Asset Maintenance Training

Adhoc Images, Video Upload & Marketing Images

January 2020

Accessing Asset Maintenance

1. Log into K-Link

2. Hover over Product in the top navigation

3. Select Asset Maintenance

Landing Page

On the Asset Maintenance page, please pick one of the following options: Kohls.com Image, Video or Marketing Image

- Kohls.com Image
    - Image additions or updates for legacy styles that are live on kohls.com
        - All Legacy styles were created prior to K-Link and do not belong to a Merchant Group
        - For styles that belong to a Merchant Group, please upload images through the corresponding group
- Video
    - Product videos intended for use on kohls.com product pages
- Marketing Image
    - Product Images or Lifestyle Images intended for use in all other Kohl's Marketing channels
    - Load Logos
    - Load Illustrations & PDFs
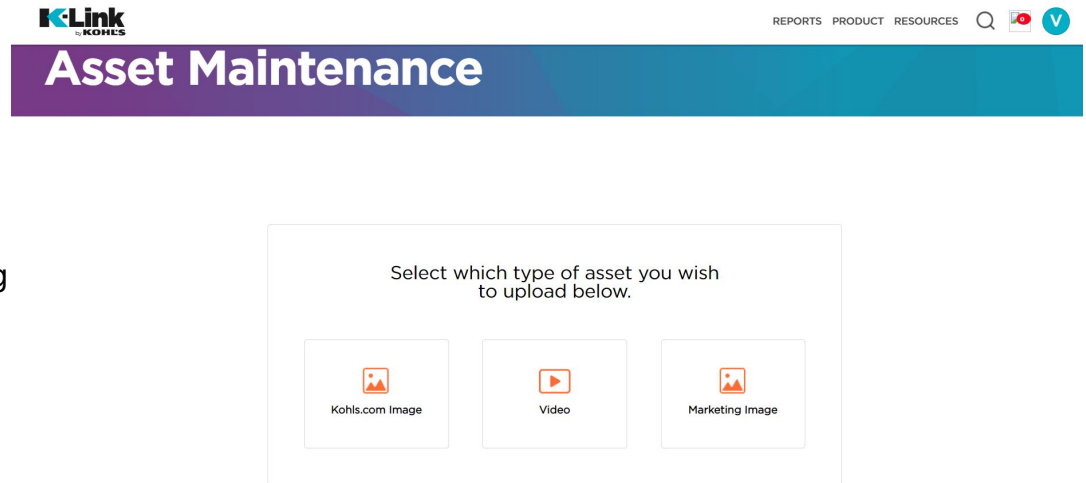
Kohls.com Images/Adhoc Images

Image additions or updates for legacy styles that are live on kohls.com

1. Select the Kohls.com Image Icon on the Landing Page
   a. To Load an Image you will need:

      i. Department Number

      ii. Vendor Name

      iii. Vendor Style Number(s)

   b. Load multiple style numbers at once for same department/vendor combo

   c. Separate each style number with a comma

Select which type of asset you wish to upload below.

Kohls.com Image | Video | Marketing Image
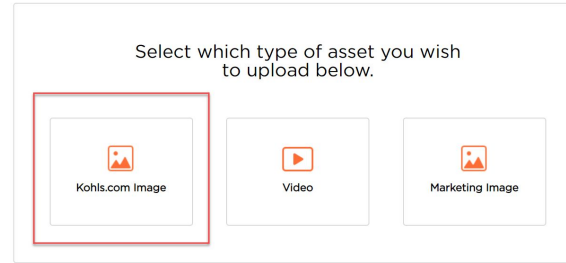
Asset Maintenance

Asset Maintenance is for styles that were created prior to K-Link and do not belong to a merchant group. For styles belonging to a group, please upload images through the corresponding merchant group page under the Product tab.

Enter criteria below then click Next

Department
11-SOLID SHEETS

Vendor
LI & FUNG (TRADING) LIMITED

Vendor Style Number(s)
BO-GTR-CK, BO-GTR-F, BO-GTR-K

NEXT

K-Link
by KOHL'S

Troubleshooting Style Number Issues

- The system will automatically validate the style number
- You will receive this error message if the style number is inaccurate, or does not match the department number provided. To resolve, enter an accurate style number for the department/vendor combo.

