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GDSN implementation guidelines for marketing information

The standardisation of key marketing information with a specific focus on digital marketing channels

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About this document

This document explains the standardised technical use of GDSN attributes with reference to all marketing information.

The objective of this implementation guide is to explain which marketing information relating to which attributes should be communicated via the GDSN data pool, and how these attributes should be managed by brand owners and used by retailers.

This implementation guide explains the general standardised use of marketing texts in the GDSN environment based on individual attributes.

These guidelines cover all of the marketing information that is exchanged between industry and the retailers. Sometimes, additional information to that found on the packaging is exchanged, which does not necessarily need to be printed on the packaging itself.

The implementation guide focuses on digital marketing and the use of the texts in online shops, although texts can also be used within the context of bricks-and-mortar stores (e.g. flyers).

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1 Preface

This document explains the standardised technical use of GDSN attributes with reference to any marketing information. A list of attributes can be found in [Chapter 2: Introduction](#).

The objective of this implementation guide is to explain which marketing information relating to which attributes should be communicated via the GDSN data pool, and how these attributes should be managed by brand owners and used by retailers.

2 Introduction

This implementation guide explains the general standardised use of marketing texts in the GDSN environment based on individual attributes.

These guidelines cover all of the marketing information that is exchanged between industry and retailers. Sometimes, additional information to that found on the packaging is exchanged, which does not necessarily need to be printed on the packaging itself.

The implementation guide focuses on digital marketing and the use of the texts in online shops, although texts can also be used within the context of bricks-and-mortar stores (e.g. flyers).

An overview of all GDSN attributes used in this document can be found below:

- Brand Name [M254]
- Subbrand [M255]
- Functional Name [M253]
- Variant Description [M263]
- Net Content Measurement Unit Code [M281]
- Net Content Statement [M282]
- E-commerce Product Name [new]
- Trade Item Key Words [M170]
- Trade Item Feature Benefit [M084]
- Trade Item Marketing Message [M256]
- Short Trade Item Marketing Message [new]
- Brand Marketing Description [new]
- Communication Channel: Code [M377]
- Communication Value [M376]

A short technical description of the attributes can be found in the appendix [Short technical description of the attributes](#).

3 Marketing information

This chapter explains the fields listed in [Chapter 2](#) by providing a definition of each attribute, its GDSN status, format and repeatability, as well as brief examples.

The chapter starts by describing the two different types of E-commerce Product Name, followed by product descriptions, such as the listing of feature benefits and search-optimised key words. The chapter concludes with an explanation of the Marketing Message, Brand Marketing Message and information about social media channels.

3.1 E-commerce Product Name

The E-commerce Product Name will be used in online shops and market places, as well as on other online platforms, to provide the best possible product description for the customer.

The E-commerce Product Name should provide the customer with all key information about the product, while also being optimised for search engines. In other words, the name should aim to achieve the best possible results in an online search.

Based on these requirements, there are two possible ways of exchanging E-commerce Product Names via GDSN: using the [Modular Product Name](#) or [the Descriptive Product Name](#).

The modular product name reflects a recommended e-commerce name that is based on given attributes, as opposed to the detailed product name, which is an open text field that is defined by the data supplier. The two different types of product name will be discussed in greater detail in the following sections.

Please note that the Descriptive E-commerce Product Name [new] does not replace the existing GDSN attributes that describe the product (tradeItemDescription [M259] and descriptionShort [M260])¹. It is intended to complement these attributes by providing content for online shops.

3.1.1 Modular Product Name

The idea behind the Modular Product Name is that the data recipient compiles a flexible E-commerce Product Name based on the given attributes.

For the best results, a combination of at least the following existing GDSN attributes, in the order given is recommended.

General description of the Modular Product Name:

The Modular Product Name can be compiled by combining the following attributes in the recommended order:

- Brand Name [M254]
- Subbrand [M255]
- Functional Name [M253]
- Variant Description [M263]
- Net Content Measurement Unit Code [M281]
- Net Content Statement [M282]

¹ See 'Compendium Fast Moving Consumer Goods & DIY – do-it-yourself & AGRO data elements (attributes) and target market information: German, Austrian and Swiss release'

The following table provides examples showing how the attributes should be filled in and how the Modular E-commerce Product Name is derived from this information.

The Net Content/Unit of Measurement [M281] codes must be entered in accordance with the code list (MeasurementUnit Code) and used in conjunction with the corresponding descriptor to optimise legibility. For example, the code value 'GRM' corresponds to the descriptor 'gram'.

