



# KROGER PRECISION MARKETING SPEC SHEET

VERSION 2.0 | 7 . 2021

# TONE OF VOICE

Do not include copyrights or disclaimers, unless legally necessary (documentation required).

Brand and/or manufacturer logo can be featured.

Copy should be uplifting and upbeat, per Kroger Tone of Voice.

- > Suggestive rather than directive.
- > Avoid copy that assumes customer can be identified by: lifestyle, activities, demographics, or gender.
- > Avoid provocative statements.
- > Avoid competitive language (toward other products or retailers).
- > Do not direct customers to external websites, memberships, or rewards programs.
- > Do not include phone numbers or email addresses.
- > Avoid using phrases or taglines that may be trademarked by competing retailers (e.g. "Just for You"). See Appendix.
- > Avoid "So we've sent you these savings" or "We're sending you these savings."
- > Avoid capitalizing words with the exception of "OFF" and "NEW" in creative copy (capitalized words embedded into images are permitted)
- > Avoid mentioning specific product pricing and/or location unless approved by a Category Manager
- > Include digital coupon savings in headline, where applicable.
- > When driving media to a coupon, include a digital coupon callout in the copy (e.g. "Save \$X on Product with digital coupon") or use the "Clip Coupon" CTA. This helps prime our Customer to take the next step and load the offer to their card.
- > When calling out savings within any body copy, should say "with your Card" and "with your digital coupon" so copy sounds more personal/thoughtful

See Appendix for required CTA wording.

Krojis are not permitted to be used in creative.

# COMPETING RETAILER LANGUAGE TO AVOID

Ahold Delhaize

- > Food Lion: MVP Customer, “Shop, Swipe, and Save”
- > Giant: BONUSCARD®
- > Hannaford: My Hannaford Rewards
- > Stop & Shop: None

Albertsons: just 4 U, Club Card, Preferred Card, Grocery Rewards

Aldi: None

Amazon: Amazon Prime, Amazon Smile

CostCo: Gold Star Member, Gold Star Executive Member

H-E-B: Points Club Rewards®

Hy-Vee: Fuel Saver + Perks, Comeback Bonus Bucks, Hy-Vee Deal\$®, Hy-Vee Aisles Online®

Meijer: mPerks®

Price Chopper: AdvantEdge Card

Publix: None

Safeway: just 4 U, Gas Rewards

Target: REDcard, Target Restock (delivery), GiftNow®, Cartwheel (app, name being retired), “Expect More. Pay Less.”

Trader Joe’s: Fearless Flyer® (circular) Wakefern

Food Corp.:

ShopRite: Price Plus® Club Card, SavingStar® (3rd party partner), Downtime Dollar\$

Price Rite: MyPriceRite

The Fresh Grocer: Price Plus® Club

WalMart: Savings Catcher®, “Save Money. Live Better.”

Sam’s Club: None

Wegmans: Shoppers Club

Whole Foods: Rewards (defunct, replaced by Amazon Prime)

WinCo: None

Winn Dixie: SE Grocers rewards card, Winn-Dixie Customer Reward Card (defunct)

# SUGGESTED CTA WORDING

## Preferred Coupon CTA

Clip Coupon

## Alternatives

Check Out Savings

Get the Savings

Get the Coupon

Get Your Coupon

Redeem Now

Redeem Savings

Save Big

Save Now

Score Your Coupon

See Coupon Savings

Start Saving

View Your Savings

## Non-Coupon CTAs

Check it Out

Discover More

Find Out How

Find Out More

Get More Details

Get Started

Learn More

Let's Explore

See What's New

Shop Now

Start Shopping

Take a Look

Get Recipe

# DISPLAY

## CO-BRANDED DIGITAL BANNER ADS

### SPECIFICATIONS

Dimensions: 160x600; 300x250; 300x600; 320x50; 728x90

Resolution: 72 dpi

Animated Ad Format: HTML5

Animation Run Time: 15 sec (max of 3 loops) Static Ad

Format: .jpg or .gif

Color Mode: RGB

File Size: < 150 kb

Includes CTA: Yes

### GUIDELINES

Must include “Banner Bar” on all ads.

Banner logos must include the following text: Available At, New At, or Exclusively At.

Must include 1 px border (#000000).

Must include click tag for functional click-thru.

Must provide static back-up images for banners/divisions.