Enter criteria below then click Next

Department	Vendor	Vendor Style Number(s)
11-SOLID SHEETS ∨	LI & FUNG (TRADING) LIMITED ∨	BO-BST-TF

The following Vendor Style Numbers are invalid for the Department/Vendor Association selected: BO-BST-TF

- If you load a style number that exists in a Merchant Group, you will get the below message. If you receive this message, please load the image in the Merchant Group listed

Vendor Style Images

Department: 11 - SOLID SHEETS | Vendor: LI & FUNG (TRADING) LIMITED

	VENDOR STYLE	IMAGES	CP ID How to find CP ID
☐	**01BOSECSSYPCK** BO 275TC BCI EASY CARE SHEET SET: YUNUS CCs: 4	Images: 0	Add Image	This Style Is Already Present In This MG LI & FUNG (TRADING) LIMITED_11_YUNUS_BIG ONE 275TC

Loading Images

- To add your images, select the pink + on the right
- All images will need to meet Kohl's standard image requirements
- Image files must use the following naming conventions:
  - Single color examples:
    - Style123.jpg
    - Style123_ALT.tif
    - Style123_ALT2.jpg
    - Style123_ALT3.tif
  - Multiple color examples:
    - Style123_Blue.tif
    - Style123_Blue_ALT.jpg
    - Style123_Green.tif
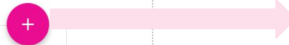   - Style123_Green_ALT2.jpg
- Images must use the sRGB or Adobe RGB color space.

K-Link by KOHL'S

Loading Images Continued

- Once images are loaded, they will automatically flow to the style number

- If you only have one color per style, the image will automatically flow to the customer choice level

- If you have multiple colors per style and add the color to the file name (style1234_blue), the image will flow down to the correct customer choice level

- If loading an image to a style with multiple colors that do not have the color in the file name, images will need to manually be moved down to the correct customer choice
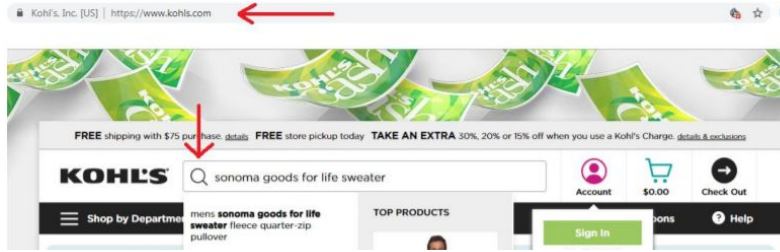
Adding CP & Submitting to Kohls

All styles must have a CP prior to submitting back to Kohl's. A CP is a number unique to your product page, built into the URL and connects to Kohl's systems. If you do not know how to find your CP, follow the steps below to obtain.

1. Go to Kohls.com, then use the search bar to look up your product.	3. In the URL, the number directly after "www.kohls.com/product/prd-" will be your CP ID. EXAMPLE - CP ID is 3243768
2. Once you locate your product, click on the product to get to the product page.	4. If your product is a collection of products, you will see a lowercase "c" before the string of numbers. EXAMPLE - Collection ID is c135968
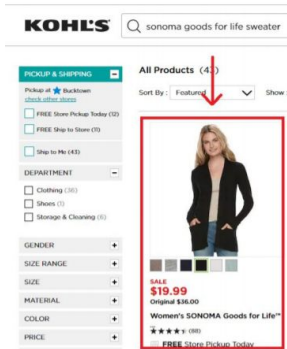
Adding CP & Submitting to Kohls

- Enter the located CP or Collection ID in the blank field to the right of the image

- If the same image needs to be updated for multiple product pages, you will need to obtain a CP for each product page you want this image to flow to

- If you are unable to find your product(s) online, please work with the merchant buying team to obtain CP ID(s)/Collection ID(s)

- Steps on how to find a CP are also located in K-Link, to the left of the pink +

- After images are loaded and CP's are added, you can hit Submit. If all CP's are validated, you will get an Upload Successful message

Troubleshooting Image Issues

- If images do not meet Kohl's requirements you will get an error message:

Upload Images

UPLOADING 1 IMAGES

LI & FUNG (TRADING) LIMITED_11_download_1578436520144.jpg
Dimension did not meet the specification

Cancel | **Done**

- If the image does not have the correct naming convention, you will get the below error message:

Upload Images

UPLOADING 1 IMAGES

LI & FUNG (TRADING) LIMITED_11_BO-GTR-CKS_1578436185315.jpg
The file name on this image does NOT match a Vendor Style Number on the provided list

