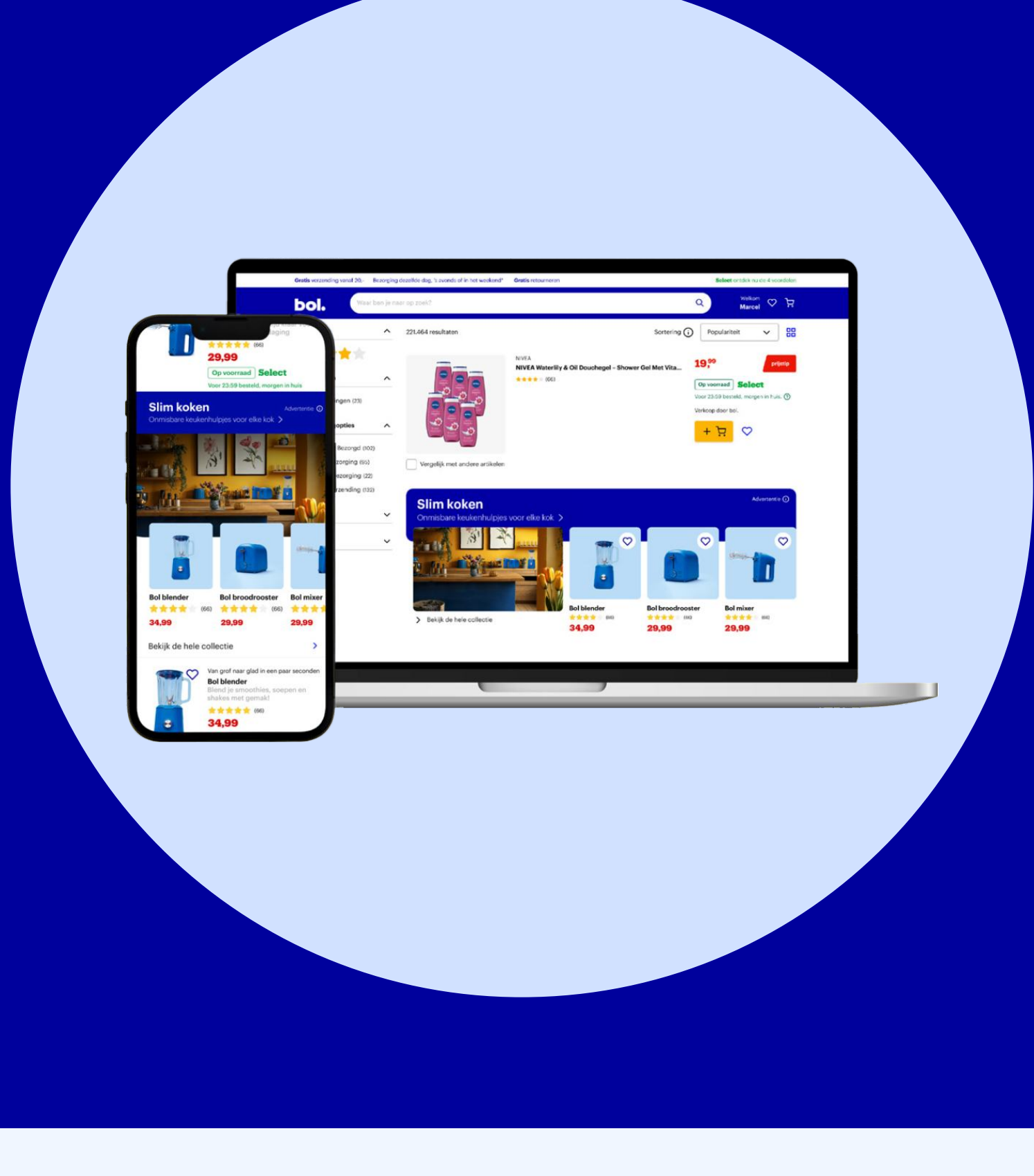


Guidelines Branded Shelves

This guideline document outlines the basic rules we follow when creating **Branded Shelves**.



AI-generated images (mandatory from August 2, 2026)

If you use **photorealistic AI-generated images in Branded Shelves**, these images must be clearly identified with an AI label or watermark in accordance with applicable European regulations.

