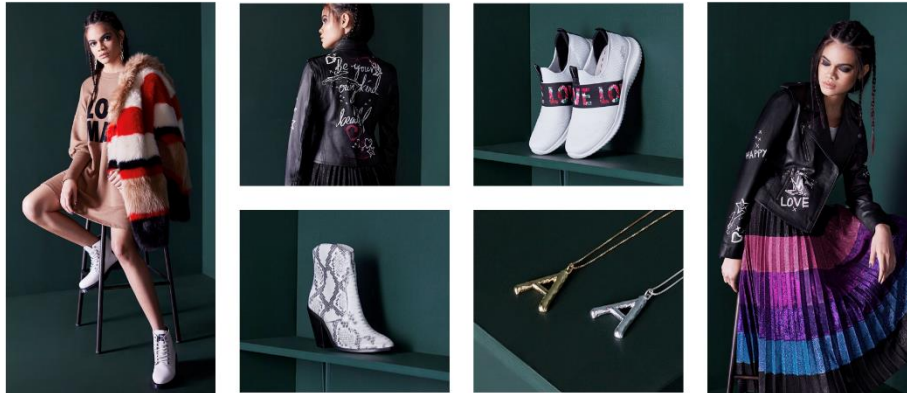
Best Practice 

- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)



My Little Eye

We spy something beginning with L... Logo Mojo



Go mad for motifs and personalise your style with our curated collection of gorgeous fashion showcasing bold logos, fun embellishment, and daring colours.



My Little Eye

We spy something beginning with L... Logo Mojo



Go mad for motifs and personalise your style with our curated collection of gorgeous fashion showcasing bold logos, fun embellishment, and daring colours.



Featured Brands Carousel

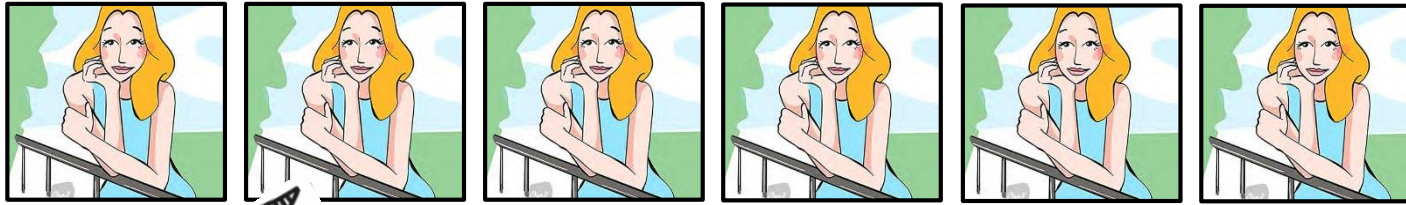


Headline: 22 characters

Subline: 55 characters including space characters

Intended for Meta pages, but can be used sparingly on other pages

- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)

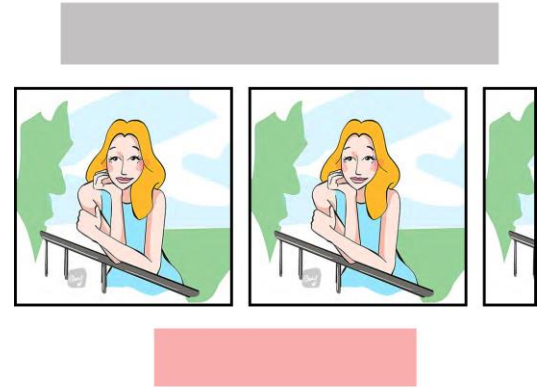


CTA: 18 Characters

Square image
Desktop size:
426 x 382 (each)

Brands: from 6 to 20 brands (one brand module per page max.)

 Italy works in a different CMS with slightly different image formats but can use imagery from DE and UK



Less columns w/o sliding in App as well as responsive view

Featured Brands Carousel

Best Practice 

- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)



Alle Kategorien

Entdecken Sie die Top-Marken aus allen Bereichen



Alle Kategorien

Entdecken Sie die Top-Marken aus allen Bereichen



Featured Brands Carousel

Best Practice 

- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)



Just discovering QVC?

Not to brag, but we've got the best brands - okay we're bragging!

dyson ELEMIS tarte  LIZ EARLE
NATURALLY ACTIVE  it COSMETICS Apple >

Just discovering QVC?

Not to brag, but we've got the best brands - okay we're bragging!

dyson ELEMIS tar

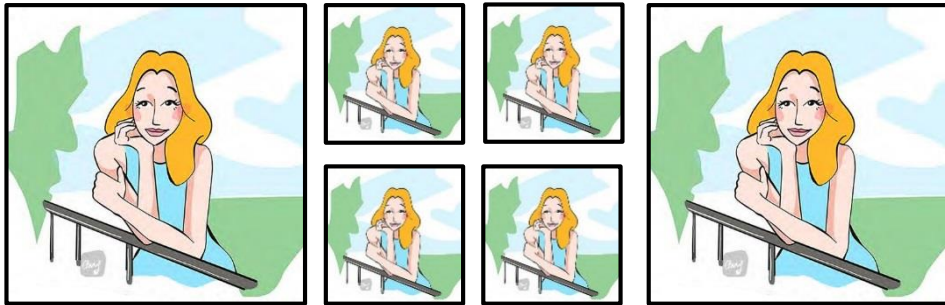


Image Grid



Headline: 22 characters

Subline: 55 characters including space characters



CTA: 18 Characters

Square image
Desktop size:
760 x 760 (each)

Products: from 6 to 20 (10 minimum to accommodate for sell outs)



Italy works in a different CMS with slightly different image formats but can use imagery from DE and UK

In DE the Image Grid is not really used.

- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)



Attention!
The image for mobile version may be cut off or overlaid with text

Images are stacked in App as well as responsive view with same size for all images)



Container Strip



Headline: 22 characters

Subline: 55 characters including space characters



Copy: 22



Copy: 22



Copy: 22



Copy: 22

Square image
Desktop size:
760 x 760 (each)



Attention!
The image for mobile
version may be cut off
or overlaid with text



Italy works in a different
CMS with slightly
different image formats
but can use imagery from
DE and UK



- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)

Container Strip

Best Practice 



- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)

Einschalten & shoppen

Sieh dir online die laufenden Sendungen an!



QVC

Die bunte Welt von QVC



QVCZWEI

Das Beste nochmal



QVCSTYLE

Mode, Accessoires & Co.



TV-PROGRAMM

Alles im Blick



Container Strip

Best Practice 

- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)



Watch and shop

Plan ahead with our handy TV Guide - plus catch up on shows you've missed



See what's on our Live show now



Bag the best Beauty 24/7



Fashion shows, all day long



Looking for a little Extra?



Watch and shop

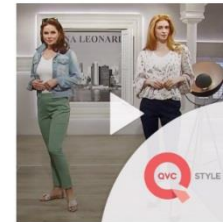
Plan ahead with our handy TV Guide - plus catch up on shows you've missed



See what's on our Live show now



Bag the best Beauty 24/7



Fashion shows, all day long



Looking for a little Extra?



Static Content

 Italy works in a different CMS with slightly different image formats but can use imagery from DE and UK

- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)



Headline: 22 characters

Subline: 55 characters including space characters



Headline: 22 characters
Copy: maximum of 50



22
50



22
50

Image
Desktop size:
Rectangle: 1504 x 854
(safe zone 854 x 854)
Square: 760 x760



Attention!
The image for mobile version may be cut off or overlaid with text

Static Content

Best Practice 



- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)

Unsere Neuheiten

Sehen Sie, was frisch im Lager eingetroffen ist!



Brandneu

Die Newcomer der letzten 2 Tage



Wochen-News

Das sind die Neuankömmlinge der letzten 7 Tage



Monats-Neuheiten

Diese Hits sind in den letzten 30 Tagen eingetroffen

Köstliches kreieren

Profitiere von den Tipps unserer Küchen-Experten



8 und 19 Uhr im TV

Heute zwei Ausgaben unserer Kochshow



Produkt-Premieren

Neue innovative Küchenhelfer



Rezept der Woche

Köstliche Poke Bowl aus Hawaii



Unsere Neuheiten

Sehen Sie, was frisch im Lager eingetroffen ist!



Brandneu

Die Newcomer der letzten 2 Tage



Wochen-News

Das sind die Neuankömmlinge der letzten 7 Tage



Monats-Neuheiten

Diese Hits sind in den letzten 30 Tagen eingetroffen

Static Content

Best Practice 



Embrace the new season



Ready for autumn?
Our tidy-up range can help



Live with nature
Indoor plants for the house



Pick of the month
Security light with zero P&P



Embrace the new season



Ready for autumn?
Our tidy-up range can help



Live with nature
Indoor plants for the house



Pick of the month
Security light with zero P&P

- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)



Story

Italy works in a different CMS with slightly different image formats but can use imagery from DE and UK

In DE the story module is hardly used anymore. The Flex module has been switched here.

- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)

Headline: 22 characters

Subline: 55 characters including space characters



Headline: 22 characters

Copy: maximum of 276

CTA: 14

CTA: 14



Attention!
The image for mobile version may be cut off or overlaid with text

Rectangle Image
Desktop size: 1760 x 1006
Mobile safe zone: 927 x 1006



Video

- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)



One video module per page
(technical limitation)
Default: user initiated play
+ sound on



Very rarely used
on homepage

Key frame image size: 1598 x 900
Play button for visual indication
Copy in responsive view below image

Video

Best Practice



- HP (Web)
- PDP (Web)
- PLP & others (Web)
- HP (App)
- PLP & others (App)





Banner



Image sizes:
Desktop Image Size: 1140 x 300
Mobile Image Size: 640 x 250



Brand banner image sizes:
Desktop Image Size: 1140 x 270



Promo



Promo box image size:
Desktop Image Size: 600 x 600



POM Double image size:
Desktop Image Size: 550 x 300



Social Media





Social Media

Best Practice

TSV Postings



Example for TSV opener



Examples of Instagram Stories

Funpostings





Social Media

Best Practice 

Campaigns & Events



Behind the scenes



Facebook



Avg. DE: 5 posts/day UK: 4
(Beauty DE: 6/month; ITY
presenter pages: 4/week &
presenter)

