

# What is Engaging Hero Content?



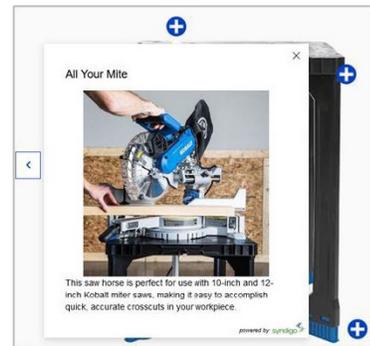
Engaging Hero Content (formerly known as "StoryPoints") is an enhancement to an item's product detail page, where specific product features are emphasized to encourage a deeper look into an item's value.

## Engaging Hero Content typically includes:

- Enhanced graphics of product features
- Visual product specifications
- Targeted feature and benefit call-outs

Items that have implemented Engaging Hero Content see an average of 23% lift.

Enhancing an item with Engaging Hero Content helps to provide a complete story of why the product is beneficial to the customer. This offers an opportunity to provide direct product specifications, highlight specific item capabilities, and distinguish an item from similar products. In effect, this allows shoppers to make more informed purchasing decisions.



## Engaging Hero Content Standards

Each Hero highlights a product feature and consists of a heading and caption. To provide optimum value to our customers, Lowe's has established guardrails for both content elements. They are as follows:

# What is Engaging Hero Content?

## Headings:

- No full sentences
- No periods (.)
- Must be included in all Heroes, including PDFs and videos
- Cannot be titled "Gallery"
  - Additional product images may be submitted to appear on the Lowe's product page. All Heroes should highlight a product feature.
- All primary words should be capitalized; non-primary words should be lowercased.

**YES:** Comfort at Your Fingertips

**NO:** Comfort at your fingertips

**NO:** Comfort At Your Fingertips

- Headings should not include measurements
  - YES:** Solid Surface for Solid Results
  - NO:** 46 in. x 18 in. Solid Work Surface
- Cannot include engine or horsepower name/type
  - YES:** The Power You Need to Get the Job Done
  - NO:** 19 hp ACME 6000 series V-Twin engine

"ACME 6000 Series V-Twin Power Plant" – This would NOT be an acceptable heading.

All headings should be readable and romance-based.

**Ex:** "A Powerful Engine for Powerful Results"

If a vendor wants to call out the specific name or type of an engine, they may include this information in the caption. **The name of the engine/horsepower should never be included in the heading.**

**Ex:** Equipped with the power of a 6000 Series V-Twin engine, the ACME 24-HP V-Twin Hydrostatic Lawn Mower offers professional-grade results, durable components, and consistent-cut technology for consistent power and a cleaner cut.

- Written in romance copy
  - YES:** Steer with Comfort
  - NO:** Steering Wheel

# What is Engaging Hero Content?

## What is Romance Copy?

Romance copy is a style of product writing that makes a product come to life. This type of language includes catchy phrases and attributes, while still delivering relevant facts about the product. Romance copy maintains brand voice and showcases the “personality” of a product. Popular characteristics of romance copy include appealing to the senses and establishing engagement with the reader.

Below are examples of **acceptable** copy:

Power Up With Ease



High Comfort, High Performance



Below are examples of **unacceptable** copy:

High Back Seat



Larger Tires



# What is Engaging Hero Content?



## Captions:

- Must follow feature/benefit model and use romance language
  - YES:** Large handrails are built of galvanized steel with comfort-grip protection to ensure you stay the course and never miss a beat.
  - YES:** Safety comes first with large comfort-grip handrails, ensuring you never miss a step.
  - NO:** galvanized steel with comfort-grip protection
  - NO:** comfort-grip handrails made of galvanized steel for your safety
  - NO:** comfort-grip rails for protection
- Must include a period at the end of all sentences
- Must follow Lowe's measurement convention
  - YES:** 1-IN
  - NO:** 1-in
  - NO:** 1 inch
  - NO:** 1"
- Must be written in complete sentences
  - YES:** Experience peace of mind with heavy-duty, galvanized steel handrails, offering the protection you need for any task.
  - NO:** heavy-duty rails for protection

For more information, go to <https://syndigo.com/lowes/enhanced-content/>