

The background of the entire image is a dark, textured surface. Scattered across this background are various household and personal items, all rendered with a vibrant, iridescent, rainbow-like sheen. These items include a large, multi-panned glass bowl in the top left, a small hairbrush, a rectangular electronic device with two circular buttons in the top center, a pair of sneakers in the top right, a small rectangular object in the middle right, a large metal cooking pot with its lid in the bottom left, a small guitar in the bottom center, a sneaker in the bottom right, and a large, complex mechanical device, possibly a vacuum or a large hairbrush, in the bottom right corner. In the center of the image, there is a light green rounded rectangle containing the text 'afterpay' followed by a circular logo with two arrows forming a loop, and the word 'day'. Below this, in a smaller white rounded rectangle, is the text 'March 14 -17'.

afterpay ↻ day

March 14 -17

Merchant guidelines.

Get ready... Afterpay Day is back!

The twice-yearly shopping event that paints online and IRL stores Bondi Mint is back, and it's as big as ever.

This year, Afterpay Day will drop on 14-17 March. Let's drum up the anticipation, excitement and hype for customers like never before.

We can't wait for you to take part, and use this iconic trading moment to introduce more customers to your brand and drive more sales.

To help you promote Afterpay Day and get the most out of it, we've created a suite of assets that can be used across your channels over the 14-17 March period, as well as in the lead up to build hype.

Please be advised that the Afterpay Day identity and creative assets included in the downloadable assets pack are the intellectual property of Afterpay, and therefore all assets must only be used from 12:01 am on March 4 (as part of the Hype phase promotion) and taken down at 11:59pm on March 17, 2024.



Exposure opportunities.

Make our customers yours.

This March, millions of customers[^] will be shopping Afterpay Day, both online and in-store.

Join us in celebrating this huge sales moment, where customers will be able to seize the best deals going. Put it in your calendar; we know Australia Post has.

4.1M+

Active customers shop with Afterpay across Australia & New Zealand.[^]

38.5M

Views of Afterpay Day messaging across digital channels during the last event^{*}

664M+

Audience PR reach.[#]

[^] Based on customers with an approved transaction in Australia and New Zealand from January to December 2023.

^{*} Source: Taken from multiple media reporting sources for Afterpay in-store and online August 2023.

[#] Source: Afterpay Day August 2023 data.



Colours.

The hero colour of the Afterpay Day is our Bondi Mint; the instantly recognisable shade of the Afterpay brand.

This year, we've turned off the lights. We're using a plain black background to bring attention to our messaging and visuals that support it. Less is more, right?



BONDI MINT

HEX: #B2FCE4
RGB: 178 252 228

BLACK

HEX: #000000
RGB: 000 000 000

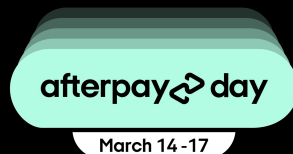
Logo.

Why fix it if it ain't broke? We've tried a few variations to our logo over the years and have landed on this one; it's simply the best for this branded sales moment.

We have provided the logo in three different styles in order to help our vast community of merchants adapt the usage for their own channels.

#OMGOMGOMGOMG
Afterpay Day is here!

Download logos



Primary

Usage on:
Solid colours (excluding mint)
Overlaid on images



Secondary

Usage on:
Solid Mint
Solid Secondary colours



Alternate

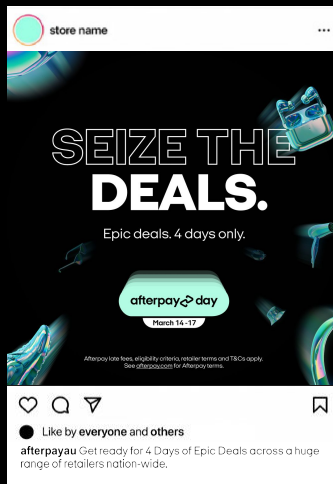
Usage on:
Darker imagery
Premium imagery
Colours that clash with mint

Social media.

Within the digital assets pack we have provided Afterpay Day themed assets for you to use across your social media channels. There are static and video options for you to choose from.

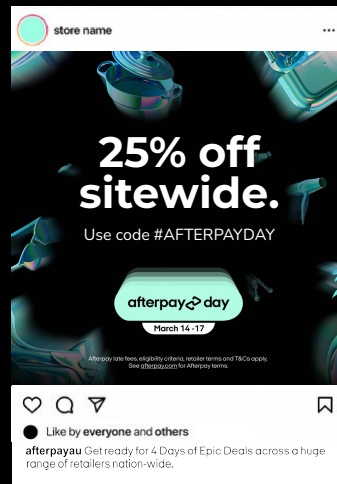
Whether you want ready-to-go assets or the option to customise with your offers and imagery, we've got something for you.