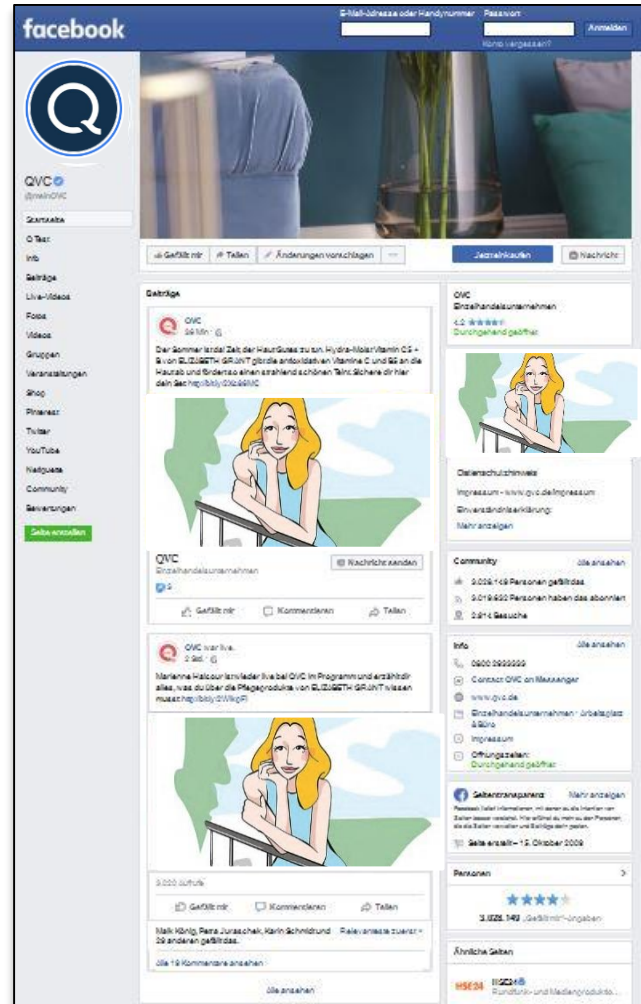
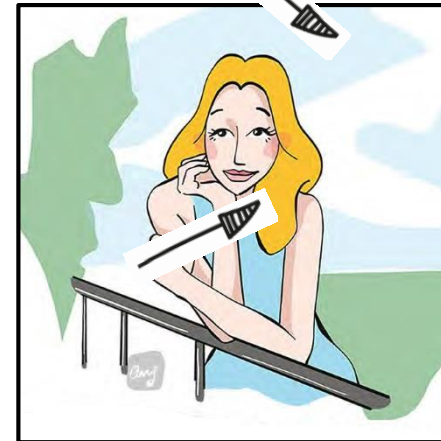


Image sizes:
1200 x 638
1200 x 1200



Video format: .mp4 or .mov, size:
16:9
Audio: usually with music, sync or
V/O
Subtitles: DE: for all videos
UK: None
Length: as needed, 20 to 30
seconds on average
Topic: DE: Host or guest
invitation for prize draws or other
actions UK: Daily TSV posts &
Facebook Live broadcasts plus
bespoke, non-broadcast
campaign promotional clips such
as season fashion launches and
My Little Eye

Facebook

Best Practice 



Instagram



Image sizes:
1200 x 1200
Story size: 1080 x 1920

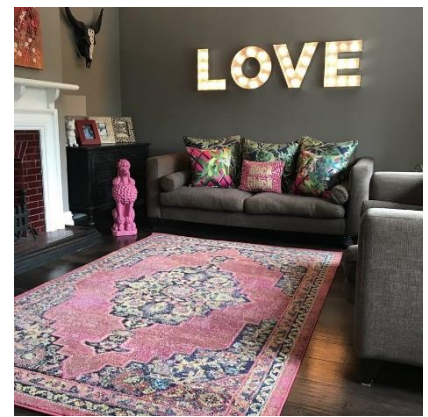
Video format: .mp4 or .mov
Size: 1:1 (feed) / 9:16 (story)
Audio: usually with music or spoken sound or both
Subtitles: yes (feed) / no (story)
Length: max. 1 minute (feed) / 15 seconds per element (story, as many elements as needed)
Alternative: simultaneous posting of Facebook clips

Avg. 3 posts/day (UK),
1-2 posts/day (DE), 3-4
posts/week (ITY) plus
adhoc story
(Beauty UK: 2-3/day;
Beauty DE: 8/month;
ITY presenter pages:
4/week & presenter)



