



Shocking Sale Nomination

User Guide

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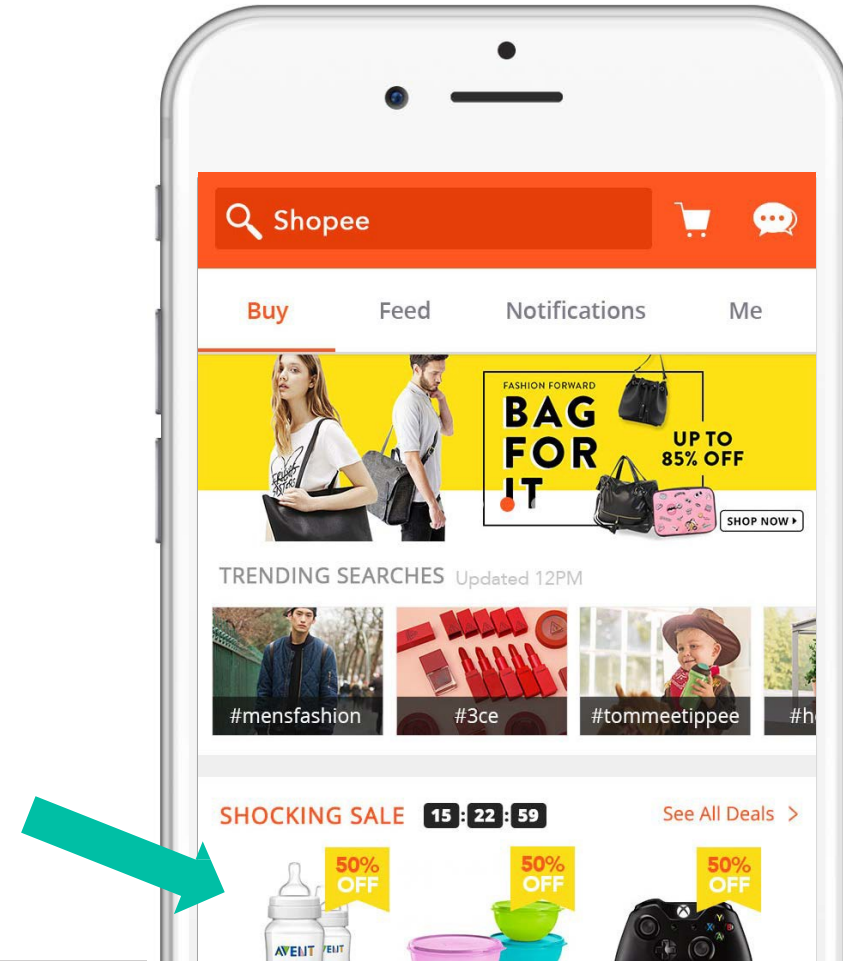
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What is Shocking Sale Nomination?

It's a feature on Seller Centre that allows sellers to nominate their products into upcoming Shocking Sale promotions or campaigns.