If **this label is missing**, the content will not comply with our guidelines and the campaign will be taken offline until the imagery has been updated.

Please note:

The AI label or watermark must be placed in the bottom-right corner of the image and remain clearly visible for the full duration of the campaign.

Where can you find the labels?

View and download the labels on the official website of the European Union:
<https://digital-strategy.ec.europa.eu/en/policies/eu-icons-labelling-ai-generated-content#ecl-inpage-the-eu-icons>

Fully created using AI:

AI GENERATED

Existing image modified using AI:

AI MODIFIED

These labels can be displayed in white, black or transparent.

Background Color

Choose a background color that fits your brand best. The text color will be automatically selected based on the **HEX code** of your background.

Not allowed

- Pure **black** (#000000)
- Pure **white** (#FFFFFF)
- Colors that closely resemble **black** or **white**

Copy

Write your own copy that clearly communicates your product's message. The copy consists of a **title** and a **subtitle**, and must follow these rules:

Titel

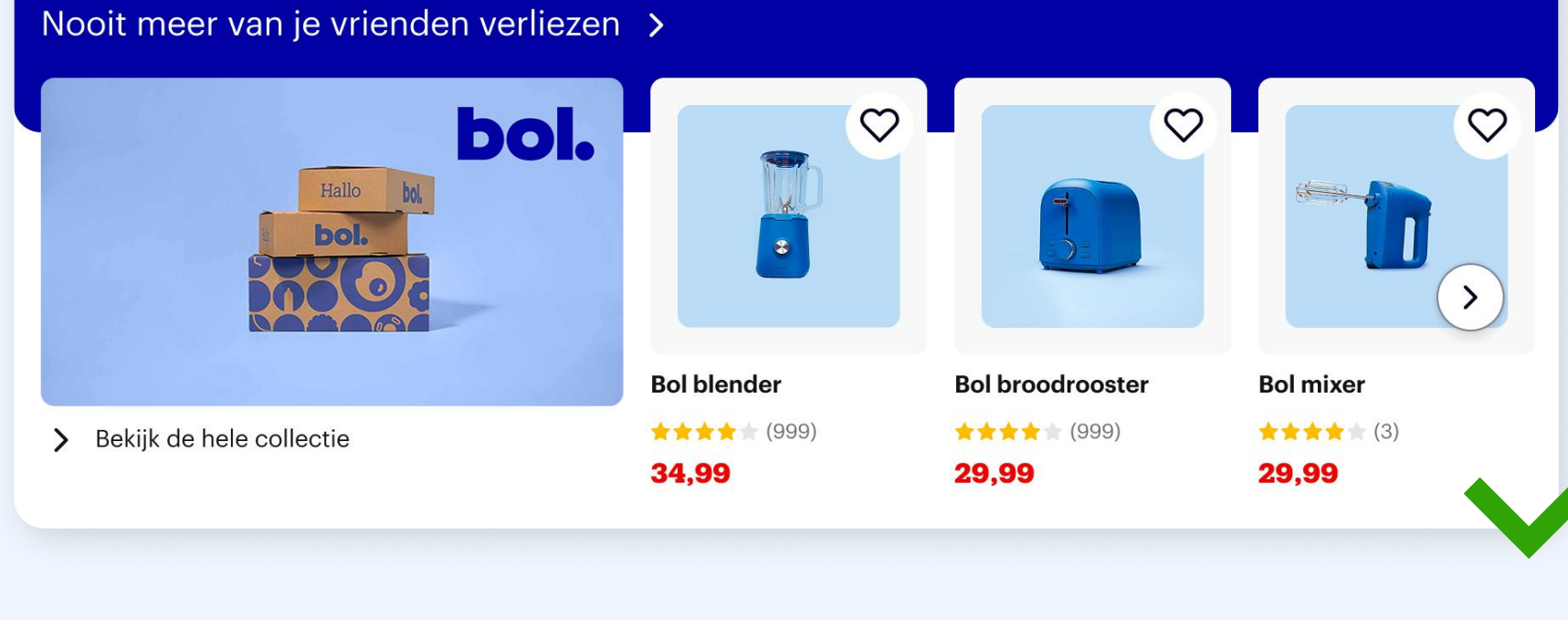
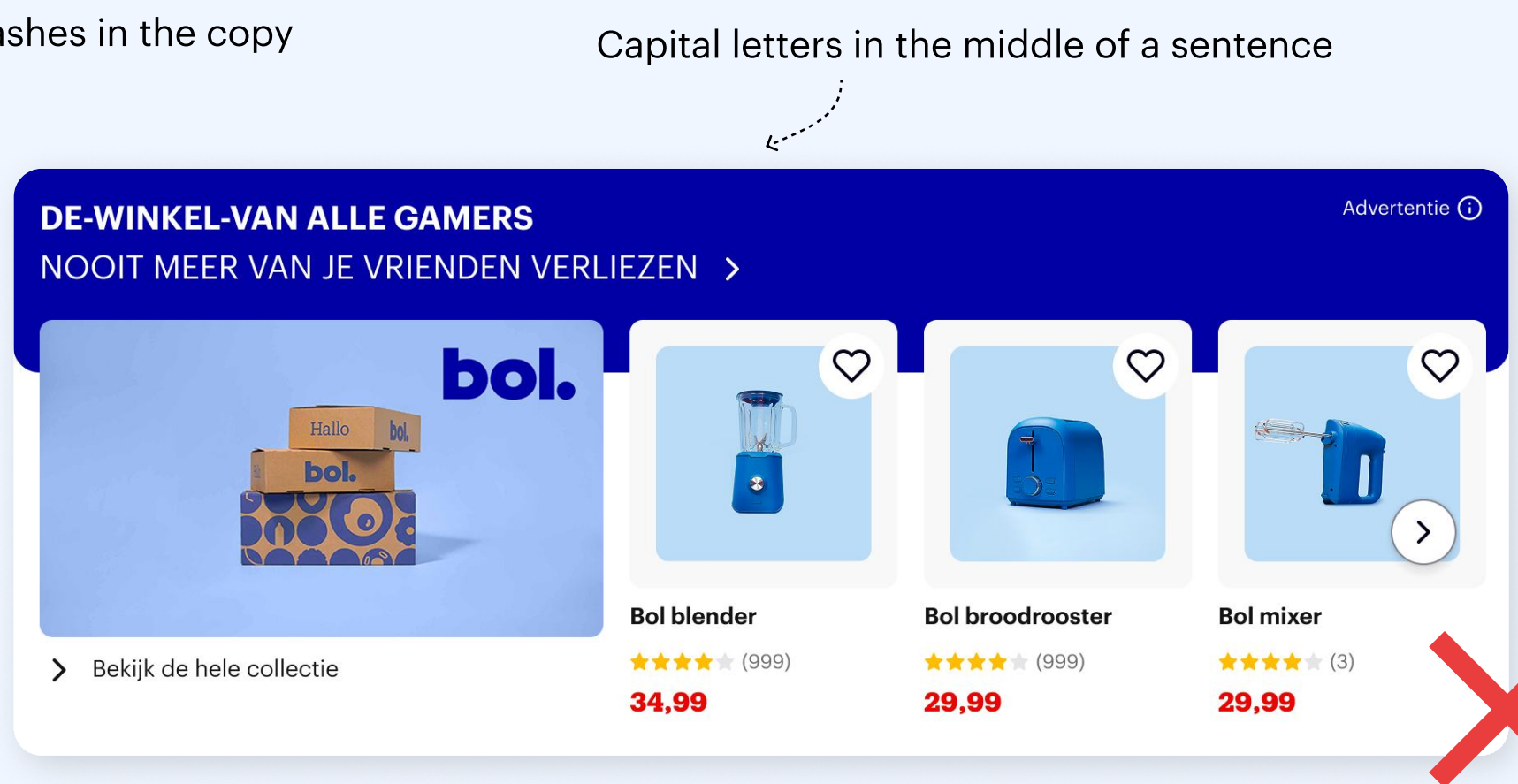
- Max. **24 characters** (including spaces)
- In the correct language: **Dutch** or **French**

Subtitle

- Max. **56 characters** (including spaces)
- In the correct language: **Dutch** or **French**

