



KROGER PRECISION MARKETING SSE SPEC SHEET

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 FREE, OFF and SAVE.
 - > These should be all-capped when used in subject lines, preheader text, headlines or body copy.
 - > Please do not all-cap words outside of these three instances and four areas.
 - > NEW and SALE can no longer be in all-caps.
- > 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
- > Brand Names - Brand names should be stylized with initial caps and may contain registered mark or trademark symbols (e.g. Folgers® Coffee). They should not be stylized using other capitalization unless the brand is legally required to do so.

See Appendix for required CTA wording.

See additional copy and image guidelines on attached pages that are specific to EMOD and SSE.

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(s)

CTAs should be no more than 20 characters and should be descriptive of the content the customer will see (e.g., Clip Coupon, Watch the Video, Check Out Recipes). Use title case. Do not punctuate.

If the CTA is for a coupon offer, you must use the CTA "Clip Coupon" since this is the text customers see on our site and in the app when they add a coupon to their Shopper's Card to use.

EMAIL COPY & IMAGE GUIDELINES SSE

Additional Copy Guidelines

- Reference Page 2 for Kroger Tone of Voice Guidelines.
- All copy areas:
 - Avoid capitalizing words with the exception of FREE, OFF and SAVE.
 - These should be all-capped when used in subject lines, preheader text, headlines or body copy.
 - Please do not all-cap words outside of these three instances and four areas.
 - NEW and SALE can no longer be in all-caps.
 - Do not use exclamation points in copy. Do not use Oxford commas (or serial commas).
 - Tone of Voice
 - Our tagline, “Fresh for Everyone,” says it best: We are a brand whose goal is to make freshness accessible to all. Our brand voice should reflect that goal by always speaking through an approachable and optimistic tone.
 - We are the opposite of the “highfalutin” foodie brand. Instead, our brand is a relatable and witty friend who understands our lives and our personality quirks and offers us solutions we’ll actually like and need.
 - It’s a tone that also reflects our brand mission to feed the human spirit by always providing quality, convenience and value with our products, every day.

OUR VOICE IS

Approachable
Optimistic
Witty
Friendly
Relatable
Human
Fun
Helpful
Inclusive
Confident

OUR VOICE IS NOT

Preachy
Cold
Slapstick
Salesy
Pretentious
Snobby
Exclusive
Vanilla
Fake

- Subject Line:
 - Subject lines will appear in the customer’s inbox and should communicate the primary benefit of the email.
 - Limit 50 characters.
 - Use title case.
 - Subject Line should call out the deal and savings amount without being deceptive (e.g. if it's a BOGO don't say "Free Product for You")
 - Format dollar amounts of less than one dollar in cents, using a ¢ symbol after (SAVE 75¢) instead of using a \$ symbol and decimalizing.
 - No taglines or registered trademarks allowed in the subject line.
 - **Examples:** Special Savings on Pure-Squeezed Juice / Special Savings on Ethically Sourced Chocolate/ Savings on Organic Craft Yogurt / A Special Offer on a Delicious Dinnertime Classic
- Preheader Text:
 - Preheader text is designed to control what messaging appears in the email in preview. Use this space to contain whatever the second most important message or benefit of the promotion is.
 - Limit 70 characters.
 - Use sentence case and write in a complete sentence.
 - A short line of copy teasing the savings, which will appear under the subject line in most inboxes. Product names, taglines and registered trademarks are permitted. (Sentence Case)

- *Examples include:* Exclusive offer for 100% orange juice. / Exclusive offer on premium chocolate. / Special savings to scoop up. / Savings on fast, flavorful rice.
- **Headline:**
 - Headlines should be no longer than 30 characters, including spaces.
 - Use title case.
 - Do not stylize or format text in headlines or calls to action (no bolding, italicization or underlining).
- **Body Copy**
 - Use complete sentences.
 - Limit 225 characters or 3 sentences, whichever is fewer.
 - Instead of mentioning a specific division in copy, use the code xBannerdisplaynamex. This will automatically populate with Kroger, Fred Meyer, QFC, etc.
 - Bold text is permitted in body copy and disclaimer copy only. Use bolding sparingly in body copy, no more than seven words total.
 - Delivery, Pickup and Ship
 - In body copy, our shopping modalities are capitalized when paired with a banner name (Kroger Pickup, King Soopers Delivery) but are left lowercase when standing alone (“Order fresh favorites for pickup”).
- **Call To Action:**
 - CTAs should be no more than 20 characters and should be descriptive of the content the customer will see (e.g., Clip Coupon, Watch Video, Check Out Recipes).
 - Use title case.
 - Do not punctuate.
 - Do not stylize or format text in headlines or calls to action (no bolding, italicization or underlining).
 - If the CTA is for a coupon offer, you must use the CTA “Clip Coupon” since this is the text the customers see on our site and in the app when they add a coupon to their Shopper’s Card to use.
- **Offer Headline (short description)**
 - Should be no longer than 30 characters, including spaces.
 - Use title case.
 - Format dollar amounts of less than one dollar in cents, using a ¢ symbol after (SAVE 75¢) instead of using a \$ symbol and decimalizing.
- **Offer Body Copy (coupon wording)**
 - Contains any necessary offer details.
 - Limit 45 characters.
 - Use sentence case.
 - Offer body copy is not present on all templates.
- **Disclaimer (Legal in Footer)**
 - Disclaimers are present in the footer of the email.
 - Bold text is permitted in body copy and disclaimer copy only. Use bolding sparingly in body copy, no more than seven words total.
 - Use only a single asterisk in the body copy of the email to direct the customer to the footer, where the corresponding disclaimer begins with the same symbol. This asterisk may be versioned in the final email, as our emails may contain multiple disclaimers for various promotions (EMODs). For this reason, do not put an asterisk in the image.