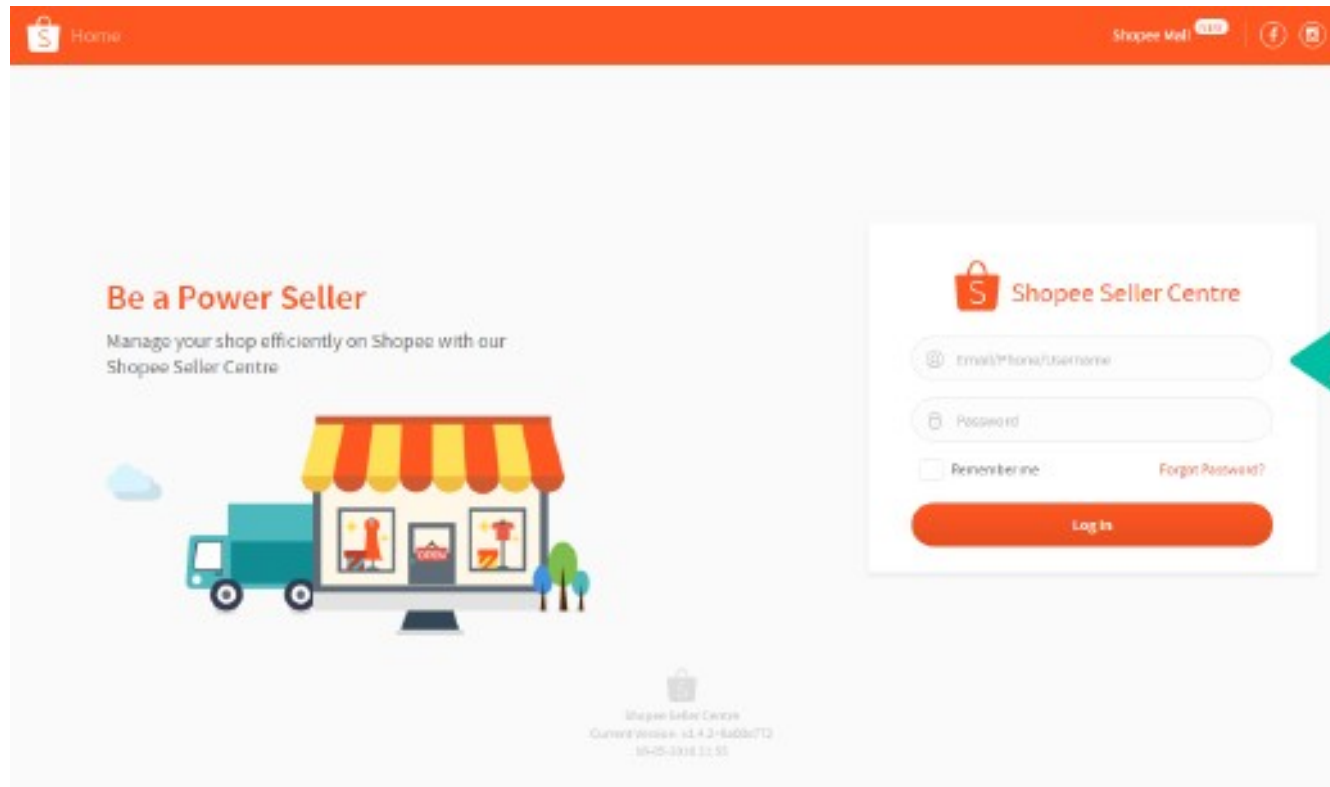
Shocking Sale is prominently featured on Shopee's Home tab to give you maximum exposure. Nominate your best selling deals to get featured today!