Maximum of 5 creative versions

### FILE NAME CONVENTION

KPM\_mediaLiveDate-YYMM\_KPM.clientname.productname.creativeversion\_division\_size.jpg

For Example:

KPM\_2009\_KPM.Kroger.PrivateSelection.Chips\_KRO\_300x250.jpg

\*No additional spaces or underscores should be present in filename

### ORGANIZATION OF FINAL FILES

Zip: All Campaign Files

Folder: One folder for each creative version

Subfolders: One folder for each creative division banner

Within subfolders: All sizes for each division banner

### ANIMATED TECHNICAL SPECS

See page 8



### BUTTON

Height: 30 px

Corner Radius: 20 px

Padding: 10 px

Kroger Version Button Color: #FFFFFF

Banner Version Button Color: #084999

Font: Gotham Rounded Bold, 12px

Case: Initial Case

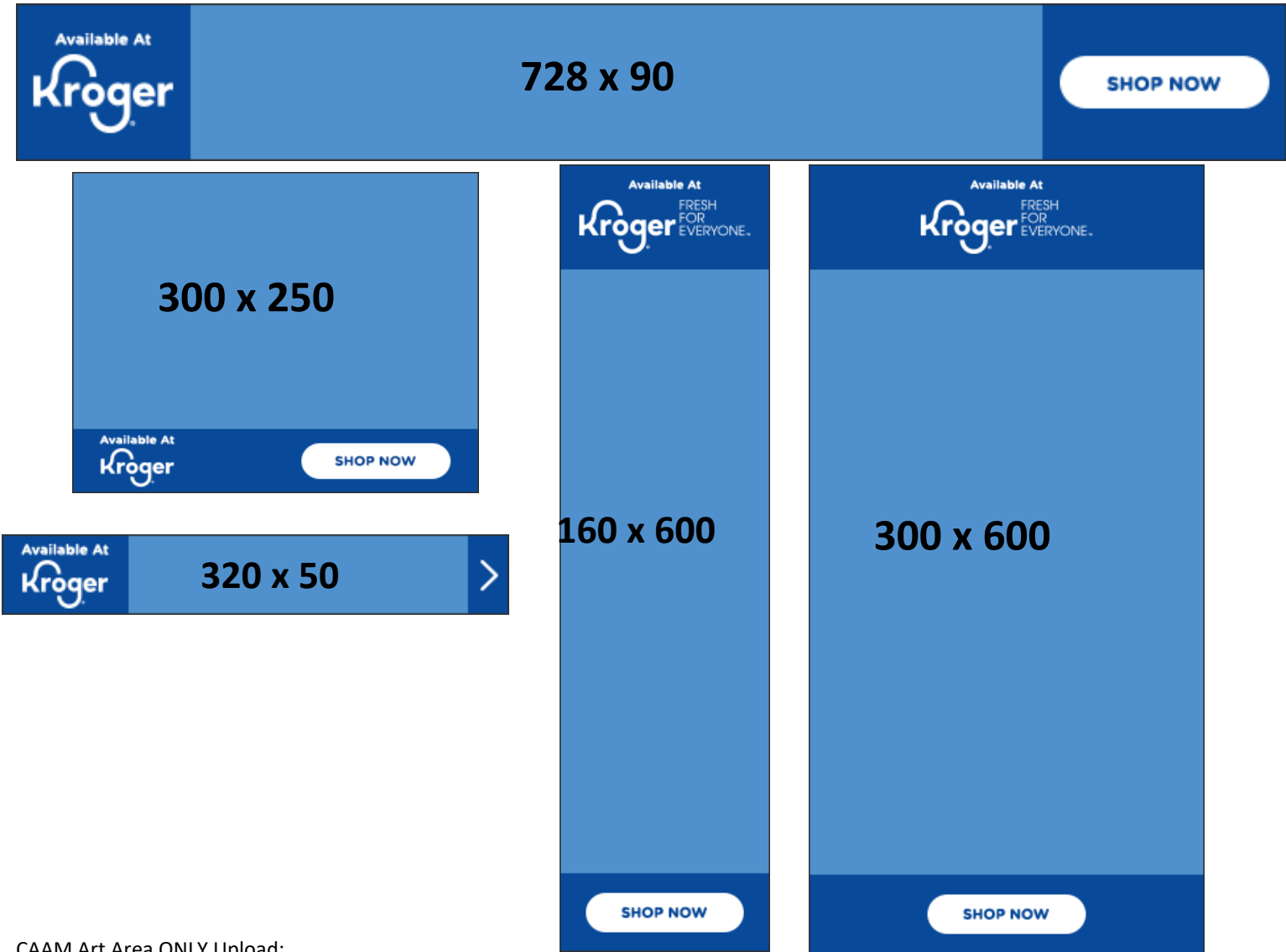
Kroger Version Font Color: #084999

Banner Version Font Color: #FFFFFF

Character Limit: 25

# DISPLAY

## CO-BRANDED BANNER BAR - USAGE & SPECS



CAAM Art Area ONLY Upload:

CAAM will add the Kroger branding and call to action for you **(most common)**

All flat art files should be built using the supplied PSD templates via the KPM website and saved as a JPEG prior to upload.  
**Please note: These templates are built at 200% of the final size which is required to achieve the optimal image quality once processed through the CAAM system.**

**ART AREA ONLY  
template sizes**

ART AREA ONLY template sizes
428 x 100 px
320 x 920 px
976 x 180 px
600 x 920 px
600 x 400 px

# DISPLAY

## CO-BRANDED BANNER BAR - USAGE & SPECS

The provided templates are built to the size of the ART AREA ONLY. Kroger branding and call to action buttons will automatically be added in the CAAM system during the final outputs.

When uploading your art into CAAM, you will drag the flat art within the corresponding template size outlined in the chart below.

CAAM Template Size	ART AREA ONLY File Size
320 x 50 px	428 x 100 px
160 x 600 px	320 x 920 px
728 x 90 px	976 x 180 px
300 x 600 px	600 x 920 px
300 x 250 px	600 x 400 px

### Manual Creative Build:

You manually add the Kroger branding and call to action **(less common)**

If you prefer to build your creative and manually include the Kroger branding and call to action please use the dimensions below and send it via email instead of uploading it into CAAM.

Manual Build Final File Sizes
320 x 50 px
160 x 600 px
728 x 90 px
300 x 600 px
300 x 250 px

Template Size: Use these dimensions when you are building out the creative manually (including Kroger branding and call to action) and sending it via email instead of uploading it into CAAM (less common)

Flat Art File Size: Use these dimensions when you are submitting creative via CAAM (KPM’s creative system) which will add the Kroger branding and call to action for you (most common)

# DISPLAY

## ANIMATED CO-BRANDED DIGITAL BANNER ADS – HTML 5 SPECS

Creative assets are uploaded to Google Campaign Manager (formerly DCM) in order to traffic display campaigns. This particular ad serving program has set requirements for developing HTML5 assets. Please keep the following in mind when developing creative:

- Please do not send PSD files, we are unable to use these.
- Please provide static back up assets for all banners/divisions.
  - Static back up assets must be .jpg, .jpeg, or .gif files.
  - Static back up assets must not be animated.
- HTML assets cannot use local or session storage
- Each creative HTML asset must be individually zipped and contain the following:
  - Must include a click tag for a functional click-thru
    - The URL should be <https://www.kroger.com>
    - Due to time demands, we are unable to fix incorrect clicktags. When clicktags are not formatted correctly, the creative will be sent back for revision.
  - Must be able to load into an iFrame
  - Any other assets referenced by the HTML file, including:
    - Javascript file(s)
    - Images
  - Must be under 5MB in size
- Please zip the files before sending, do not send unzipped files.
- Do not include any of the following within the zipped HTML asset:
  - Any other zipped files
  - No unreferenced files (including Thumbs.db)
  - Static files, unless specifically referenced by the HTML file
- Reference file naming convention and organization of files found on page 6

A sample HTML5 .zip file is available for download [here](#).

All files, once received, are checked using Google Campaign Manager (formerly DCM) HTML5 Validator, available [here](#).



# DISPLAY

## IN-IMAGE ADS

Display ad sizes (728x90 and 300x250) can be repurposed to be used in an in-image placement. Final creative submitted for the display ad campaign will be sent to be used for in-image unless custom creative development is requested and approved.

In some cases, custom in-image creative can be developed by the service provider. If custom creative development has been approved, the Advertiser is responsible for providing the following:

### Hi-Res Layered PSD Files

- Background pattern or color
- Logo
- Tagline & Font
- Call to Action
- Campaign Artwork

Any additional creative direction on the look/tone/feel of the artwork should also be provided.