				
Modular Product Name	NESTLE KITKAT CHUNKY Peanut Butter chocolate bar multi-pack 168 grams 4 x 42 g	LABELLO Lips2Kiss coloured hot pink lip balm 3 grams	PEDIGREE DENTASTIX dental snack 720 grams 4 x (7 units/180g)=720 g	MILKA Alpine Milk chocolate bar 157.5 grams
Brand Name [M254]	NESTLE	LABELLO	PEDIGREE	MILKA
Subbrand [M255]	KITKAT CHUNKY	Lips2Kiss	DENTASTIX	<empty>
Functional Name [M253]	Chocolate bar	Coloured lip balm	Dental snack	Bar of chocolate
Variant Description [M263]	Peanut butter multi-pack	Hot pink	<empty>	Alpine Milk
Net Content Measurement Unit Code [M281]	168 (g)	3 (g)	720 (g)	157.5 (g)
Net Content Statement [M282]	4 x 42 g	<empty>	4 x (7 untis/180 g) = 720 g	<empty>

Figure 3-1: example of the Modular Product Name

For certain product groups, it is a good idea to include other attributes in the Modular E-commerce Product Name. It is recommended entering any extra attributes required in the modular name in front of the Net Content [M281]. Example recommendations are listed for specific categories of product in the following table:

Category	Attribute
Alcoholic products	Percentage of Alcohol by Volume [%] [M109]
Cosmetic product with sun protection factor (e.g. sun cream, day cream)	Sun Protection Factor [M173]
Nappies and panties	Nappy Size [M179]
Creams and lotions	Skin Type [M489]
Shampoos and conditioners	Hair Type [M450]

Table 3-1: module extensions

The different GDSN attributes will be described in greater detail in the following chapters.

3.1.1.1 Brand Name [M254]

General description: The recognisable name used by a brand owner to uniquely identify a line of trade item or services. This is recognizable by the consumer.

Technical description:

- **Status:** mandatory
- **Format:** an..70 (alphanumeric, maximum 70 characters)
- **Repeatability Community:** no
- **Reference Level Community:** all

Example product	Example 1	Example 2	Example 3	Example 4
Product				
Brand Name [M254]	NESTLE	LABELLO	PEDIGREE	MILKA

Table 3-2: example of the Brand Name [M254]

Use of capitals/small letters: it is recommended to write brand names in capital letters for better identification.

3.1.1.2 Subbrand [M255]

General description: Second level of brand. Can be a trademark. It is the primary differentiating factor that a brand owner wants to communicate to the consumer or buyer.

Technical description:

- **Status:** optional
- **Format:** an..70 (alphanumeric, maximum 70 characters)
- **Repeatability:** no
- **Reference Level Community:** all

Example product	Example 1	Example 2	Example 3	Example 4
Product				
Subbrand [M255]	KITKAT CHUNKY	Lips2Kiss	DENTASTIX	<empty>

Table 3-3: example of the Subbrand [M255]

Use of capitals/small letters: it is recommended to write brand names in capital letters for better identification.

3.1.1.3 Functional Name [M253]

General description: Describes use of the product by the consumer. It should help clarify the product classification associated with the GTIN.

Examples: chocolate bar, bar of chocolate, canned pet food, dry pet food, facial cream, day cream, etc.

Technical description:

- **Status:** mandatory
- **Format:** an..35 (alphanumeric, maximum 35 characters)
- **Repeatability:** no
- **Reference Level Community:** all

Example product	Example 1	Example 2	Example 3	Example 4
Product				
Functional Name [M253]	Chocolate bar	Coloured lip balm	Dental snack	Bar of chocolate

Table 3-4: example of the Functional Name [M253]

Use of capitals/small letters: only the first word in each sentence and proper nouns should be capitalised.

3.1.1.4 Variant Description [M263]

General description: Free text field used to identify the variant of the product. Variants are the distinguishing characteristics that differentiate products with the same brand and size including such things as the flavour, fragrance, taste or even a specific size description, specific aromas, fragrances, flavours or even the description of a specific size.

Technical description:

- **Status:** optional
- **Format:** an..500 (alphanumeric, maximum 500 characters)
- **Repeatability:** yes
- **Sequence number:** no
- **Reference Level Community:** all

Example product	Example 1	Example 2	Example 3	Example 4
Product				
Variant Description [M263]	Peanut butter multi-pack	Hot pink	<empty>	Alpine Milk

Table 3-5: example of Variant Description [M263]

Other remarks: An optimum E-Commerce Product Name should avoid the use of abbreviations and not take up the full length of the text field.

If the variant is repeated, all instances should be entered on the same line without delimiters. It is recommended listing the flavour, fragrance or colour first, before the packaging size (e.g. multi-pack, economy pack or family pack).