Shocking Sale Nomination at a Glance

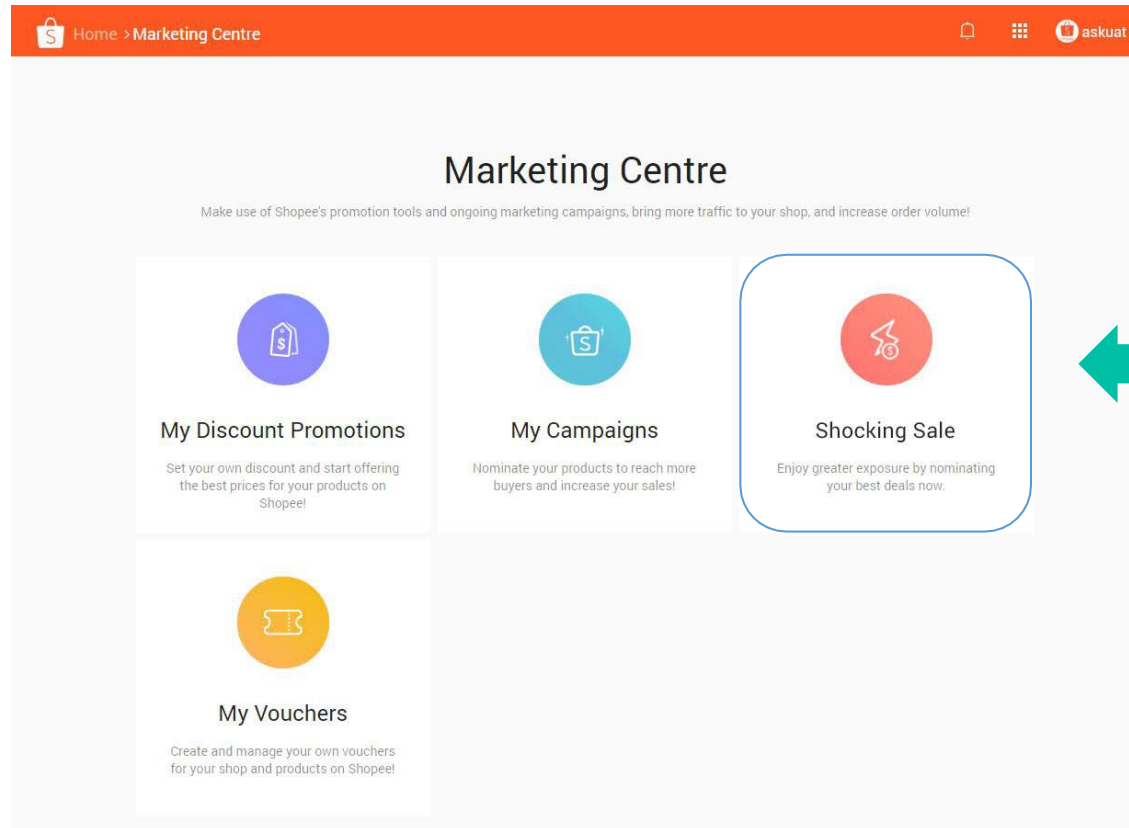


1. Login to Shopee Seller Centre



Login to **Shopee Seller Centre** with your Username and Password.

2. Under Marketing Centre, click on Shocking Sale



Click here to view available Shocking Sale campaigns for nomination.



3. Choose an Upcoming Campaign to Join

Home > Marketing Centre > My Shocking Sales

My Shocking Sales

Know more about Shocking Sale Nomination by downloading our userguide and FAQ. [Learn More](#)

Upcoming Ongoing Expired

Under review

Shocking Sale 5 March Slot 3 (9pm - 9am)
Slot 3 (9pm - 9am)
Campaign Period: 05-03-2018 To 06-03-2018 [View Detail](#)

Shocking Sale 6 March Slot 1 (9am - 3pm)
Slot 1 (9am - 3pm)
Campaign Period: 06-03-2018 To 06-03-2018 [Sign up now](#)

Shocking Sale 6 March Slot 2 (3pm - 9pm)
Slot 2 (3pm - 9pm)
Campaign Period: 06-03-2018 To 06-03-2018 [Sign up now](#)

Shocking Sale 6 March Slot 3 (9pm - 9am)
Slot 3 (9pm - 9am)
Campaign Period: 06-03-2018 To 07-03-2018 [Sign up now](#)



Click to learn more about the campaign requirements.



