Campaign Page Specs

Version 05.04.22

Campaign Page Introduction

Please keep in mind the following when developing a Campaign Page:

- A Campaign Page is a Kroger.com (and Kroger family of stores) hosted Landing Page that allows the customer to host content on Kroger's + Kroger family of stores' websites for short periods of time.
- The page can be live between 4 weeks and 12 weeks. It cannot go below or exceed these boundaries.
- All KPM media can drive to these pages except for Push Notifications and Pinterest campaigns.

Advantages of Campaign Pages:

- Hosted on-site
- Ability to add products to cart
- Ability to clip coupons directly
- Can be driven to from majority of KPM Media (excluding Pinterest and Push)

All creative requires Kroger Digital Experience approval. Kroger Digital Experience has full right of refusal of copy and creative that does not present an optimal customer experience or violates guidelines/best practices (per KDS and Banner.com).

If your final creative files are past due, we reserve the right to push your live date to the next available date with open inventory. Media drivers should not go live sooner than 2-3 days after Campaign Page has been live.

There are 12 different module types: Hero, Large eSpot, Dual eSpot, Triple eSpot, Skinny eSpot, Copy Container, Category Icon, Product Carousel, Coupon CAB, Coupon Carousel, Recipe Container, and Video Container.

Campaign Pages have a flexible build model. Page contents can contain any combination and order of modules. Cost to client is a flat fee of $6k per page. Each page must be in line with the following requirements:

- No more than 6 modules per page
- A hero image must be at the top of each page
- A product carousel is strongly recommended. If a product carousel is not included, a coupon carousel is recommended.

Consider customer experience when developing creative by following these best practices:

- Develop mobile creative with desktop to ensure it is legible/works on a smaller screen.
- Look, tone, and feel should remain consistent and cohesive across the page and with supporting media.
- Keep copy concise and interesting.
- Creative should not be duplicated on a page.

Other Considerations:

- eSpots are static and do not include CTAs.
- Avoid use of the Kroger logo since these pages are enterprise-wide. Can use "Kroger Family of Stores"
- Driving off banner.com, calling out external websites, and/or inclusion of social media hashtags, handles, or linking off onto a social platform are not permitted.
- No gamification or sweepstakes should be included on the page.
- Cannot version page by store level or division. Entire banners can be excluded, if absolutely necessary (i.e. Dillons, Gerbes, Fry's, etc).
- Divisions not included in campaign pages – Foods Co, Payless, Owens.

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Hero eSpot Specs

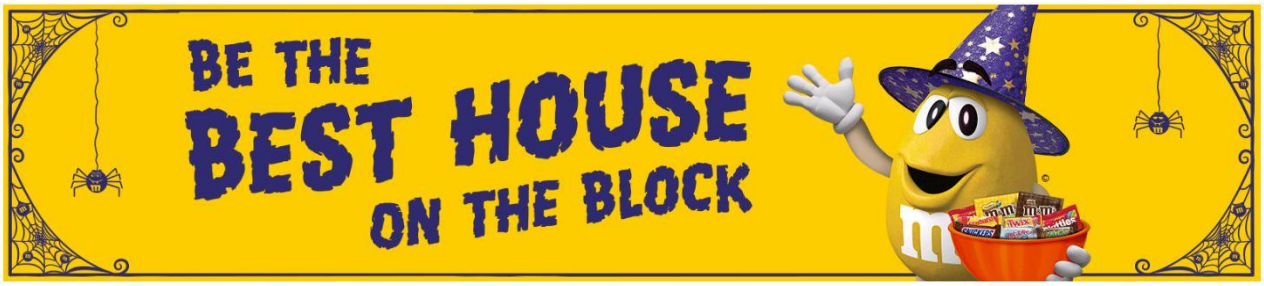
Technical Requirement

- Size: Desktop 1280x304px, Mobile: 640x200px
- Format: .PNG
- File Size: Less than 200kb

Standard Use

- Required use at the top of the page
- Should help introduce customers to your page and brand
- Link Destination Options: N/A; Static Image
- Cannot be a carousel

EXAMPLES: *Examples are not to scale



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Large eSpot Specs

Technical Requirement

- Size: Desktop 1280x304px, Mobile: 640x200px
- Format: .PNG
- File Size: Less than 200kb

