Upcoming changes to Product Copy Requirements from 1st Aug '23

Dear Supplier,

As part of our continued efforts to provide best-in-class online product experiences to our customers and to help inform their purchasing decisions on MYER.com.au, we're making some changes to our PEP Copy Requirements and Guidelines.
Please ensure you read the email below thoroughly to understand if this may impact you and the necessary changes to make at your end if applicable.

PLEASE NOTE: Due to some of these changes requiring process changes for our suppliers (particularly API users), these changes will take effect **from 1st August 2023**.

WHAT ARE THE CHANGES?
1. New Product Description Guidelines
2. Update to character length of Long Description
3. Changes to editing Online Name & Long Description

1. NEW PRODUCT DESCRIPTION GUIDELINES
What: We have developed new and improved **Supplier Product Copy Guidelines** for Suppliers to ensure we are delivering consistent product experiences across the MYER catalogue.

The new Guidelines contain the following:
- MYER Tone Of Voice and Brand Guidelines
- Writing Principles
- Technical Requirements
- Dos and Don'ts
- Product Naming Guidelines

Why: The Guidelines have been developed to increase awareness of MYER's expectations and to ensure we are delivering customers with a consistent and standardised product experience across the MYER catalogue.

Supplier impacts: Please ensure that you familiarise yourself with the updated formatting requirements. Suppliers will be expected to provide copy that meets the Guidelines.
If copy submitted does not meet these guidelines, The Myer Enrichment Team will proceed with reformatting to the Guidelines as required.

Copy submitted should include:
- A minimum of 2 to 3 sentences describing the product. This can include a short introduction, description, styling tips etc.
- Features of the product listed under the heading 'Features'. Avoid any duplication of attributes in this section.
- Avoid any un-supported HTML or external links in the Long Description field. Any unsupported HTML will be rejected.

Please see below example of an optimal Online Long Description:

Online Long Description   E-commerce 🇦🇺 en

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Soft, cosy and stylish, the **Milkshake Flannelette Shirt** is the perfect everyday staple for your little one's wardrobe. Designed for versatility, it can be worn buttoned up as a shirt or layered over a tee as a lightweight jacket. Made from a super-soft and durable brushed cotton in a timeless check design with a pop of colour, chest pocket and cuff button opening.

Features:
- 100% soft brushed cotton
- Check pattern
- Button up front opening
- Chest pocket
- Cuff button opening
- Australian design

2. UPDATE TO CHARACTER LENGTH OF ONLINE LONG DESCRIPTION

What: The minimum character limit of the Online Long Description field will be updated from 100 to 300 characters.

Why: This change will be made to increase the minimum standard of product copy across the MYER website. The current character limit does not align with the minimum expectation for the Online Long Description field.

Supplier impacts: Please ensure you adhere to the updated character limit. If copy submitted does not meet the minimum character limit it will be automatically rejected by PEP.

3. CHANGES TO EDITING ONLINE NAME & LONG DESCRIPTION

What: The Online Product Name and Online Long Description will no longer be editable post submission in PEP (when Copy Status is set to 20).

Why: This update will be made to provide customers with a consistent product experience and format across the MYER website and to mitigate the following occurrences:
- Stop unsupported HTML being submitted post publication affecting font and formatting of product descriptions
- Stop external links being added to product descriptions
- Reduce unintended changes to descriptions that have been optimised by the The Myer Enrichment Team
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Supplier impacts: Please note the following steps and changes in process:
- The originally submitted copy will remain under the **Online Product Name** and **Online Long Description**
- The optimised Online Product Name and Online Long Description will sit under the attribute group **Myer Optimised Digital Copy** and will be visible to suppliers
- Should any change/corrections be required post submission in PEP, you can populate the **Copy Comments or Instructions** attribute in PEP
- The **Copy Comments or Instructions** attribute will be regularly reviewed by the MYER Enrichment Team and required amendments will be made
- Any amendments to other attributes will flow through to the live website automatically as per current process

We look forward to your support and adherence to the above guidelines, with an increased expectation to supply copy in the updated format for the coming season.