4. Nominate your Product

Shocking Sale 22 December

SHOCKING SALE
Nominations ends
2 days 0 hours

NOMINATION
Ends in 2 days 0 hours

UNDER REVIEW
Not started yet

LAUNCH
Not started yet

Campaign Start Date
22 Dec 2017 00:00 To 22 Dec 2017 09:00

Applicable Categories
All Categories

Terms & Conditions

1. Nomination period : 05 Dec 2017 (2.30 p.m.) till 07 Dec 2017 (7.00 p.m.)
2. Review period : 7 Dec 2017 (7.00 p.m.) till 22 Dec 2017 (12.00 a.m.)
3. Campaign period : 22 Dec 2017 (12.00 a.m.) till 22 Dec 2017 (9.00 a.m.)
4. Products nominated must adhere to the campaign requirements or you may risk rejection.
5. You may nominate products that also have a discount under the My Discount Promotions feature.
6. Note that products that you nominate in My Campaigns will take precedence over items in the My Discount Promotions feature.
7. You would have to set a discount rate within the Accepted Discount Range for the campaign only.
8. You can only edit the nominated products' prices before the review period starts. You will not be able to edit your products once review period has started.
9. You cannot change the discounted price for the submitted products during review period, however, you can still choose to delete products during the review period if you change your mind.
10. If you are going to be on vacation mode during the campaign period, please do not submit your items even when this invitation is sent to you.
11. Preloved/used, counterfeit, inspired by items will be rejected upon reviewing.
12. Items with stocks less than 2 will be rejected to ensure campaign quality.
13. All decisions made by the Shopee team are final and Shopee reserves to change the terms of this campaign or the submissions at any given time without prior notice.

Campaign Details

IMPORTANT: Please ensure that you allocate all stocks available to this campaign to ensure that you're able to amend stock if need be during campaign period.

Shocking Sale nomination is here and we want you to be a part of it simply because we know you have the best products! Nominate your top 2 products for the campaign and be featured to reach many new buyers!

The campaign will be happening on the 22 December 2017. Oh, and not everyone will be selected, as it entirely depends on how low your price can go, the picture quality of the product and you must have enabled Free Shipping with Pos Laju to be considered!

Categories featured in this campaign include - Women's and Men's Fashion, Home & Living, Groceries, Baby & Toys, Health & Beauty, Mobile & Gadgets and Sports & Outdoor.

So MAXIMIZE the exposure to your store now by putting in loss-leader/doorbuster deals as well as products with Free Shipping for us to highlight! What are you waiting for? Get those fingers moving and submit now!

Campaign Image

You will be required to upload a campaign image for each product nomination. The campaign image is a special image that will be shown to buyers on the Flash Sale campaign page. This image must feature your product on a white background. Upload quality campaign images to improve your chance of selection.

Campaign Product Name

You will be required to enter a product name for each nomination. This name will only be shown to buyers on the Flash Sale campaign page. The selected product name should be clear, short and concise. e.g. GoGoBe Smartwatch.

Nominated Products

You have nominated 0 out of 2 products.

Nominate Product

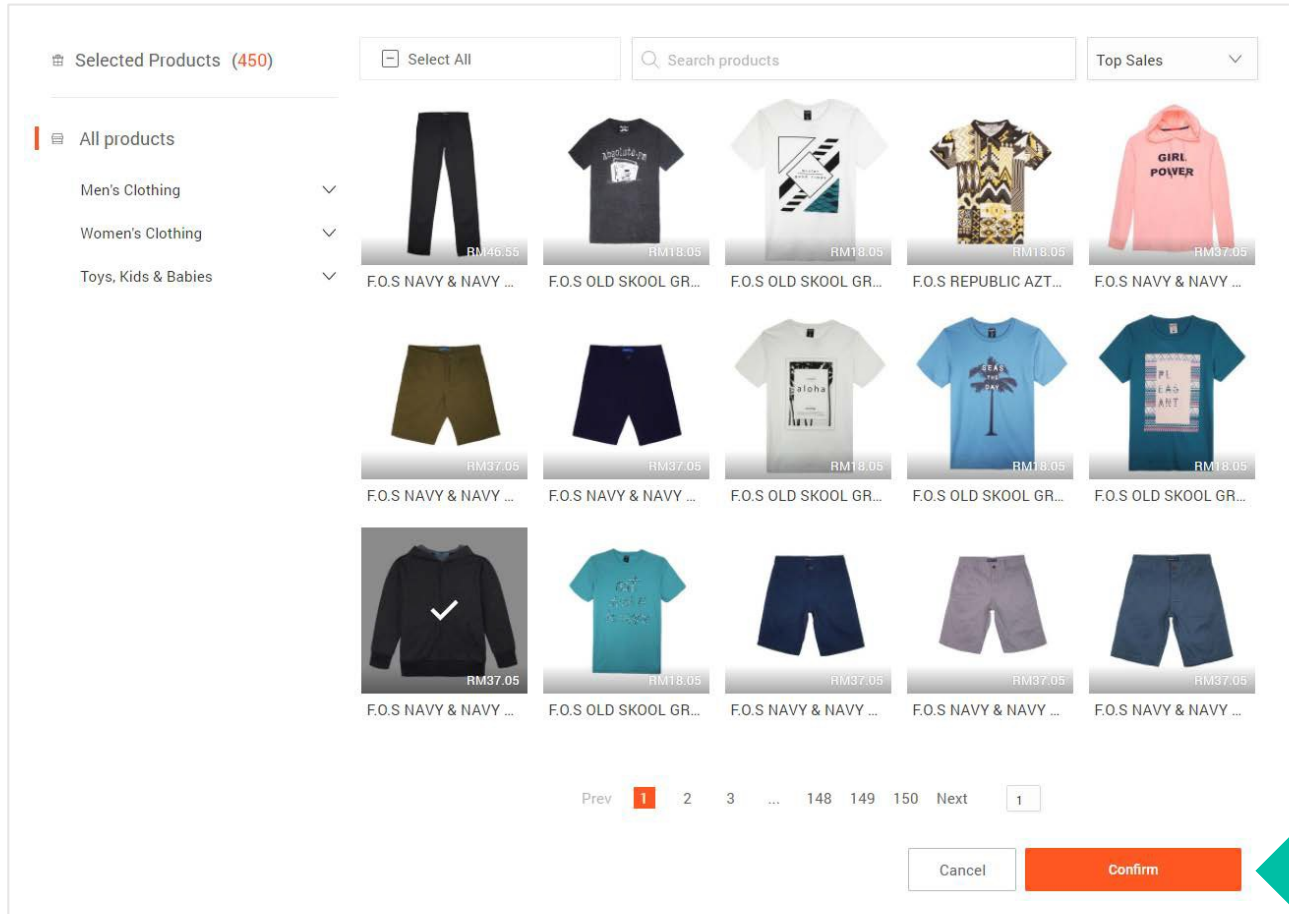
Pay attention to the following campaign requirements before nominating your products:

- Start/end time
- Discount and stock requirements
- Category requirements (if any)
- Terms and conditions

Click to nominate products for Shocking Sale.



5. Select Products to Nominate



Note:

- Only products that meet the category requirement will be displayed on this page for selection.
- You may not nominate a product that has been confirmed in another Shocking Sale campaign.

Select your products and click **Confirm**.



6. Enter Product Details and Submit Nominations

Nominated Products

You have nominated 2 out of 2 products.

Add Products

Save & Submit

Discard

	Purchase Limit ?	Variation	Current Price	Sale Price ?	Campaign Stock ?	Action
  Blue bin						
	Campaign Product Name		☒ Blue	RM10.00	RM 5 or 50 % OFF	1
		☒ Pink	RM15.00	RM 7.5 or 50 % OFF	1	
		☒ Yellow	RM20.00	RM 10 or 50 % OFF	1	
  Pineng Power Bank						
	Campaign Product Name			RM150.00	RM 75 or 50 % OFF	1

Enter the **Campaign Product Name**, **Campaign Image**, **Sale Price/Discount** and **Campaign Stock**. Click **Save & Submit** to submit nomination.

Product Name and Campaign Image is what buyers will see on the Shocking Sale page when the campaign goes live. Product Name should be clear and concise e.g. “Apple Smartwatch”. Campaign Image must feature the product image on a white backdrop - *refer to the image on the type of backdrops that are appropriate.*



7. You're all Done!

Nominated Products

You have nominated 2 out of 2 products. [Edit Nominations](#)

	Purchase Limit ⓘ	Variation	Current Price	Sale Price ⓘ	Campaign Stock ⓘ	Status
 Apple iWatch						
 Apple iWatch	1	Leather	RM 22.00	RM 15.40 30% OFF	1	 Pending Review
 iPhone X						
 iPhone X	1	Black	RM 5199.00	RM 3899.25 25% OFF	1	 Pending Review

Once you have submitted your nomination, your product status will display as **Pending Review**.

Return to this page **after the Review Period ends** to see if your nominations were successful!



