

SAMSUNG

2020 LST7T The Terrace  
Series

Digital Launch  
Toolkit



The Terrace

# Product Headline

Ex. Product Detail Page

## Product Page:

Above the fold

### GUIDELINES

1. Follow Headline Convention for recommended headline structure & order
2. Ensure to include all components within example headline
3. Refer to spec sheets for precise inputs

## Headline Convention:

Brand Name | Size | Series | Screen Technology (QLED) | Resolution | Smart TV | Model # | Year

## The Terrace TV Headline Example:

Samsung | 65" | The Terrace outdoor TV | QLED | 4K UHD | Smart TV | QN65LST7TAFXZA | 2020



# Image Carousel

1000 x 1000 PX  
CROPPED TO 1:1 RATIO

Ex. Product Detail Page






## Product Page:






Above the fold

### GUIDELINES

1. Images should follow the Image Order guidance
2. If image is missing from EasyAds folder, please use the next available image according to Image Order Guidance
3. With retail.com accounts with limited carousel slots, please prioritize including Jackpacks, What's in the Box Image(s) and Video. Benefit Based Imagery should also be prioritized, but if space is limited, drop the lowest order image first.
4. The feature video should be prioritized in the carousel. Videos can also be included in below the fold content.

## In order of priority for 75":

<b>1</b>	<b>EasyAds ID:</b> 195267	<b>2</b>	<b>EasyAds ID:</b> 194616	<b>3</b>	<b>EasyAds ID:</b> 184703	<b>4</b>	<b>EasyAds ID:</b> 184141	<b>5</b>	<b>EasyAds ID:</b> 200102
									

<b>6</b>	<b>75" : 192895</b> <b>65" : 192894</b> <b>55" : 197959</b>	<b>7</b>	<b>EasyAds ID:</b> 195076	<b>8</b>	<b>EasyAds ID:</b> 195080	<b>9</b>	<b>EasyAds ID:</b> 195079	<b>10</b>	<b>EasyAds ID:</b> 195077
									

<b>11</b>	<b>EasyAds ID:</b> 195078	<b>12</b>	<b>EasyAds ID:</b> 195841 (MP4)
			
<p>Connect your home Wi-Fi network or pair Bluetooth devices</p>			



# Feature Bullets

## Product Page: Above the fold

### GUIDELINES

1. Feature bullets should follow the precise order as listed
2. If feature benefit rows are limited below 5, follow the order to include in priority order.
3. Follow the Key Features in Messaging Hierarchy for precise messaging as they should appear on the PDP

## Top 5 Features

The Terrace XX" Class | The Terrace TV | 4K UHD | HDR | Smart TV

Edited 2.6.20

Screen Sizes	75", 65", 55"
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Short Copy	The Terrace outdoor TV was designed to look incredibly vivid and bright, especially in daylight. This slim QLED television is IP55 rated to protect against dust and rain. The anti-glare screen and intuitive Smart TV capabilities make it a must have TV.
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Top 5 Features ( in Priority Order)	1 Outdoor Optimized QLED Picture	2 Weather-Resistant Durability IP55 Rated	3 Smart TV Powered by Tizen	4 Wide Viewing Angle with Anti-glare	5 Wi-Fi and Bluetooth® connection
Description	High quality 4K QLED picture engineered to look incredibly vivid and bright especially in daylight.	Resistant to extreme temperatures, and is best-in-class IP55-rated for weather-resistant durability against water and dust.	Go beyond Smart TV with next-gen apps, super easy control, and a host of enhancements that elevate the TV watching experience.	Engineered to reduce glare and deliver a great picture from every seat.	Connect to your home Wi-Fi network or pair with Bluetooth devices.





# Keywords (metatags)

## Product Page:

Above the fold

### GUIDELINES

1. Include keywords into metadata section in set up sheets for loading PDPs

### terrace Keywords

	Top Category Keywords	Top Branded Keywords	Top Competitor Keywords
1	outdoor tv	terrace tv	wallpaper tv
2	mirror tv	samsung terrace	lg signature
3	tv mirror	samsung terrace tv	
4	thin tv	the terrace tv	
5	mirror tv screen	samsung terrace tv 55	
6	art tv	samsung the terrace	
7		samsung the terrace tv	
8			
9			
10			