Instagram

Best Practice 

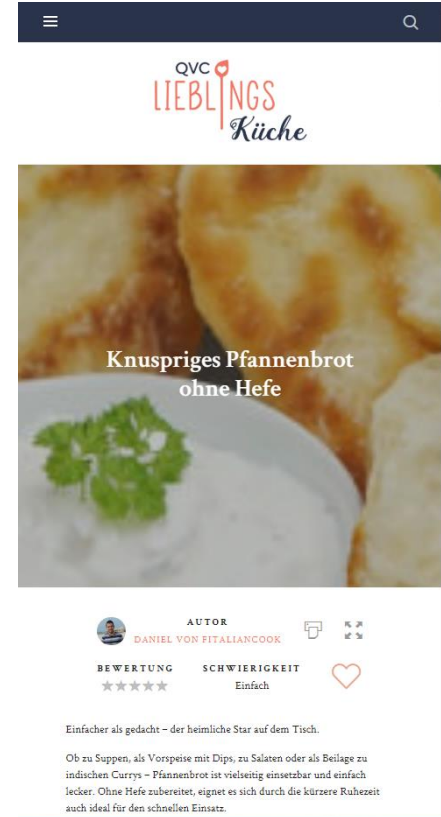
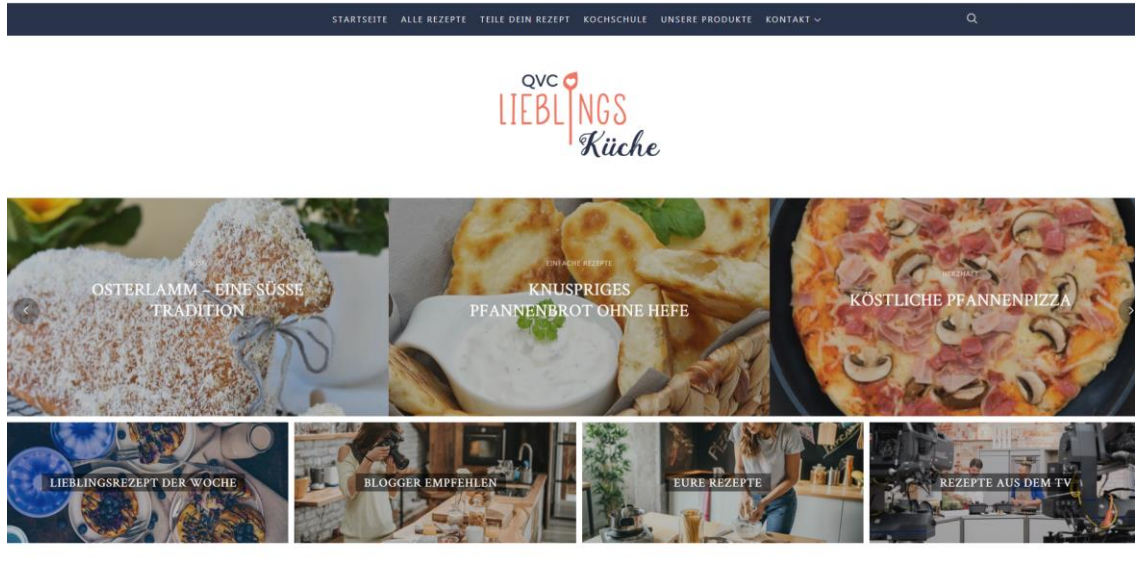




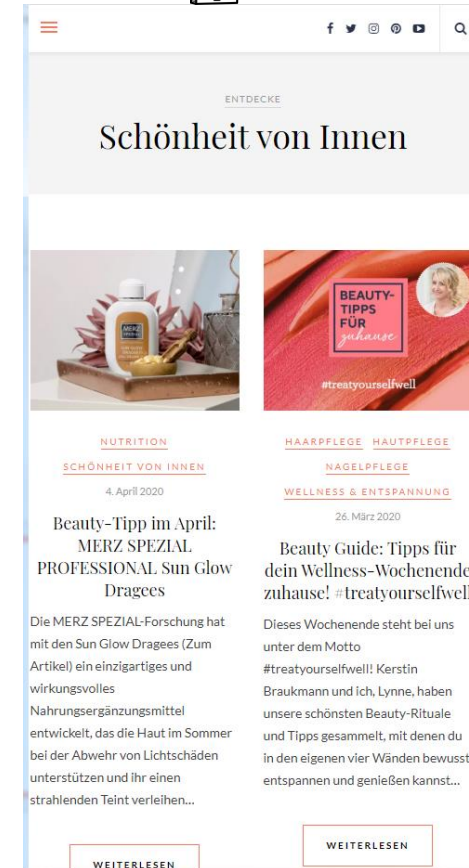
Blogs



11 posts/month
(DE Kitchen blog)



Blogs



LESETEST
29. August 2019

Ihr habt getestet: SBC Hydra Collagen Gesichtsschnee

Einfach mal den Sommerurlaub auf die Haut schicken! Die SBC Hydra Collagen Gesichtsschnee (Zum Artikel) enthält neben Meereskollagen und Sheabutter auch den einzigartigen Rodophycea-Extrakt von der Insel Sylt. Die reichhaltige, raffinierte Formel kann dabei...