8. A Note on Campaign Stock Management

Nominated Products

You have nominated 2 out of 2 products.

Edit Nominations

	Purchase Limit?	Variation	Current Price	Sale Price?		Campaign Stock?	Status
Apple iWatch							
	1	Leather	RM 22.00	RM 15.40	30% OFF	1	Passed
iPhone X							
	1	Space Gray	RM 5199.00	RM 3899.25	25% OFF	1	Rejected
		Silver	RM 5199.00	RM 3899.25	25% OFF	1	Pending Review

Campaign Stock is the promo stock available to buyers during Shocking Sale.

Campaign stock will be **reserved (and deducted from existing stock)** once your product has been successfully confirmed into a campaign during the review phase.

Note: Please ensure that your product(s) has sufficient stock to be locked/confirmed during the review phase.

Example:

1. Existing stock iPhone X = 100
2. Seller successfully confirms the product to Shocking Sale at 10 campaign stock
3. Existing stock = $100 - 10 = 90$
4. During Shocking Sale, iPhone X goes on sale at 10 stock.



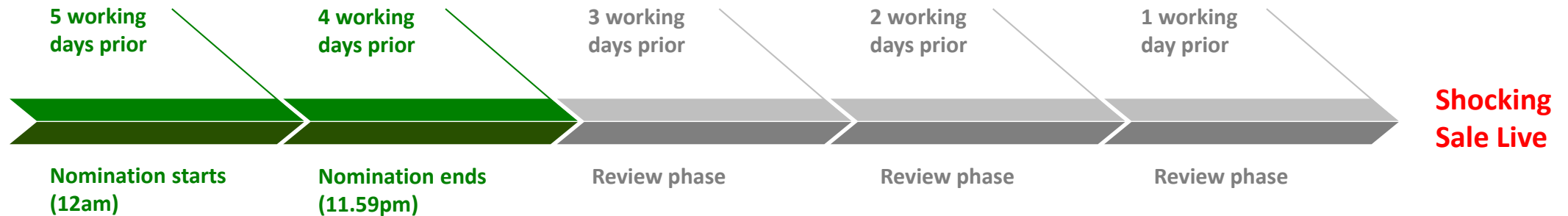
FAQ

Nominating your products

Q: What is the nomination timeline?

A: Refer to the timeline for a better understanding of the nomination process.

- Nomination start: 12am, 5 working days before Shocking Sale date
- Nomination end: 11.59pm, 4 working days before Shocking Sale date



Example

Shocking Sale Live Date: 15 March (Friday)

Shocking Sale Nomination Start Date: 8 March 12am (Friday)

Shocking Sale Nomination End Date: 11 March 11.59pm (Monday, 2 working days later)

Shocking Sale Review Phase: 12 - 14 March (Tuesday - Thursday)



FAQ

Nominating your products

Q: Can I nominate more than 1 product per Shocking Sale slot?

A: No. You will only be able to nominate 1 product per Shocking Sale time slot unless stated otherwise in the Shocking Sale Nomination Seller Nomination page.

Q: Why can't I add/nominate certain products to a Shocking Sale campaign?

A: Check that your products fall under the 'Applicable Categories' specific to each campaign.

Q: I want to offer XX% discount for my products. Why can't I input that discount?

A: Make sure the discount offered lies in the 'Accepted Discount Range' of the campaign.

Q: I have a few varieties for my products. Can I set a different discount % for each of the variety?

A: Yes, you can. You can set a different discounted price for each product variety.



FAQ

Nominating your products

Q: When will I know if my nominations have been approved?

A: Return to the Shocking Sale Campaign page after the Review Period has ended to view the status of your nomination.

Q: Can I edit my products after submitting them for nomination?

A: Yes, as long as the nomination period has not ended. However, you will not be able to edit your products once the review period has started.

Q: Do my nominated products have to be Lowest Price Guaranteed?

A: Yes. Your products need to be the lowest priced in the market (base price + shipping fee), when compared against Lazada. Products that are not the cheapest in the market will not be selected for Shocking Sale.