The table includes descriptions of different types of variants: the products MILKA chocolate and KITKAT CHUNKY specifies a flavour variant (Alpine milk/peanut butter). The product KITKAT CHUNKY also lists a packaging variant (multi-pack). A colour variant (hot pink) has been listed for the LABELLO lip balm. No variants are listed for the DENTASTIX dental snack.

3.1.1.5 Net Content

The information concerning Net Content comprises two attributes: the Net Content Measurement Unit Code [M281] and the Net Content Statement [M282].

Net content information is explained in the [GDSN implementation guidelines for the specification of quantity, volume and weight data in the German market](#).

The guideline explains that, according to Section 7 (2) of the German packaging regulations (*Fertigpackungsverordnung*), net content for solid products is usually provided in weight, whereas liquids usually give net content in volume. Exceptions include honey, vinegar essence, spices or dairy products, where the labelling of solid and liquid products may differ.²

3.1.1.5.1 Net Content Measurement Unit Code [M281]

General description: The amount of a trade item contained in the package, as claimed on the label (according to the country specific regulation on packaging labelling), in case of a multi-pack the net content of the total trade item. For fixed value trade items use the value on the package to avoid variable fill rate issue that arises with some trade items sold by volume or weight whose actual content may vary slightly from batch to batch. In case of variable quantity trade items indicate the average quantity.

Technical description:

- **Status:** mandatory (base unit , lowest level) and optional (non-base unit , non-lowest level)
- **Format:** n..15 (15.5) (numeric, maximum 10 digits in front of and maximum 5 digits behind the decimal point)
- **Repeatability:** no
- **Reference Level Community:** all

² Please refer to the *GDSN implementation guidelines for the specification of quantity, volume and weight data in the German market, release 1.0, September 2016, Chapter 3.1.*

3.1.1.5.2 Net Content Statement [M282]

General description: The Net Content [M282] will also be included in a Description of the Net Content [M281], if this information is required. Particular regulations apply to the food industry:

'Where a pre-packed item consists of two or more individual pre-packed items containing the same quantity of the same product, the net quantity shall be indicated by mentioning the net quantity contained in each individual package and the total number of such packages.' (Extract from EU Regulation 1169/2011, Annex IX, point 3)

In this case, the net content should be specified as 3 x 60 g, for example.

Statements such as "Filling level may vary for technical reasons" can also be entered here.

Technical description:

- **Status:** optional
- **Format:** an..500 (alphanumeric, maximum 500 characters)
- **Repeatability:** no
- **Reference Level Community:** all

Example product	Example 1	Example 2	Example 3	Example 4
Product				
Measurement Unit Code [M281]	168 (GRM)	3 (GRM)	720 (GRM) 28 (H87)	157.5 (GRM)
Statement [M282]	4 x 42 g	<empty>	4 x (7 units/180 g) = 720 g	<empty>

Table 3-6: example of Net Content [M281/M282]

3.1.2 E-commerce Product Name [new]

The concept behind the E-commerce Product Name is that it enables the manufacturer/brand owner to provide the data receiver with a product name that is optimised for e-commerce (search engines). The advantage is that brand owners/manufacturers have a greater influence on how the product name is displayed in the online shop and are able to create a consistent brand image. It also allows them to communicate targeted product information to consumers/shoppers. Retailers can get a good understanding of the product based on the Descriptive E-commerce Product Name provided by the brand owner/manufacturer.

General description: The Descriptive E-commerce Product Name is a suggested search-optimised product name that could be used to describe a product in an online shop. Information provided in the product name includes the Brand Name, Subbrand, Product Description and Net Content, among other elements.

The E-commerce Product Name enables the manufacturer/brand owner to communicate targeted, search-optimised information to the consumer or shopper.

Technical description:

- **Status:** optional
- **Format:** an..500 (alphanumeric, maximum 500 characters)
- **Repeatability:** no
- **Reference Level Community:** all

Example product	Example 1	Example 2	Example 3	Example 4
Product				
E-commerce Product Description [new]	NESTLE KITKAT CHUNKY Peanut Butter, milk chocolate-covered biscuit bar, with peanut butter and crispy wafer, multi-pack, 168 g (4 x 42 g)	Labello Lips2Kiss coloured lip balm intensive colour & long-lasting care hot pink	PEDIGREE DENTASTIX daily oral care, daily chicken- and beef-flavoured dental snacks for medium-sized dogs (10-25 kg), 28 sticks, 720g	MILKA Alpine Milk bar of chocolate 100 g

Table 3-7: example of the E-commerce Product Name [new]

3.2 Product keywords with search engine optimisation (SEO)

SEO keywords determine whether or not a customer can find a product online. The specific terms entered by the customer can be assigned to the products in online shops.