Download socials



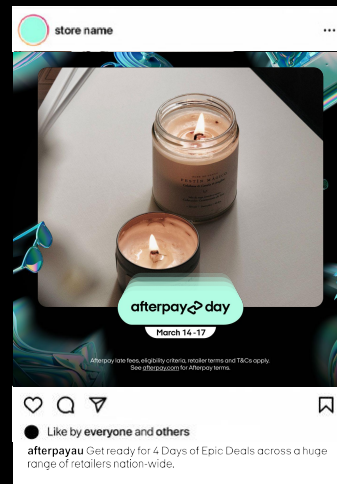
Completed

Keep it simple and use this template to let customers know that you're participating in Afterpay Day.



Editable

Want to include specific details on your offer? Use the editable templates to add your own copy before you post on social.



Frames

Promote your products by using the frame templates to sit above your own imagery. Don't forget to include details of your offer in the below-post copy, as well as #AfterpayDay.

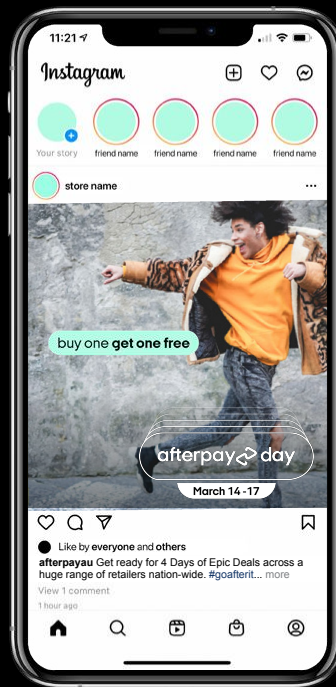
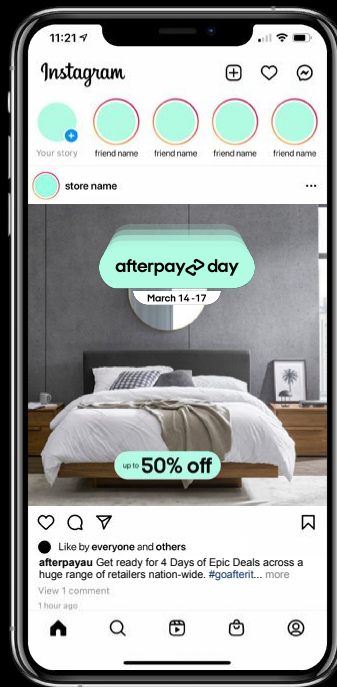
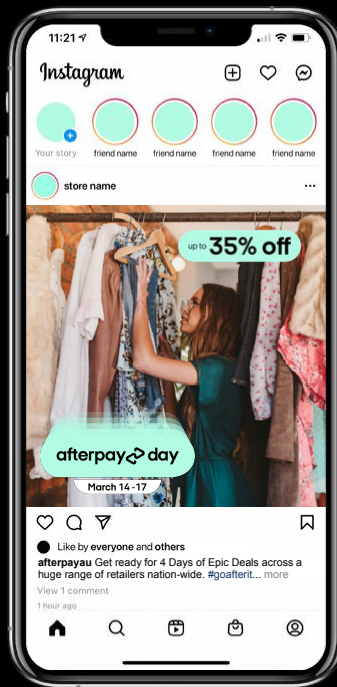
Discount stickers.

The Afterpay Day logo can be used as a badge that you add to imagery you are posting across your channels. The style of the badge used can be selected from our provided options in the asset pack to suit your imagery.

We have also provided a secondary call-out box that can be used to highlight percentage discounts or secondary messaging.

The logo and stickers can be placed anywhere on your chosen imagery.

Download stickers

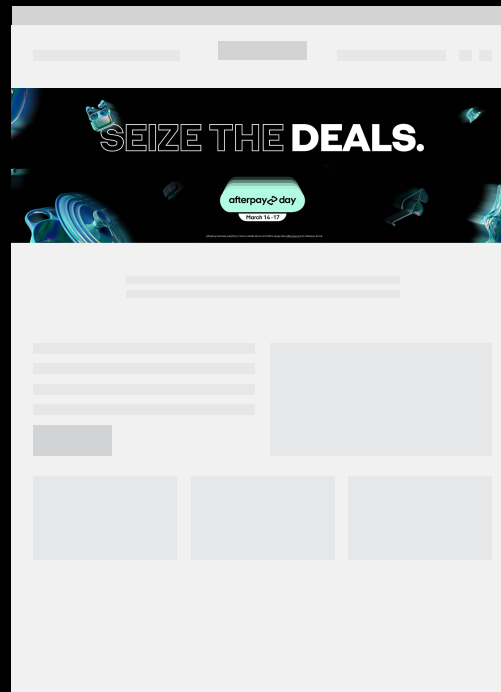
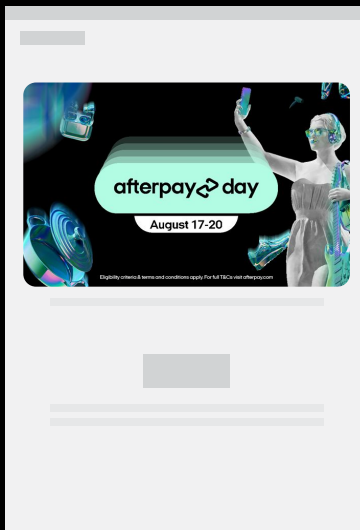


Email newsletters & web banners.