Dashes in the copy

Capital letters in the middle of a sentence



Allowed

- **Capital letters** for **brand names**
- **Capital letters** at the **beginning of a sentence**
- Punctuation: **&** and **,**
- **Theme- or bol-promotion** references without discount messaging (e.g., "Philips huishoudweken", niet "Huishoud deals van Philips")

Not allowed

- **Capital letters** in the middle of a sentence (unless brand name or sentence start)
- **Punctuation marks**
- **English** text (unless it's a slogan, pay off or brand name)
- Mentioning **discounts (%)**
- Mentioning **prices (€)**
- Promoting **gift vouchers**
- **Mixing languages** in title and subtitle
- **Sustainability claims**
- **Value judgments** like "expensive", "cheap", "best", "premium"
- References to **theme weeks** or **promotional** events that **include discount messaging**. (For example: not "Get your Black Friday discount on our collection," but "Discover our products during Black Friday.")
- References where **brand X presents itself as brand Y**. (However, mentioning that a product from brand X is compatible with or can be used with brand Y is allowed.)
- Using **Emojis**
- **Superlatives** such as "most beautiful", "the best" (except in combination with a brand name, e.g., "discover our best noise cancelling")
- **Non-verifiable claims** (such as the use of "always"). **Guarantees** may only be communicated if they are **explicitly stated** in the product title or on the PDP.

Visuals

A **strong lifestyle image** grabs attention, evokes emotion, and reinforces your message.

Add your logo to boost brand recognition and awareness.

Lifestyle Image Requirements

- Format: **1920x1080 pixels** (16:9 ratio)
- Optional: **logo** (see placement guidelines below)

Not allowed

- **Text** in the image

Logo Placement (if used)

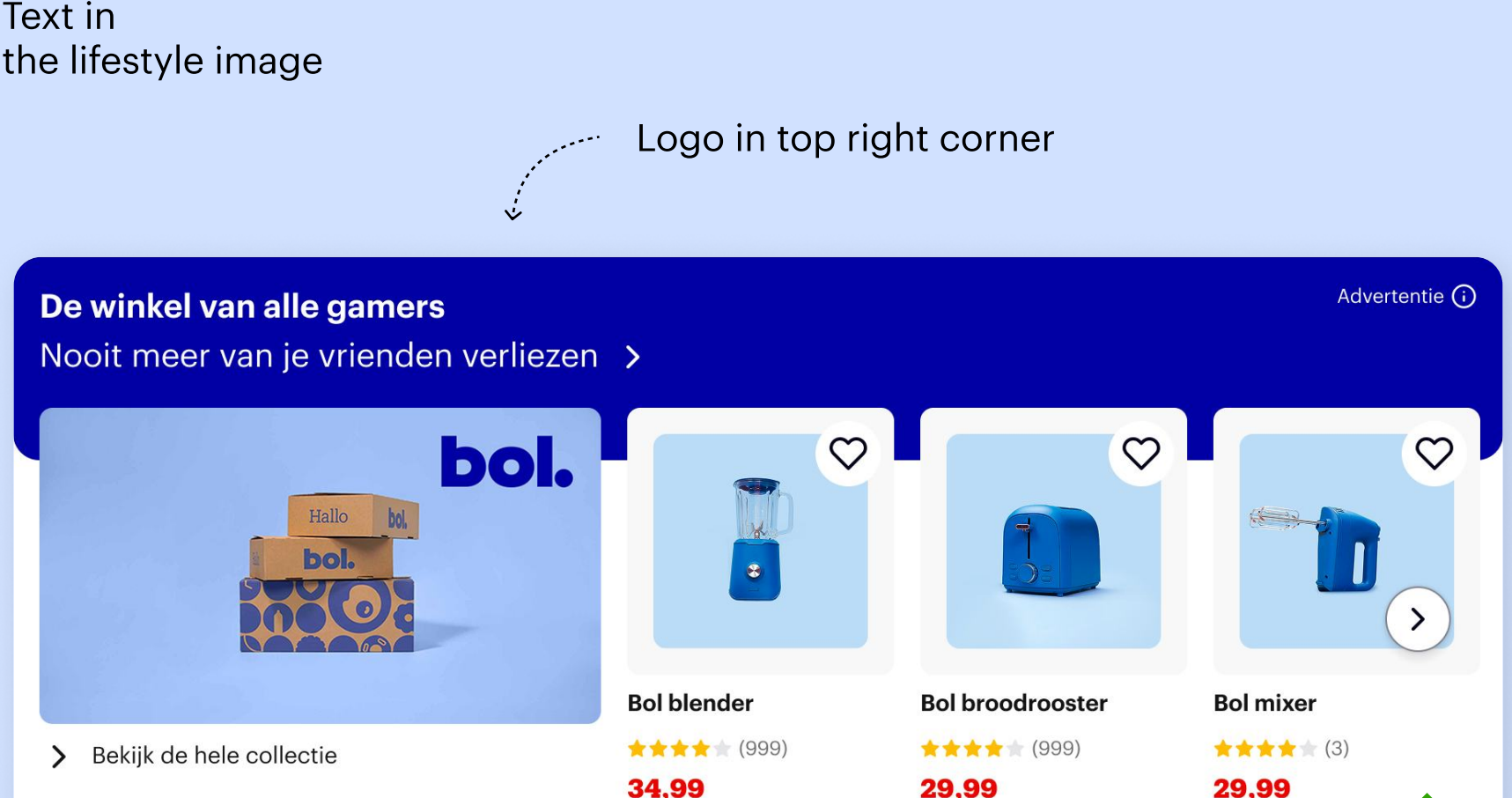
If you want your logo to be visible, add it to the lifestyle image before uploading it.