Standard Use

- Link Destination Options: N/A; Static Image

EXAMPLES: *Examples are not to scale

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Dual eSpot Specs

Technical Requirement

- Size: Desktop 632x312 px, Mobile: 560x364 px
- Format: .PNG
- Copy maximum 600 characters (no spaces), must come in a word doc
- File Size: Less than 200kb

Standard Use

- Can be used anywhere on the page
- Layout Options:
  - 2 dual eSpots side by side
  - 1 dual eSpot + teaser copy
- Link Destination Options:
  - N/A; Static Image

EXAMPLES: *Examples are not to scale

Prep: 30 minutes | Total Time: 30 minutes | Serves: 4

Ingredients:

4 slices OSCAR MAYER Center Cut Bacon

1 tsp. cracked black pepper

1 pound lean ground beef

4 KRAFT Singles

4 eggs

¼ cup HEINZ Mayochup

4 pretzel sandwich rolls (4 inch), split, toasted 1 cup tightly packed baby arugula

16 pickled jalapeño slices

2 large plum tomatoes, each cut into 4 slices 1 cup frozen french-fried potatoes, cooked

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Triple eSpot Specs

Technical Requirement

- Size: Desktop 416x312px, Mobile 560x364px
- Format: .PNG
- File Size: Less than 200kb

Standard Use

- Layout Options:
  - 3 triple eSpots (left, middle, right)
- Link Destination Options:
  - N/A; Static Image

EXAMPLES: *Examples are not to scale

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Skinny eSpot (Styled Header) Specs

Technical Requirement

- Size: Desktop 1280x160px, Mobile: 640x160px
- Format: .PNG
- File Size: Less than 200kb

Standard Use

- Used as a page divider
- Link Destination Options: N/A; Static Image

EXAMPLES: *Examples are not to scale

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Copy Container Specs

Technical Requirement

- Size: n/a
- Format: Word Document
- Copy maximum 750 characters (no spaces), must come in a word doc
- File Size: Less than 200kb

Standard Use

- Used with a headline and copy to provide context and messaging to a customer.

EXAMPLES: *Examples are not to scale

Baked Beans Just Got Smashed, Spiked and Smoked

With unexpected flavor combos like Buffalo Spiked Honey, Chipotle Smoked Mole and Garlic Smashed Sweet Chili, Bush's® Flavor Fusions Baked Beans were created for those looking to switch things up a little – or a lot. Serve them alongside chicken or any weeknight favorite, and you'll see why we're calling them the next big thing in Baked Beans.

Happiness is Chilaquiles

Step 1: Heat oil in 12-inch nonstick skillet over medium-high heat. Cut chicken into bite sized pieces. Add to skillet and cook 2 minutes. Stir in chili powder and cumin, cook 1 minute.

Step 2: While the chicken is cooking, dice green pepper and onion. Add to skillet with chopped garlic and cook 2 minutes. Stir in tomato sauce, water and Knorr® Chicken flavor Bouillon and bring to a boil; reduce heat and simmer 2 minutes.

Step 3: While sauce is simmering, cut tortillas into strips or triangles. Stir into sauce and cook until softened, about 1 to 2 minutes.

Step 4: Top with shredded cheese and cover until cheese melts. Serve garnished, if desired, with chopped fresh cilantro, sliced radishes and/or diced avocado.

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Category Icon/Brand Logo Specs

Technical Requirement

- Size: Desktop 330x330px (include 20-pixel padding on all image nav/logo icons)
- Format: .PNG
- File Size: Less than 200kb
- White background
- No border

Standard Use

- Used to showcase different products or related items
- Brand logos or a pack shot image
- Link Destination Options:
  - Product List
- Max. 6 across
- Can include optional text below the icon for labeling purposes

EXAMPLES: *Examples are not to scale

Shop By Brand

Shop by Occasion

Breakfast | Afterschool Snacking | Tailgating | Natural/Organic | Family Movie Night | Pantry Stock Up