The manufacturer/brand owner can use the attribute **Trade Item Key Words [M170]** to communicate SEO keywords for their products to bricks and mortar/online retailers.

General description: SEO search terms and keywords that enables web search engines to find trade items on the internet. Product keywords may be retailer-specific and should be used in compliance with applicable regulations.

Technical description:

- **Status:** optional
- **Format:** an..1000 (alphanumeric, maximum 1000 characters)
- **Repeatability:** yes
- **Sequence number:** no
- **Reference Level Community:** all

Example product	Example 1	Example 2	Example 3	Example 4
Product				
Trade Item Key Words [M170]	sweets; peppermint; multi-pack; mint; six-pack; aroma; chewing gum; bottle; flavour; breath; green tea extract; filling; POS display; resealable; family pack; mint flavour; travel pack; fun gum; chewing gum treat	cough sweet; soother; throat; pastel; cold; sore throat; scratchy throat; voice problems; halal; kosher; vegetarian; easily digestible; harmonious; fresh; herbal; lozenges; bronchi; soothing; gentle; small; sugar-free; drop; Alpine; breath; throat; medicinal herbs; bag	nappies, pampers, premium protection, active fit, new baby, baby nappies, urine indicator, navel, navel-friendly fit, newborn, dryness, skin protection, softness, size 0, size 1, size 2, size 3, size 3+, size 4, size 4+, size 5, size 5+, midi, maxi, junior, dryness, midi plus, midi +, maxi plus, maxi +, junior plus, junior +, baby, active-fit, activefit	toothpaste, paste, fluoride, oral, b, oral, care, gum & enamel repair, gum, enamel, repair, original, extra fresh, gentle white, gentle clean, 50ml, 75ml, 100ml, white, teeth, cavity, carie, soft, sensitive, repair, erosion, dental care, dental habits, adult toothpaste, adult, child, toothpastes, adults, children, tooth, cavities, caries, oralb, toothpaste

Table 3-8: example of Trade Item Keywords [M170]

Use of delimiters: a delimiter should be used to separate keywords when entering multiple keywords.

Use of capitals/small letters: there are no capitalisation rules. Common typos may be included in the product keywords.

3.3 Product features and benefits

Product features and benefits are product-related descriptions of product benefits and advantages in line with consumer-oriented marketing goals. Care should be taken to ensure that only the key advantages and benefits of the product are mentioned here. Further information about the product, such as other characteristics, a description of the value-added chain or sustainability factors that are not directly related to the main benefits of the product should be included in the Marketing Message ([See Section 3.4](#)).

Product features and benefits are usually entered in the form of keywords, short sentences and bullet points. They should be listed in logical order with the most important product feature first.

Product features and benefits are entered in the GDSN attribute **Trade Item Feature Benefit [M084]**.

General description: A consumer-oriented marketing element, used for describing the features and benefits of the product.

This information does not necessarily have to be featured on the packaging.

The Feature Benefit attribute is where the main benefits and advantages of the product are entered and can be used for consumer-oriented marketing purposes. This product information should be entered using keywords or clear and concise sentences.

When several Feature Benefits are used, it is recommended working with the attribute's repeatability; in other words, for each product feature/benefit, specify a repetition with the sequence number (Feature Benefit: Order [M491]). A maximum of 10 product benefits/advantages should be entered.

Technical description:

- **Status:** optional
- **Format:** an..250 (alphanumeric, maximum 250 characters)
- **Repeatability:** yes
- **Sequence number:** yes.
Use attribute Trade Item Feature Benefit Sequence Number [M491]
- **Reference Level Community:** all

Example product		Example 1	Example 2	Example 3	Example 4
Product					
Trade Item Feature Benefit [M084]	W1	The crispy snack: this favourite, traditional chocolate bar contains an irresistible combination of creamy peanut butter, crispy wafer and melt-in-the-mouth chocolate – not just for peanut lovers!	It has been scientifically proven that PEDIGREE DENTASTIX chew snacks – with their abrasive texture and X-shape design – help reduce the formation of plaque on the gumline by up to 80%.	Large chewing gum dragees with a boost of freshness in the centre – for a unique chewing-gum experience	Reduces irritation & helps repair enamel in just 2 weeks
Trade Item Feature Benefit [M084]	W2	Have a break: KitKat Chunky Peanut Butter is the perfect snack for your well-deserved break – so you can get back to work feeling fully refreshed	The special texture of PEDIGREE DENTASTIX dog chews, combined with their active ingredients, makes these snacks an efficient addition to your dog's daily diet.	For long-lasting fresh breath	Neutralizes harmful bacteria to reduce irritation