WEITERLESEN

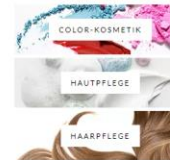


LESETEST
29. Juli 2019

Ihr habt getestet: GOLDFADEN MD Bright Eyes Augencreme

Du suchst eine kraftvolle Augenpflege gegen dunkle Augenringe? Das BRIGHT EYES Dark Circle Radiance Concentrate von GOLDFADEN MD (Zum Artikel) kann mit der besonderen Multi-Tasking-Formel dabei helfen, das Auftreten von Schatten, Schwellungen und feinen...

WEITERLESEN



f t i

MOST WANTED



Was ist eigentlich
Türkisblau von
ELIZABETH...

Avg. 7 posts/month (DE Beauty Blog)

Video format (internal production): .mp4 or .mov, 16:9 size, with music or voice, usually w/o subtitles, but embedded text for tutorials, sometimes additional versions with subtitles, 1 to 3 minutes long




Blogs

HOME QGOSSIP PRESENTERS BLOG QVCUK.COM

COMMUNITY

Home / BEAUTY



BEAUTY

Find out about the latest events, products and offers from across QVC UK's gorgeous range of skincare, haircare, make-up and beauty tools as well as handy how-to videos, interviews, previews and much more besides.

SOCIAL

f t i p m s

ARCHIVES

- August 2019
- July 2019
- June 2019
- May 2019
- April 2019
- March 2019
- February 2019
- January 2019
- December 2018
- November 2018
- October 2018
- September 2018

NAILING THE BEAUTY BASICS

August 11, 2019 *By QGossip*

If you're looking to streamline your stash, or need to update your collection with just the essentials.

THE SBC TODAY'S SPECIAL VALUE OFFER!

August 9, 2019 *By Will Gowing*

The SBC Today's Special Value offer will be launching LIVE on QVC TV at 9pm on Friday 16th August.

THE NIOD TODAY'S SPECIAL VALUE OFFER!

August 9, 2019 *By Will Gowing*

NIOD will be launching a Today's Special Value offer at QVC on Tuesday 13th August: The Concentrated

THE DECLÉOR TODAY'S SPECIAL VALUE OFFER!


August 3, 2019 *By Will Gowing*

Decléor will be launching a Today's Special Value offer on QVC TV from 9pm on Saturday 10th August.

HOME QGOSSIP PRESENTERS BLOG QVCUK.COM

COMMUNITY

Home / FASHION & JEWELLERY



FASHION & JEWELLERY

Discover the latest in QVC style and glamour with news, offers and previews across our fabulous range of fashion, accessories, shoes and jewellery, as well as expert styling tips, interviews and more.

SOCIAL

f t i p m s

ARCHIVES

- August 2019
- July 2019
- June 2019
- May 2019
- April 2019
- March 2019
- February 2019
- January 2019
- December 2018
- November 2018
- October 2018
- September 2018

HIGH STREET STYLE HEROES

August 13, 2019 *By QGossip*

You may have noticed some of your favourite high street names popping up at QVC recently. We love bringing

50 YEARS OF BUTLER & WILSON!

August 2, 2019 *By Will Gowing*

Butler & Wilson are celebrating their 50th anniversary this year! I caught up with Simon Wilson to

PACKING OUR SUMMER SUITCASE WITH RUTH LANGSFORD

August 1, 2019 *By QGossip*

We took a break from compiling our holiday wardrobe wishlist to chat with our lovely Ambassador, Ruth

AUTUMN STYLE: SORTED!

July 31, 2019 *By QGossip*

Autumn is just around the corner, bringing crisp leaves, carved pumpkins, hot chocolate and a whole lot



New Look & Feel is coming soon!



Youtube



ÜBERSICHT VIDEOS PLAYLISTS COMMUNITY KANÄLE KANALINFO



Willkommen auf dem YouTube Kanal von QVC Deutschland
451 Aufrufe · vor 2 Wochen
Liebe QVC-Community, wir sind in Gedanken bei euch und euren Familien und hoffen, dass ihr und eure Lieben gesund seid. Es ist für alle eine außergewöhnliche und herausfordernde Zeit, in der wir versuchen, alles daran zu setzen, unsere Mitarbeiter zu schützen und trotzdem für euch da zu sein. Denn schon immer sind unsere Plattformen Orte, die dazu einladen, aus dem MEHR INFOS

Neu bei QVC ALLE WIEDERGEBEN
Frisch hochgeladen



Woran erkennt man reifes Obst? | Tipps & Tricks | QVC
QVC Deutschland
142 Aufrufe · vor 1 Tag

Guess What?! | Mitarbeiter erraten Produkte - BETTY...
QVC Deutschland
263 Aufrufe · vor 6 Tagen

Wie wird man Modedesigner? | Ein Interview mit David...
QVC Deutschland
377 Aufrufe · vor 1 Woche

Qlartext: Lieblingsmöbel, Lieblingstrend...
QVC Deutschland
433 Aufrufe · vor 1 Woche

