

Your new Afterpay visual assets are here!

The best way to let customers know you offer Afterpay is with your visual assets. In a recent in-store test, Afterpay's visual assets drove;

12% uplift in incremental customers and,

9.7% increase in revenue*

Window Decal

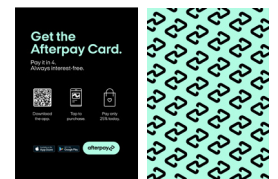


afterpay

2 x window decal
[1 x Internal, 1 x External]
Size: 300mm x 105mm

Apply to entrance points at eye level to show Afterpay is available.

Educational Postcards

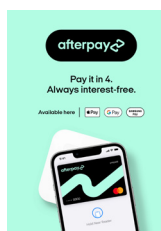


afterpay

Acrylic block
Size: A5 148x210mm

Display in your acrylic holder for customers to take home.

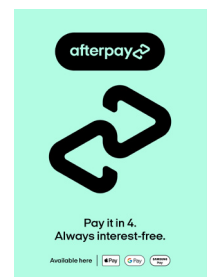
A5 Strut Card



Size: A5 148x210mm

Place at payment point or countertop.

A4 Strut Card



Size: A4 210x297mm

Display the A4 strut card in a prominent location in your business.

*AlphaBeta Analytics for Afterpay.

Wobblers



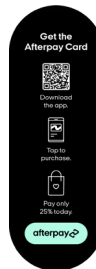
Show in key sales locations.
Size: 100mmx100mm



Mirror Decals



Apply to change room mirrors or on suitable surfaces.
Size: 144mm x 50.4 mm



Terminal Signs

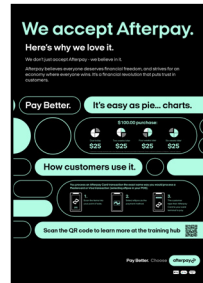
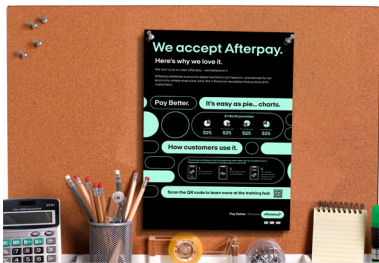


Apply to top or bottom of the terminal.



Size: 90mm x 65mm

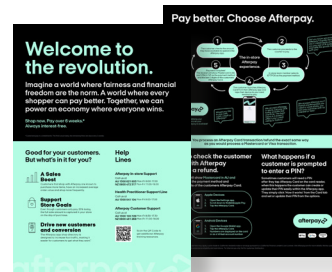
BOH Poster



Size: A3 297x420mm

Install back of house as a quick reference for frontline teams on how to transact with Afterpay Card.

Quick Reference Guide



Size: A4 210x297mm

Place at POS for internal communication providing fast facts and top tips on Afterpay Card.

To set you up for success we have put together a handy checklist.

Set up for success

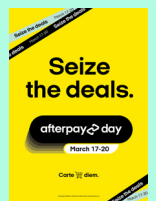
- Take down your existing visual assets and replace them with your brand new visual assets.
- Email visualmerchandising@afterpay.com for questions and show us the images of your new assets!

Become an in-store expert

- Get up to speed on the power of Afterpay by heading to access.afterpay.com to leverage our in-store training.

APD Strut Card

March 17-20



Size: A5 148x210mm

Show your customer your participating in the **March Afterpay Day**, by installing the strut card in your window or near your payment point or countertop.

Need additional in-store VM or online assets?

Integrate Afterpay in-store & online with the help of our marketing guidelines, creative assets and visual merchandise assets. Visual assets are not to be altered in anyway. Any torn or damaged items should be removed and replaced.

Need VM help? Reach out to us on visualmerchandising@afterpay.com

Order here