Example product		Example 1	Example 2	Example 3	Example 4
Trade Item Feature Benefit [M084]	W3	Contains: 4 x 42 g KitKat Chunky Peanut Butter, a peanut butter chocolate bar by Nestlé	Dental care snack for dogs – developed in association with nutritionists and vets in our WALTHAM research centre.	With green tea extract to keep breath fresh	Remineralizes the enamel and defends teeth against acid erosion
Trade Item Feature Benefit [M084]	W4	Multi-pack: the perfect balance between crispiness and creaminess, with a layer of smooth peanut butter – luckily, they come in multi-packs!	Low-fat dog treat with no added sugar and no artificial colourings or aromas.		Toothpaste with a milder flavor and smooth texture

Table 3-9: example of Trade Item Feature Benefits [M084]

Use of delimiters: No delimiters are needed. It is recommended repeating every product benefit/advantage once.

3.4 Marketing Message/Product Claim

There are two attributes in GDSN that can be used to communicate marketing claims: the Trade Item Marketing Message [M256] and the Short Trade Item Marketing Message [new].

The Trade Item Marketing Message attribute is already well-established in the German market, whereas the Short Trade Item Marketing Message is a new attribute.

When compiling the marketing message, care should be taken to ensure that any information already provided in other attributes, such as Consumer Storage Instructions [M362] or Consumer Usage Instructions [M363], is not repeated.

The following chapters discuss the two attributes more detailed.

3.4.1 Product Marketing Message [M256]

General description: Marketing message associated with the trade item.

The marketing message can for example list the central features of the product, which illustrate the quality as well as its exclusivity. It can also contain information about the sustainability of the product and indicate the regional origin of the item or its ingredients. A short description of the value chain process from the producer to the customer can also be entered here. Explanations given in the marketing message should be focussed on the customer's need, must be consistent and easy to understand. The marketing message should be customer-oriented, clear and simple.

Technical description:

- **Status:** optional
- **Format:** an..4000 (alphanumeric, maximum 4000 characters)
- **Repeatability:** yes
- **Sequence number:** yes
Use attribute Trade Item Marketing Message Sequence Number [M457]
- **Reference Level Community:** base unit (lowest level)

Example product	Example 1	Example 2	Example 3	Example 4
Product				
Trade Item Marketing Message [M256]	<p>Have a break, have a KitKat®</p> <p>KitKat® Chunky Peanut Butter brightens up break time for all peanut butter lovers. This favourite, traditional chocolate bar – with its unique combination of melt-in-the-mouth chocolate, crispy wafer and creamy peanut butter – is the perfect snack for recharging batteries at break time.</p> <p>Crisp and creamy all in one</p> <p>KitKat® Chunky Peanut Butter contains the typical crispy wafer and an extra layer of creamy peanut butter, covered in delicious milk chocolate. The perfect balance between crisp and creamy tastes fantastic – there’s no better snack to keep hunger pangs at bay, especially if you’re a peanut lover!</p> <ul style="list-style-type: none"> - KitKat® Chunky Peanut Butter – the favourite, chunky chocolate bar with crispy wafer, delicious milk chocolate and creamy peanut butter - The snack that keeps hunger pangs at bay - KitKat® uses UTZ-certified ‘Cocoa Plan’ cocoa - Have a break, have a KitKat® 	<p>Four out of every five dogs over the age of 3 suffer from gum disease. This is caused by plaque and the build-up of tartar on the gumline, which can be reduced by effective oral care.</p> <p>PEDIGREE knows that healthy teeth and gums are essential for dogs if they want to enjoy life to the full because dogs use their teeth for everything. PEDIGREE DENTASTIX Daily Oral Care dog chews are unique X-shaped dental care products that are scientifically proven to help reduce the build-up of tartar by up to 80% when consumed on a daily basis. DENTASTIX Daily Oral Care Dental Sticks are available in different sizes and have been specifically designed so that your dog chews them long enough for them to be effective. The gentle abrasive texture of DENTASTIX Daily Oral Care, together with active ingredients that work in association with your dog’s own saliva, helps reduce the build-up of plaque and tartar. Besides the benefits for your dog’s teeth, PEDIGREE DENTASTIX Daily Oral Care dog chews are delicious, low-fat sugar-free treats that are free from artificial colourings and aromas.</p> <p>In association with vets and nutritionists at the Waltham Centre, PEDIGREE has developed a range of delicious dog chews such as DENTASTIX Daily Oral Care, which reduce the build-up of plaque and tartar and help lower the risk of gum disease in small, medium-sized and large dogs.</p>	<p>The first make-up look with genuine Labello care! Give your lips a rich coating of colour with the irresistible ‘hot pink’ coloured lip balm, Lips2Kiss. Our colours have been designed to suit the majority of skin colours. The formula contains strong pigments and natural oils to ensure radiant colour and leave lips feeling instantly moisturised*. Applying this wonderfully creamy lip balm is a moment of indulgence for your lips! Simply add more layers to create a richer colour! Pointed at the tip, the hot pink coloured lip balm Lips2Kiss is easy to apply, exactly where you want it – even without a mirror!</p>	<p>Curves have never been so irresistible! The favourite Pure Fresh range now comes in a brand new, curved pot. A fantastic combination of delicious chewing gum and a striking packaging design. The pot’s new, curvy design makes it even more practical and a see-through panel means you can always see how much chewing gum you’ve got left.</p>