Ziemlich schön & fit! ALLE WIEDERGEBEN

Hier findest du alles zum Thema Schönheit und Gesundheit. Ob du dir deine natürliche, jugendliche Frische bewahren willst, ein wirkungsvolles Styling für einen besonderen Anlass kreieren möchtest



Schön in den Frühling | Tipps & Tricks | QVC
QVC Deutschland
469 Aufrufe · vor 2 Wochen

Wir testen eine Weltneuheit: DYSON Corrale™ Haarglätte...
QVC Deutschland
15.146 Aufrufe · vor 3 Wochen

Was macht einen gesunden Schlaf aus? | JETZT leg ich...
QVC Deutschland
545 Aufrufe · vor 1 Monat

7 Minute Workout Relax mit Barbara Klein | JETZT leg ich...
QVC Deutschland
4704 Aufrufe · vor 2 Monaten



New design of the thumbnails (adaptation came with the rebranding)



Image sizes:
1280 x 720



Newsletter

Newsletter types



DE TSV
Newsletter



Footer

DE Special
Newsletter



Footer

UK & DE:

- TSV (daily): 4 (DE) to 5 (UK) modules
- Special/Event (various): 6 (DE) to 10 (UK) modules

Only DE:

- Beauty (weekly): 4-5 modules
- Kitchen (monthly): 4-5 modules
- Program Guide (monthly) 4 modules
- Sale (weekly): avg. 3 modules

Only UK:

- Frequency: Daily TSV and pre-launch email, plus 4-20 additional emails per month

Newsletter modules



TSV

Image size:
640 x 400



Copy: no specific character limits, but guided by mobile view: max. 1 line for headlines & 2 lines for subhead; intro only as required with max. 3 lines on desktop

STORY

Image size:
640 x 400



LSI

Image size:
640 x 328



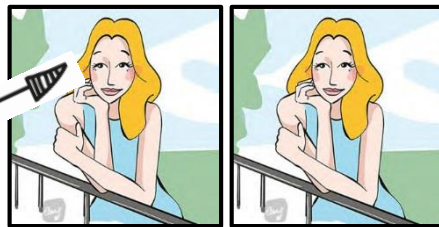
Carousel

Image size:
457 x 457



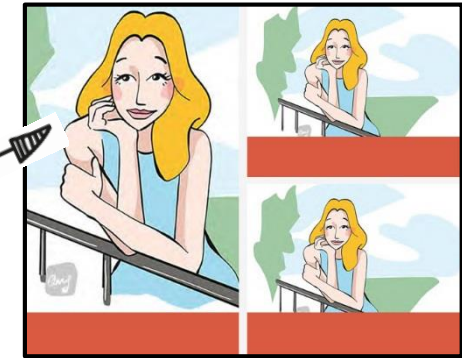
2 FLEX

Image size:
317 x 328



Static content

Image size:
315 x 516
(large) + 315
x 253 (small)



FOUR

Image size:
156 x 328



THREE

Image size:
210 x 328



Newsletter modules

Mock Ups Selligent

 **NEW** | **TRENDING** | **DEALS**

Dear Alex, Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Zahlbar in 9 Raten



Der DYSON V11 Absolute: bis zu 60 Minuten konstant hohe Saugkraft & 2 Jahre DYSON Garantie
Inklusive freistehender Ladestation im Wert von 89,90 €

JETZT ENTDECKEN

Einfach mal durchatmen

DYSON Luftreiniger für ein gutes Raumklima zuhause



Luftreiniger

zur Dyson Markenwelt

Yeah, die sind NEU!

KIPLING® Fans aufgepasst: 15 Neuheiten warten auf eu

[View in Browser](#)



Lieber Alex, ist das zu fassen? Während andere Leute einfach nur älter werden, werden Sie immer weiser, charmanter und attraktiver. Was auch immer Ihr Geheimnis ist: Machen Sie weiter so! Wir wünschen Ihnen einen wundervollen Geburtstag und ein fantastisches neues Lebensjahr.

happy birthday

Shop by department:

Beauty | Jewellery | Garden & Leisure
Fashion | Home & Kitchen | Health & Wellbeing
Shoes & Accessories | Electronics | Gifts

 Kauf auf Rechnung
 Zinsfreie Ratenzahlung
 30 Tage Rückgabegarantie
 Punkte sammeln

QVC App downloaden



QVC App downloaden



Du erhältst diesen Newsletter, weil du dich mit der Adresse tm.gerbrach@qvc.com angemeldet hast.

QVC Handel S.r.l. & Co. KG, Pöckelstraße 30, 40201 Düsseldorf

Antiquarische Düsseldorf 1164 20202

Periodisch haftende, geschäftsführende Gesellschafterin ist die QVC International Management GPS S.r.l., mit Sitz in Laemburg, Großbritannien. Luxemburg eingetragene, Luxemburger Handels- und Gesellschaftsregister unter Nummer B.220267, vertreten durch: Mathias Bouk, Aude O'Meara, Lawrence R. Hayes, Sandra Anne Marie Del Medico, Melanie Hoch und Leo Sahn (i. d. Behr).