As with other channels, you can use the Afterpay Day logo and badge on your own imagery within your emails.

Download email modules

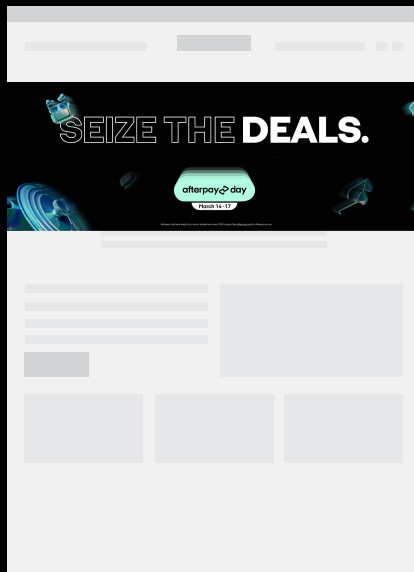
Download web banners



Using web banners.

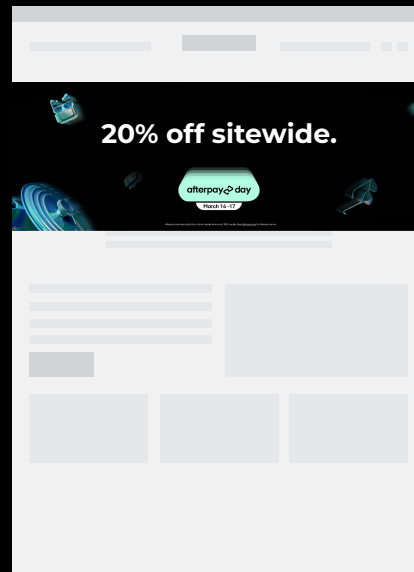
Whether you want ready-to-go assets or the option to customise with your offers and imagery, we've got something for you.

[Download web banners](#)



Completed

Keep it simple and use this home page banner to let customers know that you're participating in Afterpay Day.



Editable

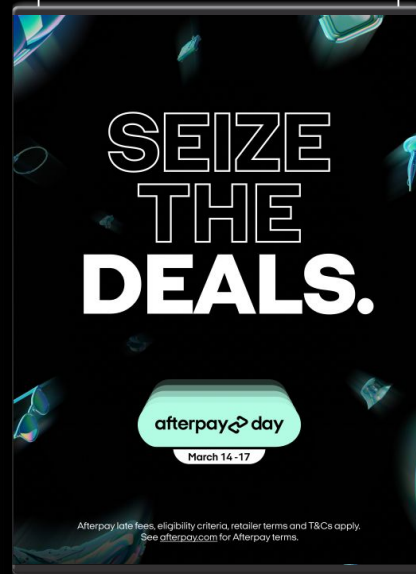
Want to include specific details on your offer? Use the editable home page banner to add your own copy before you post on social.

Visual merchandise.

We want to help you get the most out of the Afterpay Day, so we have also created a suite of visual merchandise that can be used in-store to promote the event during the sale period.

Download print assets

Download digital screens



Campaign assets.

These are the building blocks of our campaign that you can use to create DIY assets for your own channels.

Blast that mint and show those products to leverage the awareness we have built over time.



[Download assets](#)



General Information.

Afterpay's Terms and Conditions must be clearly displayed and readable. Your Afterpay contact will provide you the Terms and Conditions that must be included in marketing material.

A disclaimer **must** be used in instances where a "Call to Action" or any reference to "Financial Terms" are made in marketing material.

You must not:

Place disclaimer or Terms and Conditions text in obscure locations;

Use text that is too small;

Use flashing disclaimers on screen for only a moment; or

Use voice overs that are too quick or too quiet.

Example Disclaimers

Please note that the below disclaimers are examples only, and are subject to change depending on your promotion details and assets.

Generic Disclaimer:

"Late fees, eligibility criteria and T&Cs apply. See afterpay.com for full terms"

Promotion or discount offered for a set period:

"Promo runs 00:00 DD/MM/YY to 00:00 DD/MM/YY AEDT/NZDT. Selected styles, exclusions apply. Afterpay and retailer T&Cs apply. See afterpay.com for Afterpay terms."

Promotion or discount offered for a set period, with minimum spend:

"Promo runs 00:00 DD/MM/YY to 00:00 DD/MM/YY AEDT/NZDT. Min spend \$XYZ. Selected styles. Afterpay and retailer T&Cs apply. See afterpay.com for Afterpay terms."

Promotion or discount offered for a set period, with merchant T&Cs included:

"Promo runs 00:00 DD/MM/YY to 00:00 DD/MM/YY AEDT/NZDT. Prices as marked and exclusions apply. Afterpay and retailer T&Cs apply. See afterpay.com for Afterpay terms."





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March 14 - 17