Table 3-10: example of the Trade Item Marketing Message [M256]

Use of delimiters: it is recommended using a # as a delimiter to separate two independent text modules in a GDSN free text field (e.g. Ingredients List, Marketing Message or Brand Marketing Description).³

3.4.2 Short Trade Item Marketing Message (shortTradeItemMarketingMessage)[new]

General description: The Short Trade Item Marketing Message is an alternative to the more detailed Marketing Message [M256]. The brief message has been condensed in light of the technical constraints of displaying in online shops or mobile viewing.

The marketing message should be customer-oriented, clear and simple.

Technical description:

- **Status:** optional
- **Format:** an..250 (alphanumeric, maximum 250 characters)
- **Repeatability:** yes
- **Sequence number:** yes
- **Reference Level Community:** base unit (lowest level)

Example product		Example 1	Example 2	Example 3	Example 4
Product					
Short Trade Item Marketing Message [new]	W1	KitKat® Chunky Peanut Butter brightens up break time for all peanut butter lovers. This favourite, traditional chocolate bar – with its unique combination of melt-in-the-mouth chocolate, crispy wafer and creamy peanut butter – is the perfect snack	PEDIGREE DENTASTIX are X-shaped dental care snacks that are scientifically proven to help reduce the build-up of tartar by up to 80%. They are delicious, low-fat, sugar-free treats that are free from artificial colourings and aromas.	Sugar-free Mentos Pure Fresh mint-flavoured chewing gum for a refreshing chewing-gum experience. Each dragee contains a hidden core that releases a surprising boost of delicious freshness. The bottles new, curvy design makes it	The first make-up look with genuine Labello care! The formula contains strong pigments and natural oils to ensure a radiant colour. Hot pink Lips2Kiss lip balm – a wonderfully creamy texture that’s true indulgence for your lips!
Short Trade Item Marketing Mess-	W2	for recharging batteries at break time. KitKat® Chunky Peanut Butter contains the typical crispy wafer and an		even more practical and a see-through panel lets you see how much chewing gum you’ve got left.	

³ Please refer to the 'GDSN implementation guidelines within a technical context, in accordance with EU regulations on the provision of food information to consumers, release 4.4 November 2018, Chapter 3'

Example product		Example 1	Example 2	Example 3	Example 4
age [new]		extra layer of creamy peanut butter, covered in delicious milk chocolate. The perfect balance between a crisp shell and soft centre tastes fantastic and			
Short Trade Item Marketing Message [new]	W3	and is the perfect snack for keeping hunger pangs at bay – especially for peanut lovers! Hungry between meals? The perfect snack for peanut lovers!			

Table 3-11: example of the Short Trade Item Marketing Message [new]

Use of delimiters: To better stick with the packaging layout, some formatting information may be transmitted. To achieve this it is recommended to use '#' to separate two independent parts of the field. (e.g. Ingredients List, Marketing Message or Brand Marketing Description)⁴

3.5 Brand Marketing Description [new]

In comparison to the Marketing Message, the Brand Marketing Description should always be the same across all relevant products within a brand/subbrand. Information for retailers is provide in the Brand Marketing Description [new] attribute.

General description: The Brand Marketing Description can list the key brand features, for example. These could relate as much to the quality as to the exclusivity of the brand. The Brand Marketing Message should be entered once for each Brand [M254] or Subbrand [M255] without making reference to any particular product.

The Brand Marketing Description should be customer-oriented, clear and simple.