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Product Carousel Specs

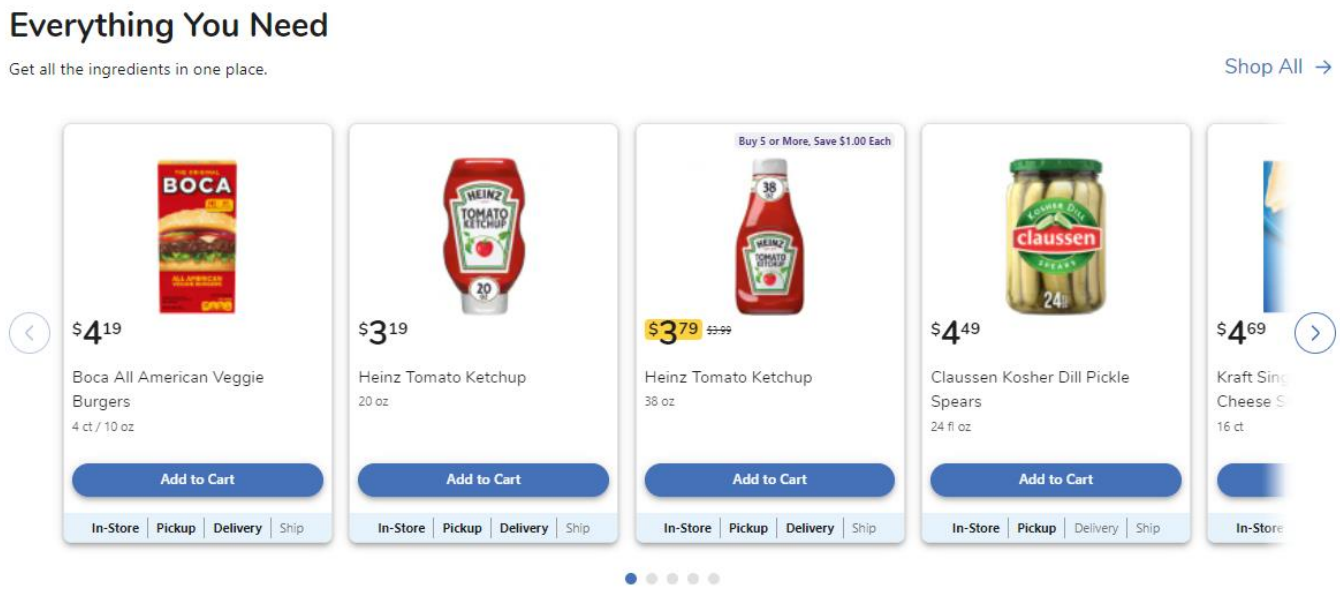
Technical Requirement

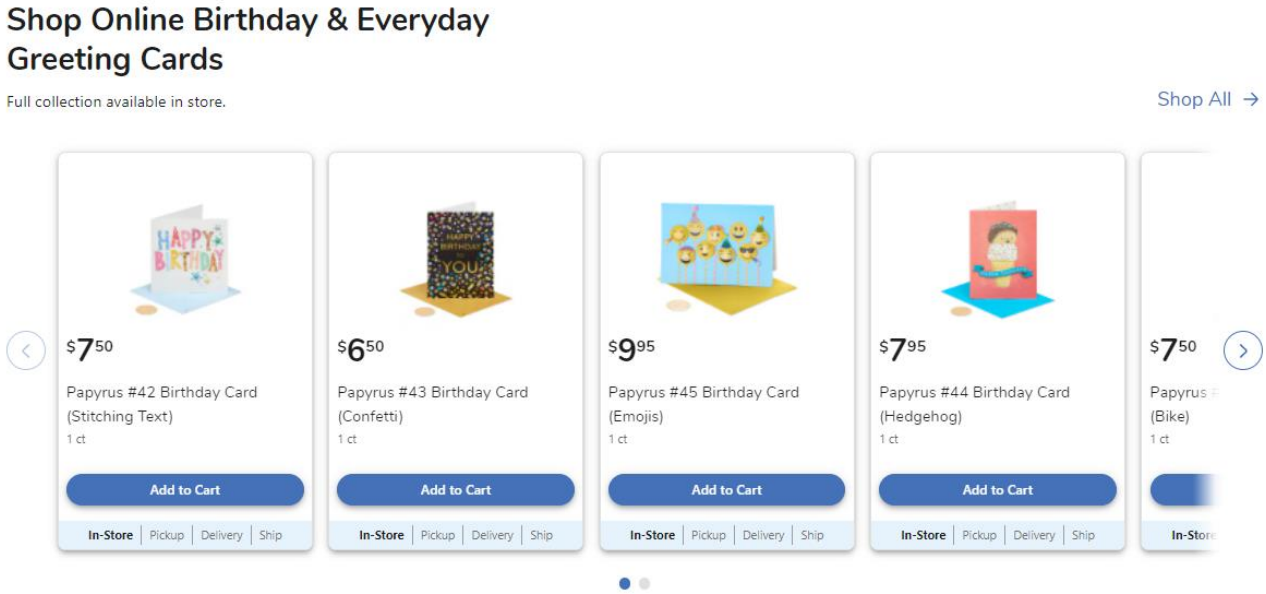
- Format: Excel file with UPC list
- Min. 5 UPCs; Max 150 UPCs – or brand filter
- Title/Headline necessary; sub-copy is optional