Horizontal logo:

- Placement: **top right corner**
- Margin: **24px** from top and right
- Logo height: **max. 44px**

Vertical logo:

- Placement: **top right corner**
- Margin: **24px** from top and right
- Logo height: **max. 44px**



URL

A **good landing page** makes all the difference. Choose your URL carefully.

Disclaimers

- If the URL doesn't work or the campaign is paused, it affects delivery and performance.
- The moderation team checks the submitted URL once. After that, it's your responsibility to keep it working during the campaign.

Allowed

- URL starts with **www.bol.com/nl...** or **www.bol.com/be...**
- **Correct assortment** loaded
- Sufficient stock **available**
- URL active at **least 1 month** after the campaign

Not allowed

- No **?** or **#** in the URL
- No **search text** in the URL (e.g. <https://www.bol.com/nl/nl/s/?searchtext=powerbank>)

Effective Pages

1. Brand Page (recommended)

A permanent brand page on bol.com to tell your brand story and showcase products.

URL contains: **/pb/**

Note: French Branded Shelves cannot link to a brand page.

2. Brand Activation Page

A temporary landing page for a specific campaign or promotion.

URL contains: **/pb/**

3. Retail Action Page

A standard list page based on a selection of EANs provided by the advertiser.

URL contains: **/ra/**

4. Branded list page

A filtered list page by brand, e.g. "all Philips Sonicare products".

URL contains: **//**

5. Product detail page

A standard product page showing one specific product.

URL contains: **/p/**

Shortened URL

Please **make sure** to use a shortened URL.

Long URLs containing tracking codes, parameters, or extra symbols (such as **?**, **#**, or **bltgh=...**) **cannot be used** in Branded Shelves.

Tip: Always double-check that the URL works correctly without extra parameters before adding it to your shelf.

Not allowed

<https://www.bol.com/nl/nl//bol/12345/1234567890/?bltgh=abcdef12-3456-7890-abcd-ef1234567890>

Allowed

<https://www.bol.com/nl/nl//bol/12345/1234567890/>

Accepted Content

Campaigns must comply with bol's values and guidelines.

Not allowed

- **Discrimination** based on (but not limited to): gender, race, religion, sexuality, political preference, or health status
- Targeting **vulnerable individuals** (e.g. mentally unstable or financially limited)
- Targeting **children** (under 18)
- **Misleading or deceptive content**
- **Abuse or exploitation**
- **Harmful or aggressive** messaging
- **18+ content**

Target Audience

You can target both the Netherlands and Belgium (**NL & BE**). Language (Dutch or French) is selected based on the customer's browser settings.



Thank you!