Technical description:

- **Status:** optional
- **Format:** an..4000 (alphanumeric, maximum 4000 characters)
- **Repeatability:** yes
- **Sequence number:** yes
- **Reference Level Community :** base unit (lowest level)

⁴ Please refer to the 'GDSN Implementation Guidelines for EU Regulation 1169/2011, release 4.4 November 2018, Chapter 3'

Example product	Example 1	Example 2	Example 3
Brand			
Brand Marketing Message [new]	<p>More than 100 years ago, we launched NIVEA Creme – inventing modern skincare. Today, the NIVEA brand is trusted by millions of people around the world, with a diverse range of different skin types. This is why our researchers explored the uniqueness of human skin extensively, including the cosmetics that different skins need – depending on a person’s culture, gender and age. This has resulted in the development of many innovative skincare products over the decades, ranging from deodorant to sunscreen. We work with over 50 institutes around the world to ensure that our products are suitable for your skin. We have also established Asia and Latin America laboratories at our head office in Hamburg, so that we can focus research specifically on these skin types and climatic conditions. Our aim with this research is to ensure that everyone can trust NIVEA products, wherever they are in the world.</p>	<p>Nestlé BEBA SUPREME – the best ever Nestlé BEBA!</p> <p>Supreme is the result of over 150 years of research and experience.</p> <p>Since Heinrich Nestlé invented baby food, our scientists have been studying the nutritional requirements of babies. Nestlé BEBA SUPREME combines this knowledge with the latest findings from research on mother’s milk.</p> <p>This unique formula is what makes Supreme what it is today.</p> <p>Nestlé BEBA SUPREME has been specifically developed to cover the nutrition requirements of your baby once you have finished breastfeeding. Please ask your midwife or paediatrician if you would like further information on the unique Nestlé BEBA SUPREME formula.</p> <p>A top-class manufacturing process is what makes Supreme what it is today.</p> <p>Nestlé BEBA SUPREME is future-oriented and produced exclusively in our factory in the Allgäu region of southern Germany. Our team here has developed a special technique for gently producing protein hydrolysate.</p>	<p>PEDIGREE – feed the good.</p> <p>PEDIGREE believes that dogs make our lives more complete. Every day, our four-legged friends bring out the good in us. Including delicious, healthy dog food, tasty dog chews and treats, the complete PEDIGREE range contains everything a dog needs to enjoy life to the full. Dog owners feed their dogs something good every day with PEDIGREE dog food.</p>

Table 3-12: example of the Brand Marketing Message [new]

Use of delimiters: To better stick with the packaging layout, some formatting information may be transmitted. To achieve this it is recommended to use '#' to separate two independent parts of the field.(e.g. Ingredients List, Marketing Message or Brand Marketing Description)⁵

⁵ Please refer to the 'GDSN Implementation Guidelines for EU Regulation 1169/2011, release 4.4 November 2018, Chapter 3'

3.6 Information about communication channels

Links to website and social media channels can be provided in the following two attributes:

Communication Channel: Code [M377] and Communication Channel: Link [M376]

3.6.1 Communication Channel: Code [M377]

General description: Specifies the type of communication channel that consumers can use to gain information about the product (e.g. telephone).

Contact details do not need to be associated with the food company (distributor/importer).

The following communication channel Codes can be entered:

- Email
- Telephone
- Fax
- Social media
- Website

The postal address has been left out on purpose and must not be entered.

Technical description:

- **Status:** optional
- **Format:** an..70 (alphanumeric, maximum 70 characters)
- **Repeatability:** yes
- **Sequence number:** no
- **Reference Level Community :** base unit (lowest level)

3.6.2 Communication Value [M376]

General description: Contact details, e.g. a telephone number or email address, so that consumers can contact the company directly for information about the product (e.g. service hotline, etc.) Contact details do not need to be associated with the food company (distributor/importer).

Technical description:

- **Status:** optional
- **Format:** an..70 (alphanumeric, maximum 70 characters)
- **Repeatability:** yes
- **Sequence number:** no
- **Reference Level Community :** base unit (lowest level)

Example product	Example 1	Example 2	Example 3	Example 4
Brand				
Communication Channel: Code [M377]	WEBSITE			
Communication Value [M376]	https://www.maggi.de/ https://www.maggi.de/maggi-kochstudio	https://www.ricola.com/de-de	https://www.mentos.com/	https://www.pedigree.de
Communication Channel: Code [M377]	SOCIAL MEDIA			
Communication Value [M376]	https://de-de.facebook.com/MaggiKochstudio https://www.youtube.com/user/MaggiKochstudio https://www.pinterest.de/maggikochstudio/ https://www.instagram.com/maggikochstudio/	https://www.youtube.com/user/ricolainternational# https://www.facebook.com/RicolaGermanyAustria/ https://www.instagram.com/ricola/	https://www.youtube.com/channel/UCkrb0p_fj8UPz1axcV8vf2Q https://www.facebook.com/MentosDE/ https://www.instagram.com/mentos/	
Communication Channel: Code [M377]	EMAIL			
Communication Value [M376]				kontakt@de.mars.com
Communication Channel: Code [M377]	TELEPHONE			
Communication Value [M376]				04231-943250

Table 3-13: example of Communication Channel: Code [M377] and Communication Value [M376]

Use of capitals/small letters: This is where website addresses are entered, so it is recommended avoiding the use of capital letters.

