



# KROGER PRECISION MARKETING SPEC SHEET

VERSION 2.0 | 12.2020

# TONE OF VOICE

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

Brand and/or manufacturer logo can be featured, unless it is part of an enterprise campaign, in which case, the campaign logo will take priority.

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 "Get the Coupon" CTA. This helps prime our Customer to take the next step and load the offer to their card.

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**

Get the Coupon

## **Alternatives**

Check Out Savings

Get the Savings

Get Your Coupon

Redeem Now

Redeem Savings

Save Big

Save Now

Score Your Coupon

See Coupon Savings

Start Saving

View Your Saving

## **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

# ADDITIONAL TARGETED ON-SITE AD CREATIVE GUIDELINES

## **In-Store Targeted Onsite Ads**

Because in-store mode can only be triggered if a shopper is in/near the store, there are specific guidelines below to ensure we are not confusing the shopper or hindering their experience.

**CREATIVE** - No Pickup/Ship/Delivery modality message; cannot call out promotion unless confirmed by Category Manager; in-store location should be broad and applicable for all divisions reached (for example: product now located in produce section vs. product now located in aisle 8)

**CLICKTHROUGH** - Clickthrough must be app friendly and therefore only product lists should be used at this time (no brand shops)

## **Savings Placement Targeted Onsite Ads**

Savings TOAs are displayed within the banner.com savings section where customers see other offers as well.

**CREATIVE** - To ensure the message is as relevant as possible for the shopper, TOAs running on the Savings Placement must have a savings/value message for the shopper (donations not included).

**CLICKTHROUGH** - TOA needs to have a Savings CTA such as "Save Now"

## **Promotional Messages within Targeted Onsite Ads**

Promotional (TPR, Mega Events, etc.) messages within TOA creative are acceptable as long as the supplier receives Category Management approval in advance on the promotion, timing, featured products and eligible divisions and provides the approval to KPM. Category Manager approval is required to make sure the promotion has not changed and timing is accurate to avoid any customer confusion.

## **Digital Coupon Savings Message within Targeted Onsite Ads**

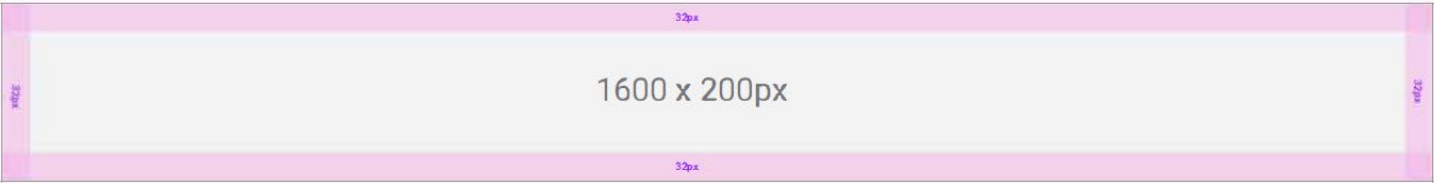
The specific amount of digital coupon savings or specific offer can be stated within TOA creative IF the click through experience is either directly to a General Coupon Pool coupon AND the coupon is uncapped OR Advanced Targeting is utilized and creative is clicking through to a Targeted Digital Coupon. If the TOA creative is linking to a brand shop or curated product list, only a broad message alluding generically to savings can be used. No specific language about the amount of savings or offer will be permitted.

# STATIC AND TARGETED ON-SITE AD

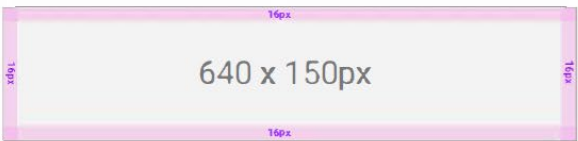
\*Please use the provided PSD templates when creating KPM assets

**Desktop**  
1600 x 200px  
32px padding margin, Copy and CTA button need to stay within the padding

NO white or black backgrounds due to  
blending into the website/app background



**Mobile**  
640 x 150px  
16px padding margin, Copy and CTA button need to stay within the padding



### Button Size



### Sponsorship Tag

- Sponsorship tag to be applied to all KPM espots
- Tag is supplied in the PSD templates - DO NOT move/resize tag

Featured

### Button Attributes

**Corner Radius**  
20px radius on all buttons

**CTA Font**  
Roboto Bold 21pt  
Color: #1d1e1f

**Button Color**  
Color fill: #ffffff  
Border: #1d1e1f 1px stroke

**Padding**  
Padding: 16px

**Spacing**  
16px on L/R of CTA verbiage

CTA Verbiage

### CAAM Flat Art Upload

All flat art files should be built at 72 DPI with a max file size of 300kb. Please build creative to the flat art file size specs listed below. DO NOT include the Call to Action or Feature Tag for On-Site Ads -they will be provided by CAAM. Also please AVOID white backgrounds and the use of borders within the creative. While our template sizes are shown at 100% (the final banner size), the flat art file size is built at 200% to ensure high quality creative can be reviewed by 84.51°.

Static OSA Ad Dimensions	
Template Size	Flat Art Size
640x150px - Mobile	1280x300px
1600x200px - Desktop	3200x400px

Targeted OSA Ad Dimensions	
Template Size	Flat Art Size
640x150px - Mobile	1280x300px
1280x300px - Mobile App	
1600x200px - Desktop	3200x400px
3200x400px - Tablet App	
624x1132px - Home Screen iOS	624x1132px