Additional Image Guidelines

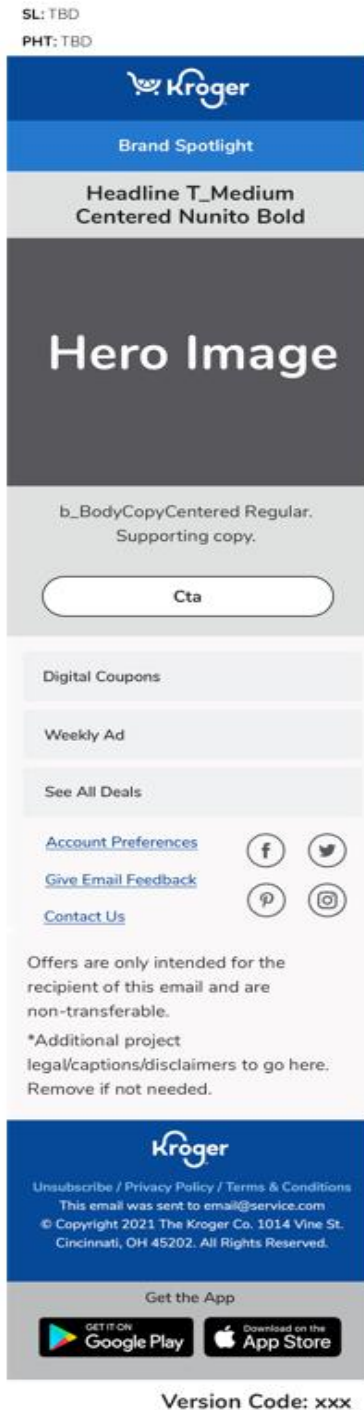
- Hero Image:
 - No text allowed in images.
 - There are two exceptions: a logo that includes text and the use of the word “NEW” in all-caps.
 - “NEW” must be at least 40pt and follow the AA level accessibility standard that is set by Web Content Accessibility Guidelines (WCAG) with a 4.5:1 color contrast ratio.
 - Any image copy should be captured in the copy document as part of the module’s alt text. Image copy should not be redundant with the HTML headline
 - Any products portrayed in the image MUST be present in the offer/curated list click through experience. No additional products in the image which are not part of the offer
- Hero Image Background:
 - Brand colors are acceptable to use for the image background but will be evaluated on a case-by-case basis to ensure accessibility and alignment with our color standards.
 - Avoid use of bold textures, patterns, large shifts of color and pure white backgrounds.
 - It’s recommended to keep backgrounds simple and clean with only one flood color.
 - Imagery should be product focused and/or lifestyle.
- Product Images:
 - Product images that are not featured as a Hero or MSE module can be placed on a white background.
- Alt Text:
 - This text is tied to image.
 - It will display if images are displayed, fails to load, or email is being read using text-to-speech accessibility software.
 - If an image contains text, the alt text should match the copy. If an image contains no text, the alt text should be “null”.

Please provide the following files back to 84.51°/Kroger (Any missing items will result in delays to the deployment date)

- 1. Complete PSD mockup of your design, with layers intact.** (template provided)
- 2. JPEG of your completed mock up**
- 3. Complete Word document including all copy contained in mockup.** (template provided)
- 4. Hero slice** – see specs below for file size and dimensions (template provided)
- 5. Pack shot(s)** – see specs below for file size and dimensions (template provided)

NO OFFER TEMPLATE (SSE)

NOTE: Use of this template must be pre-approved by KPM



SUBJECT LINE TEXT (SL)

Character Limit (Including Spaces): 50

Copy: Title Case

PRE-HEADER TEXT (PHT)

Character Limit (Including Spaces): 70

Copy: Sentence Case

HEADLINE

Headline Character Limit (Including Spaces): 30

Headline Copy: Title Case (no end punctuation)

Fonts used: Nunito Bold 20 px with standard Helvetica, Arial, sans-serif HTML defaults.