4 Additional marketing information

This chapter provides details of additional marketing information, which, due to the lack of relevance of this information for the target market, has not been addressed in greater depth in the scope of this implementation guide.

- Additional instructions on possible uses of the product (PreparationServingRecipe)

This attribute describes how the ready-to-eat product can be combined with other ingredients to form a new product. This attribute should not be used to describe how the product should be prepared. Information on preparing the product – such as heating instructions in a pan, oven or microwave – is entered in the GDSN attribute Preparation Instructions [M082].

One repetition should be used per recipe. The best recipe should be entered first.

- Additional health- and environment-related information

This attribute can be used to enter additional marketing claims about social commitment, the environment, sustainability, health, etc. They do not necessarily need to be related to the product – they can also relate to an asset (secondary image).

This additional information can be entered in the existing GDSN attributes Trade Item Feature Benefits [M084], Marketing Message [M256] and Brand Marketing Description [new].

The marketing claim can be restricted to a time-based campaign.

- Marketing campaign including time span

The following attributes provide details about sales and marketing campaigns for a specific product.

The campaign-related information in GDSN is composed of four different attributes:

- Name of the campaign (campaignname): name of the sales or marketing campaign intended for the product. Input of free text to assign the positioning of a specific marketing campaign.
- Description of the campaign (campaignMediaTypeDescription): describes the type of advertising campaign, e.g. TV, radio, magazine, newspaper.
- Launch of the campaign (date) (campaignStartDateTime): the launch date proposed by the supplier. This represents the launch of a marketing campaign.
- End of the campaign (date) (campaignStartDateTime): the end date proposed by the supplier. This represents the end of a marketing campaign.

Short technical description of the attributes

MID	Attribute name	Status	XML path
M254	Brand Name	mandatory	trade_item_description:tradeItemDescriptionModule/tradeItemDescriptionInformation/brandNameInformation/brandName
M255	Subbrand	optional	trade_item_description:tradeItemDescriptionModule/tradeItemDescriptionInformation/brandNameInformation/subBrand
M253	Functional Name	mandatory	trade_item_description:tradeItemDescriptionModule/tradeItemDescriptionInformation/functionalName
M263	Variant Description	optional	trade_item_description:tradeItemDescriptionModule/tradeItemDescriptionInformation/variantDescription
M281	Net Content Measurement Unit Code	mandatory optional (non-lowest level)	trade_item_measurements:tradeItemMeasurementsModule/tradeItemMeasurements/netContent
M282	Net Content Statement	optional	trade_item_measurements:tradeItemMeasurementsModule/tradeItemMeasurements/netContentStatement
M170	Trade Item Key Words	optional	marketing_information:marketingInformationModule/marketingInformation/tradeItemKeyWords
M084	Trade Item Feature Benefit	optional	marketing_information:marketingInformationModule/marketingInformation/tradeItemFeatureBenefit
M256	Trade Item Marketing Message/Language	optional	marketing_information:marketingInformationModule/marketingInformation/tradeItemMarketingMessage
M377	Communication Channel: Code	conditional optional	catalogue_item_notification:catalogueItemNotification/catalogueItem/tradeItem/tradeItemContactInformation/targetMarketCommunicationChannel/communicationChannel/communicationChannelCode
M376	Communication Value	optional	catalogue_item_notification:catalogueItemNotification/catalogueItem/tradeItem/tradeItemContactInformation/targetMarketCommunicationChannel/communicationChannel/communicationValue

Table 4-1: short technical attribute description

Links to other documents

- *GDSN implementation guidelines for the specification of quantity, volume and weight data in the German market, release 1.0, September 2016*
Original German Title: GDSN-Umsetzungsleitfaden zur Abbildung von Mengen-, Volumen- und Gewichtsangaben im deutschen Zielmarkt
https://www.gs1-germany.de/fileadmin/gs1/fachpublikationen/gdsn_umsetzungsleitfaden_zur_abbildung_von_mengenangaben.pdf
- *GDSN Implementation Guidelines for EU Regulation 1169/2011, release 4.4 November 2018,*
https://www.gs1-germany.de/fileadmin/gs1/fachpublikationen/gdsn_umsetzungsleitfaden_zur_technischen_andwendung.pdf
- *Compendium Fast Moving Consumer Goods & DIY – do-it-yourself & AGRO data elements (attributes) and target market information: German, Austrian and Swiss release*

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