Cancel | **Done**
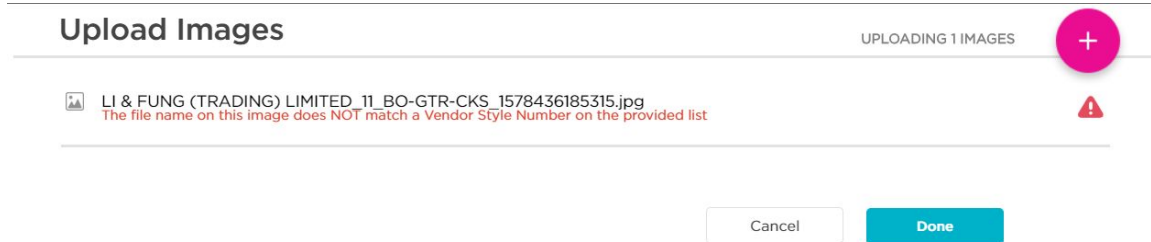
Uploading Video

Product videos intended for use on kohls.com product pages

1. Select the Video Icon on the Landing Page
   a. To Load a Video you will need:

      i.   Department Number

      ii. Vendor Name

      iii. CP ID(s)

   b. Load multiple CP ID's at once for same department/vendor combo

   c. Separate each CP ID with a comma

   d. Click on "How to Find CP ID" if you have questions on how to get this information

   e. Click Next to upload video

Select which type of asset you wish to upload below.

Kohls.com Image | Video | Marketing Image
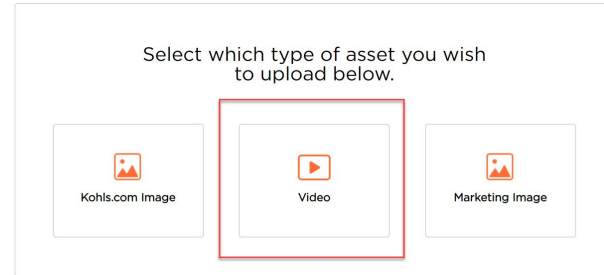
Kohls.com Video Upload

Make selections for upload and click next to select the video to be uploaded.

Department
Select

Vendor
Select

CP ID(s)   How to find CP ID
Enter

NEXT

K-Link by KOHL'S

Uploading Video

- Upload the video from your computer

- Video file names do not need to match a style number

- All videos must meet Kohl's size requirements

- Once the video is selected hit "done" to upload

- If the video meets the size requirements, you will get a message with a green check mark

- Hit "done" to submit to Kohl's

- You will get an Upload Successful message, indicating Kohl's has received the video
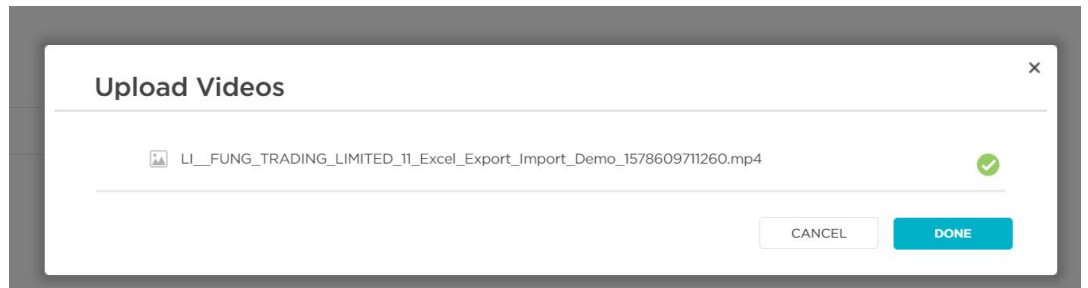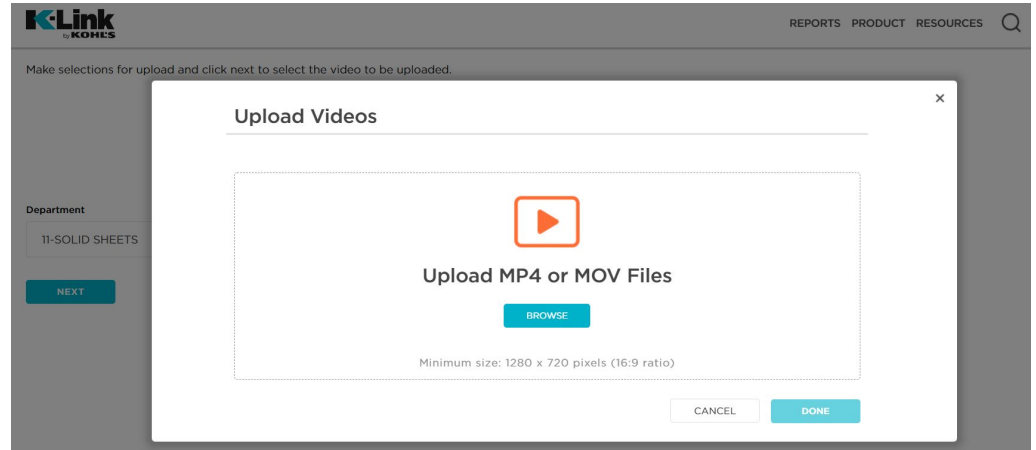
Marketing Images