FAQ

Nominating your products

Q: Must my product nomination follow any specific guidelines?

A: Yes, products nominated for Shocking Sale should adhere to the following nomination criteria to be considered.

- Shocking Sale Price for product(s) nominated must be the lowest priced in the market, compared to <http://www.lazada.com.my/>.
- Product cover images adhere to Shocking Sale guideline - refer to Shocking Sale Seller Nomination page for more details.
- Average shop rating must be 4.2 or more.
- Should not be under seller penalty or banned from marketing campaigns - refer to <https://shopee.com.my/penaltyuserguide> for more details.
- Product condition must be NEW.



FAQ

Waiting for Review

Q: Can I edit my nominated products during the review period?

A: No, you will not be able to edit nomination details (product name, campaign image, campaign stock, discount etc.) while your products are being reviewed. However, you may still choose to remove your product from the nomination process or delete your product listing during the review period if you change your mind - only if product is still pending review or rejected.



FAQ

Nomination Review Phase

Q: Why were my products rejected?

A: Product selection process includes discretion from Shocking Sale team and not all submissions will be confirmed/locked for Shocking Sale. Products nominated must adhere to the campaign requirements or they may risk rejection.

Possible reasons for rejection could be one of the following:

1. Failed shop level criteria - Shop has high penalty points, banned from marketing campaigns, shop rating under 4.2, etc.
2. Failed product level criteria - Counterfeit or preloved product, product was featured too recently on Shocking Sale, poor product rating, item Days to Ship (DTS) > 2 days, etc.
3. Price not competitive enough - Product price or discount is not as attractive as other nominated products, or product nominated is not 'Lowest Price Guaranteed'
4. Product not popular enough - Product does not have as high orders, product views, etc., as other nominated products
5. Not enough stock - Product is attractive but stock submitted is too low



FAQ

Nomination Review Phase

Q: Why was my access to Shocking Sale Nomination removed?

A: Shopee reserves the right to control access to Shocking Sale Nomination feature from time to time. Reasons for removal of access include but are not limited to:

- Nominating counterfeit items
- Causing poor customer experience, e.g., repeatedly cancelling customer orders



FAQ

Campaign stock management

Q: How will campaign stock affect my normal product inventory/stock?

A: Once a product has been successfully confirmed into a Shocking Sale, the campaign stock quantity will be immediately deducted from the product's normal stock.

e.g. Item A normal stock = 100. You commit 30 campaign stock to a Shocking Sale, Item A's normal stock will now be 70 (100 - 30). Campaign stock not sold at the end of the Shocking Sale will be added back to normal stock.

Q: Will I be able to adjust normal stock of a product confirmed into a Shocking Sale?

A: You may only adjust normal stock before or after a Shocking Sale. You will not be able to adjust normal stock during Shocking Sale (i.e., ongoing campaign). If campaign stock is sold out, you will be allowed to adjust normal stock after 30mins (from time of "Sold out").



FAQ

Q: Can I edit my nominated products once they are locked/confirmed for Shocking Sale?

A: No, you will not be able to edit nomination details (product name, campaign image, campaign stock, discount etc.) and you won't be able to delete or reject nomination if your products are locked/confirmed for Shocking Sale.

Q: Will I be allowed to replenish campaign stock during a Shocking Sale once its sold out?

A: No, you will not be able to replenish or adjust campaign stock while Shocking Sale is ongoing. Do plan campaign stock carefully before nominating your products.

Q: Will I be allowed to immediately reject my product during a Shocking Sale due to wrong pricing?

A: No, you will not be able to reject your product while Shocking Sale is ongoing. However, you may contact our Customer Service team at support@shopee.com.my or 03 2298 9222 to rectify the problem immediately. Regardless, do plan campaign promo prices carefully during the nomination process.

Q: Can Shopee reduce the stock number that I have nominated?

A: Yes. Shopee Shocking Sale team reserves the rights to decide on final stock amount (i.e. only lower than stock nominated by seller, never higher) to be featured in Shocking Sale.

