

Showcasing Your Products via Marketing Data

Below are some helpful hints to remember when submitting data to Lowe's via Big Hammer.

The information collected via Big Hammer is used for Lowes.com, In-Store Selling Tools, In-Store Signage and Marketing and Advertising collateral. The data is shown exactly as you enter it on Lowes.com and in-store selling tools, so accuracy and quality is key to our mutual success.

Vendor / Item / Model / Brand Fields

- If you have more than one Vendor Business Unit (VBU) number, please ensure the correct VBU is used. If the VBU does not match what is in the internal systems the data and images will error out when loading.
- Lowe's Item Number is the only information that should be submitted in the Item Number or SOS Item Number fields. If product is sold under a stock and an SOS number please submit both. The model number should not be entered into either of these fields.
- The brand must be as you advertise it. If in all caps then this is how it should be submitted.
- In the brand fields the vendor name or manufacturer name is not to be entered unless there is no other brand.
- The item / model description must be detailed. The model **number** is **not** acceptable. For example: *25 x 22 Vanity Top, Single Control Faucet with Spray*
- The brand name should not be repeated in the item description.

Bullets

- Bullets should be written in feature / benefit format for example: *Beverage Chiller compartment keeps drinks up to four degrees colder than the rest of the refrigerator.*
- Bullets MUST be sentence case, correct spelling and grammar and should **not** be in all CAPS.
- No abbreviations in bullets, unique feature and primary benefits, and/or model description.
- ***BULLETS SELL PRODUCT***
- Bullets should not contain periods.
- A Bullet MUST only contain one feature/benefit. **Do not** combine multiple features/benefits. ***N/A*** is not acceptable.
- Do not repeat the specs in the bullets (only exception is the finish/color - if the actual finish is not a response available in the specs)

Spec Fields

- Do not use "0" in non-applicable fields. If not mandatory and you do not have a response leave blank.
- All fields are important even though not all are required. Keep in mind your items may be shown along side a competitor's items and the more detailed and customer focused your information is the better opportunity for a sale.
- The warranty response needs to be clear and consistent across all like models. For example: *Limited Lifetime, 40 year*
- Target Market Country Code (TMCC) is 840 for US. No other response will be accepted. Canadian-**only** items should **not** be submitted at this time.
- Unique feature and primary benefit should not be a repeat of the model description. This should be information that differentiates the product.