Kontakt aufnehmen - Zur Website - Bestellen 0900 2944 444 (gebührenfrei)

Impressum - Newsletter-Abo ändern - AGB

Newsletter modules

Best Practice 



TSV

Image size:
300 x 370



Image size:
290 x 230



Image size:
600 x 200



Newsletter modules

Best Practice



Today's Special Value®



Revitalash

Go to new lengths with the three-piece Essentials Collection from Revitalash, offering you bestselling formulas that work to enhance the look of your brows and lashes. Get yours today and save £90!

GET GROWING

Seasonal style

Update your autumn wardrobe with flattering pieces that bring out a whole new side of you.

SHOP THE TRENDS >



Adorn yourself

Spread the cost of sparkle with Butler & Wilson's fabulous designs in interest-free instalments.

SHOP THE RANGE >

Cosy up

Discover Cozee Home's irresistible new range of bedding, perfect for the cold weather ahead.

SEE THE LAUNCH >



Sleep deep

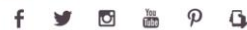
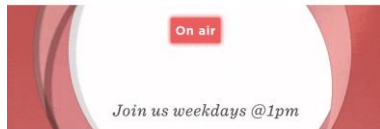
Give your bedding a well-deserved upgrade with soft duvets and pillows available in interest-free instalments.

SPREAD THE COST >

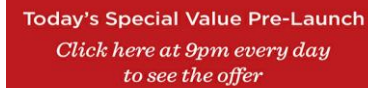
Just for you

An exciting web exclusive, shop Kim & Co's elegant new range for the upcoming season.

BE THE FIRST TO BUY >



The Revitalash Today's Special Value offer ends at 11:59pm on Thursday 22nd August 2019. Saving is based on buying directly from Revitalash. If you have any questions or suggestions, we'd love to hear from you. You can unsubscribe from QVC updates here. This email was sent to you by QVC UK, registered address: Building 8, Chiswick Park, 566 Chiswick High Road, London W4 5XU. © 1998-2019 QVC UK, Inc. All rights reserved.



Today's Special Value®



Ultrason

Available on Auto Delivery and in your choice of SPF 30 or 50 formulations, this five-piece Ultrason collection works to keep you and your family protected from UV rays and you can save over £55 now.

BUY NOW



Electronics offers

Spread the cost of top tech with these instalment deals.

START SHOPPING

Feel your best

Health and wellbeing items to put on your radar.

FIND OUT MORE



Beautiful deals

Discover must-have beauty in interest-free instalments.

SPREAD THE COST



Get glowing

Create a dewy and radiant post-spa look.

SEE OUR PICKS



Latin Brights

Get set to sizzle with bold fashion and accessories that are just perfect for summer.

BE INSPIRED



The Ultrason Today's Special Value offer ends at 11:59pm on Wednesday 3rd July 2019. Saving is based on buying the SPF 50 items individually directly from Ultrason. If you have any questions or suggestions, we'd love to hear from you. You can unsubscribe from QVC updates here. This email was sent to you by QVC UK, registered address: Building 8, Chiswick Park, 566 Chiswick High Road, London W4 5XU. © 1998-2019 QVC UK, Inc. All rights reserved.

Global Best Practice

QVC US

Watch & Shop



Q QVC

The Joy of Discovery



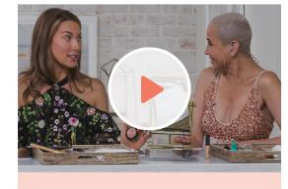
Q QVC-2

New & Exclusive Shows



Q QVC-3

The Best of QVC & QVC2SM



Beauty.iQ

Streaming 24/7

TODAY'S SPECIAL VALUE

Game on. These cool kicks bring high performance and high fashion.
Under \$50 | Exclusive to QVC [Shop Now](#)

Browse by Department



Bath & Body



Beauty Tools



Dental Care



Fragrance



Hair Care



Hair-Styling Tools



Makeup



Men's Grooming



Nail Care



Skin Care

Best in **Beauty** Week (March 2019 attached):

- We are making some updates to the page for our upcoming event in August.
- In previous events she was most engaged with our calendar highlighting all of the deals at a glance. We made some edits for the March event based off of user testing but after digging into metrics we will be reinstating the calendar for August
- In March, she was most engaged with the brands navigation (26,433 Clicks; 7.41% Conversion). Saw success in moving that higher up on the page.

Shade Charts (IT Cosmetics example attached) – We wanted to execute a shade finder concept but were limited on resources to build out a tool so we had creative make shade charts for some of our best selling foundations. Customers can find their shade based off the shade they wear in their current foundation.

- Receiving pretty strong engagement. The Too Faced chart we created for the exclusive retail lead at the end of June has received 3,902 clicks with a conversion rate of 8.81%.