There is now a place for Marketing Images to be submitted in K-Link. This new functionality will be rolled out over time. Your Merchant and Marketing partners will be reaching out to each vendor over time to start leveraging that capability.
Please do not use this functionality until you have been given clearance by Merchants or Marketing Teams

Product Images or Lifestyle Images intended for use in all other Kohl's Marketing channels. Load Logos, Illustrations & PDFs. Any images for Kohls.com should be added in via Merchant Group or Ad Hoc (Kohsl.com Image) method

Select the Marketing Image Icon on the Landing Page

There are two Categories of Marketing Images to Load:

- **Lifestyle**: Any environment shot intended for marketing
- **Product**: Any other imagery, logos or PDF intended for marketing

Select which type of asset you wish to upload below.

| Kohls.com Image | Video | Marketing Image |

Asset Maintenance

Marketing Image Upload
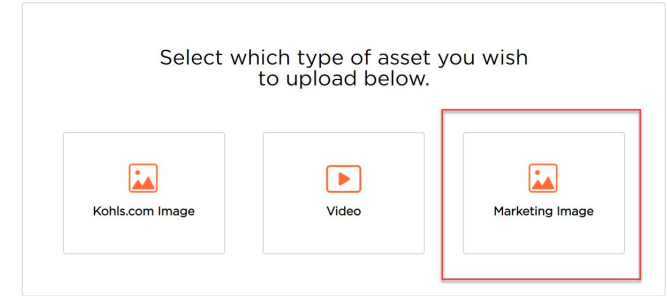
Make selections for upload and click next to select the image to be uploaded.

Category
- ● Lifestyle
- ○ Product

Vendor
Select

Brand
Select

Season
Select

K-Link
by KOHL'S

Lifestyle Images

- Used to load lifestyle imagery for marketing or other areas outside of Kohls.com
- Select "Lifestyle" as the category
- Fill in Vendor, Brand and Season the image should be used for. Then hit Next
- Screen will appear to load images. Please note image size requirements and file types (JPGE, TIFF, PDF, etc)
- Additional size/image requirements can be found under the resource section of K-Link
- If image meets the minimum size requirement, you will get an upload successful message

Asset Maintenance

Marketing Image Upload

Make selections for upload and click next to select the image to be uploaded.

Category
- ◉ Lifestyle
- ○ Product

Vendor
[Select   ▼]

Brand
[Select   ▼]

Season
[Select   ▼]

[NEXT]

Upload Images

Upload JPEG, or TIFF, PSD, AI, EPS or PDF

[BROWSE]

Minimum size: 1500 x 1500 pixels (5"x 5" @ 300 PPI)

[CANCEL]   [DONE]

Product Images

- Used to load any other image or file for use outside of Kohls.com
- Select "Product" as the category
- Fill in the below information for the image. Then hit Next
  - Department
  - Vendor
  - Vender Style(s)
    - Can add multiple, separated by commas
  - Brand
  - Season
- Screen will appear to load images. Please note image size requirements and file endings
- Additional size/image requirements can be found under the resource section of K-Link
- If image meets the minimum size requirement, you will get an upload successful message

Asset Maintenance

Marketing Image Upload

Make selections for upload and click next to select the image to be uploaded.

Category

○ Lifestyle

◉ Product

Department
Select ▾

Brand
Select ▾

Vendor
Select ▾

Season
Select ▾

Vendor Style(s)
Multiple styles must be separated by commas

NEXT

Upload Images

Upload JPEG, or TIFF, PSD, AI, EPS or PDF

BROWSE

Minimum size: 1500 x 1500 pixels (5"x 5" @ 300 PPI)

CANCEL   DONE