Background color: #EFF0F1 (set up via HTML during development)

HERO IMAGE

Dimensions: 1200 px x 920 px

Resolution: 72dpi

File Format: .jpg

File size: 80kb min; 180kb max

NO TEXT IN IMAGE

Logo placement examples on previous page

BODY COPY

Body Character Limit (Including Spaces): 225

Body Copy: Complete Sentences (Sentence Case)

Fonts used: Nunito with standard Helvetica, Arial, sans-serif HTML defaults.

Background color: #EFF0F1 (set up via HTML during development)

CTA

Only use CTA if linking to a shoppable page or other destination. CTA copy can be changed.

CTA Character Limit: 20

CTA Copy: Title Case

VERSION CODE

Will be supplied by the Campaign Operations Specialist.

LEGAL

Standard legal in black text is required. Please do not edit, but you can add any additional legal after this text.

INITIAL REVIEW

Submit PDF for approval prior to submitting final files.

FINAL FILES

Hi-res working files with all images and layers included (file should not be flattened)

SINGLE OFFER TEMPLATE (SSE)



Version Code: xxx

SUBJECT LINE TEXT (SL)

Character Limit (Including Spaces): 50

Copy: Title Case

PRE-HEADER TEXT (PHT)

Character Limit (Including Spaces): 70

Copy: Sentence Case

HEADLINE

Headline Character Limit (Including Spaces): 30

Headline Copy: Title Case (no end punctuation)

Fonts used: Nunito Bold 20 px with standard Helvetica, Arial, sans-serif HTML defaults.

Background color: #EFF0F1 (set up via HTML during development)

HERO IMAGE

Dimensions: 1200 px x 920 px

Resolution: 72dpi

File Format: .jpg

File size: 80kb min; 180kb max

NO TEXT IN IMAGE

Logo placement examples on previous page

BODY COPY

Body Character Limit (Including Spaces): 225

Body Copy: Complete Sentences (Sentence Case)

Fonts used: Nunito with standard Helvetica, Arial, sans-serif HTML defaults.

Background color: #EFF0F1 (set up via HTML during development)

OFFER PRODUCT IMAGE (Please provide this as a separate jpeg no larger than 120k, see included template)

Dimensions: 300 px x 300 px

File Format: .jpg

File Size: 80kb min; 120kb max (robust photography)

OFFER

Offer Headline Character Limit (Including Spaces): 30

Offer Headline Copy: Title Case (no end punctuation)

Offer Body Character Limit (including spaces): 45

Body Copy: Complete Sentences (Sentence Case)

CTA

Only use CTA if linking to a shoppable page or other destination. CTA copy can be changed.

CTA Character Limit: 20

CTA Copy: Title Case

VERSION CODE

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LEGAL Standard legal in black text is required.

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INITIAL REVIEW Submit PDF for approval prior to submitting final files.

FINAL FILES Hi-res working files with all images and layers included (file should not be flattened)

MULTI OFFER TEMPLATE (SSE)

***This template should be used for campaigns with two-ten offers. Unused offer modules will collapse in final email. If an odd number of offers, a default message will appear in place of an offer.**



SUBJECT LINE TEXT (SL)

Character Limit (Including Spaces): 50

Copy: Title Case

PRE-HEADER TEXT (PHT)

Character Limit (Including Spaces): 70

Copy: Sentence Case

HEADLINE

Headline Character Limit (Including Spaces): 30

Headline Copy: Title Case (no end punctuation)

Fonts used: Nunito Bold 20 px with standard Helvetica, Arial, sans-serif HTML defaults.

Background color: #EFF0F1 (set up via HTML during development)

HERO IMAGE

Dimensions: 1200 px x 920 px

Resolution: 72dpi

File Format: .jpg

File size: 80kb min; 180kb max

NO TEXT IN IMAGE

Logo placement examples on previous page

BODY COPY

Body Character Limit (Including Spaces): 225

Body Copy: Complete Sentences (Sentence Case)

Fonts used: Nunito with standard Helvetica, Arial, sans-serif HTML defaults.

Background color: #EFF0F1 (set up via HTML during development)

OFFER PRODUCT IMAGE (Please provide this as a separate jpeg no larger than 120k, see included template)

Dimensions: 300 px x 300 px

File Format: .jpg

File Size: 80kb min; 120kb max (robust photography)

OFFER

Offer Headline Character Limit (Including Spaces): 30

Offer Headline Copy: Title Case (no end punctuation)

Offer Body Character Limit (including spaces): 45

Body Copy: Complete Sentences (Sentence Case)

CTA

Only use CTA if linking to a shoppable page or other destination. CTA copy can be changed.

CTA Character Limit: 20

CTA Copy: Title Case

VERSION CODE

Will be supplied by the Campaign Operations Specialist.

LEGAL Standard legal in black text is required.

Please do not edit, but you can add any additional legal after this text.

INITIAL REVIEW Submit PDF for approval prior to submitting final files.

FINAL FILES Hi-res working files with all images and layers included (file should not be flattened)