HSN Beauty

SEARCH BY ITEM, CATEGORY

Home | Shop | Deals | Beauty | Health & Wellness | Home & Living | Kids & Family | Pets | Clearance | Sign Up

THE BEST DEALS | ALL COSMETICS | BEEKMAN 1802 PURE GOAT MILK | TODAY'S TOP SAVINGS | TODAY'S SPECIALS

Beauty

BEST IN Beauty WEEK

TWO NEW DEALS EVERY DAY | MARCH 18-24
Up to 50% off and free shipping on daily deals, plus pay over time with 5 FlexPay on all beauty*
*Excludes Auto Ship

Today's DEAL

Beekman 1802 Pure Goat Milk 4-piece Set
Made with goat milk so you can cleanse and moisturize your skin from head to toe.
\$32.00 ~~\$38.00~~
BUY NOW | LEARN MORE

Today's DEAL

Smashbox 3-Piece Eye Makeup Set
A trio of eye liner, mascara and spacers designed to help you create gorgeous, glamorous eye looks.
\$34.00 ~~\$69.00~~
BUY NOW | LEARN MORE

Today's DEAL

NATIONAL FRAGRANCE DAY
Michael Buble By Invitation 50mL - Rose Gold 30 mL
These fine fragrances for women are like a scented love letter to Michael Buble's romantic first.
\$45.00 ~~\$55.00~~
BUY NOW | LEARN MORE

SHOP SOME OF THE BIGGEST NAMES IN BEAUTY (AND GET 5 FLEXPAY)

Too Faced	LANCÔME	benefit	BECKMAN 1802
IT COSMETICS	bareMinerals	KORRES	smashbox
Living Proof	L'ORÉAL	StriVectin	BEAUTYBIO

SEE UPCOMING DEALS, OR SHOP THE ONES YOU'VE MISSED

DEAL Expected

MARCH 20
Beauty Blender Luck of the Blend 4-Piece Set
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et
\$38.00
BUY NOW | LEARN MORE

SAVE ON OTHER PRETTY FINDS WE THINK YOU'LL LOVE

 Topline Lorem Ipsum 100g 2oz 1oz \$20.32 \$25.72	 Topline Lorem Ipsum 100g 2oz 1oz \$20.32 \$25.72	 Topline Lorem Ipsum 100g 2oz 1oz \$20.32 \$25.72	 Topline Lorem Ipsum 100g 2oz 1oz \$20.32 \$25.72
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STILL LOOKING? WE HAVE PLENTY MORE FOR YOU TO ENJOY

SHOP ALL BEAUTY	SHOP ALL SKIN CARE	SHOP ALL HAIR CARE	SHOP ALL MAKEUP	SHOP ALL BATH & BODY	SHOP ALL FRAGRANCE
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DON'T MISS A THING
Sign up for HSN email and get 10% off*
SIGN UP

PD Banners – we always publish in the Above Promotions location to ensure these are visible on mobile.

Lancôme Beauty Box PD Banner:
- Qualifying Items:



LANCÔME
PARIS

Holiday beauty box—only \$65 (\$422 value) with a Lancôme purchase of \$35 or more.

[SHOP NOW](#)

Clean Beauty PD Banner:



LANCÔME
PARIS

Get this Beauty Box for \$65 (\$422 value) with the purchase of a Lancôme item \$35 or more

[SHOP QUALIFYING ITEMS](#)

On the Beautybox PD:

CUSTOMER PICK

Be the first to write a review

Exclusive! Beekman 1802 10-piece 2 oz. Goat Milk Whipped Body Cream Set



\$47.00

FREE SHIPPING

Retail value: \$120.00
HSN price: ~~\$54.00~~

SELECT OPTION

Single Ship

Auto Ship

What is Auto-Ship*?

This item is eligible for gift options.

QUANTITY

1

EXPRESS BUY

ADD TO BAG

Next shipment will be charged \$47.00 + Free s&h

**HSN
CLEAN
BEAUTY**

This item has been certified as clean at HSN.

[Learn more](#)

OFFERS & PROMOTIONS

HSN HSN Credit Card Perks & Offers
Apply online or call 1-800-695-1418.

* Item qualifies for VIP Easy Returns with the HSN Card.

HSN

Fashion: Summer in 5 delivered **\$297.5K** in BA sales!

- Dooney & Bourke: \$55.8K
- Birkenstock: \$90.5K
- Pima Cotton: \$22.1K
- Dresses: \$77.2K
- Sets: \$51.9K

Moved through 4.9K units of inventory
 Helped Footwear and Accessories exceed BA plans and narrowed the gap on Apparel's slight miss to plan

Top revenue driver included support for sets and Dooney on Facebook
 Dresses and Lemon Way were top engagement drivers on Facebook Support for sets drove most shares on social
 Dooney & Birkenstock were top engagement drivers on Instagram



SUMMER in 5
 5 days. 5 must-haves.

Today only

FLEXPAY ON ALL DOONEY & BOURKE

SHOP NOW



SUMMER in 5
 5 days. 5 must-haves.

FREE SHIPPING AND 5 FLEXPAY ON ALL BIRKENSTOCK

SHOP NOW



	Results
Total Engagement	5.8K
Engagement Rate	2.0%
Total Impressions	294K
Total Sales	\$3.4K

Visuals could also be used for QVC

A teal-colored brushstroke with irregular, hand-painted edges, serving as a background for the text.

Thank you!