Standard Use

- To pull products directly onto the brand shop page to avoid additional clicks in order to drive conversion
- Link Destination Options: Product List
- Custom headline copy to be accompanied by "Shop All" link to drive to product list page

EXAMPLES: *Examples are not to scale





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Coupon CAB Specs

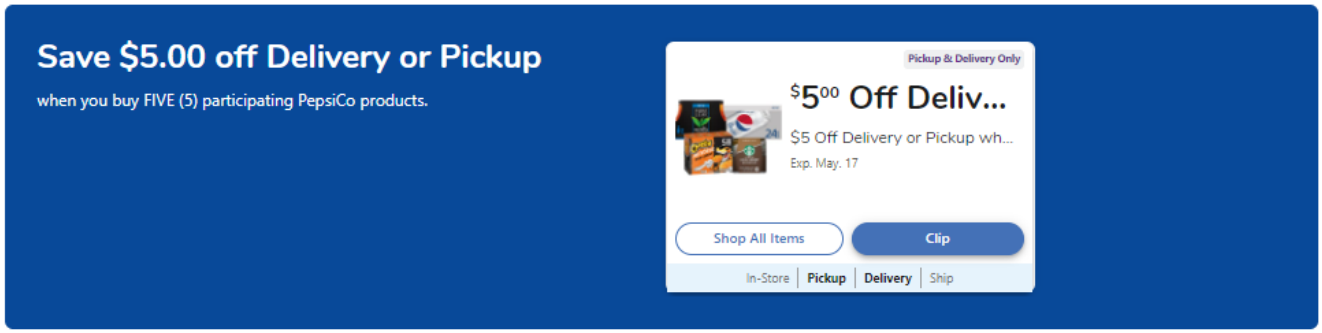
Technical Requirement

- Size: Desktop 1280x432px, Mobile: 640x640px
- Format: .PNG
- File Size: Less than 200kb
- Other assets needed – Retailer ID
- Headline/sub-headline copy must come in a word doc. Sub-copy max of 65 characters, headline must be succinct.

Standard Use

- Houses 1 coupon at a time, GCP Coupons only.
- Background must be a solid color.

EXAMPLES: *Examples are not to scale



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Coupon Carousel Specs

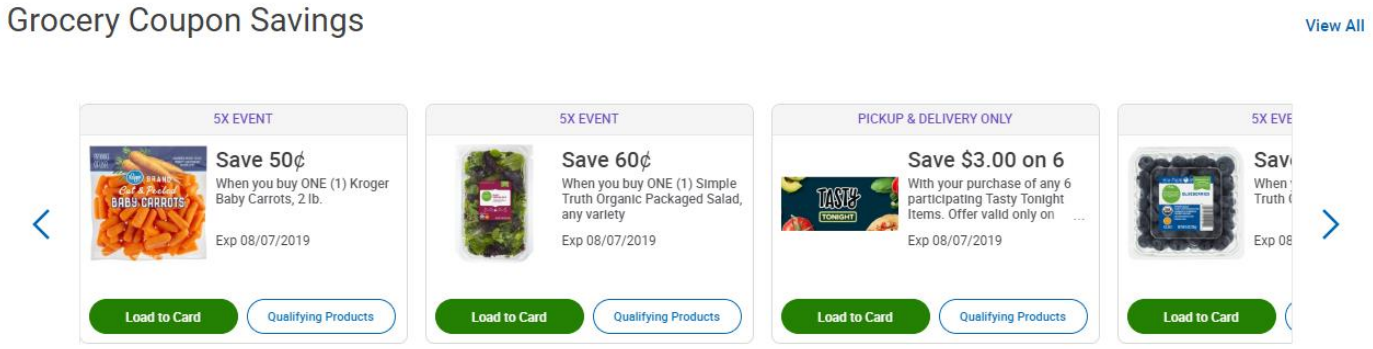
Technical Requirement

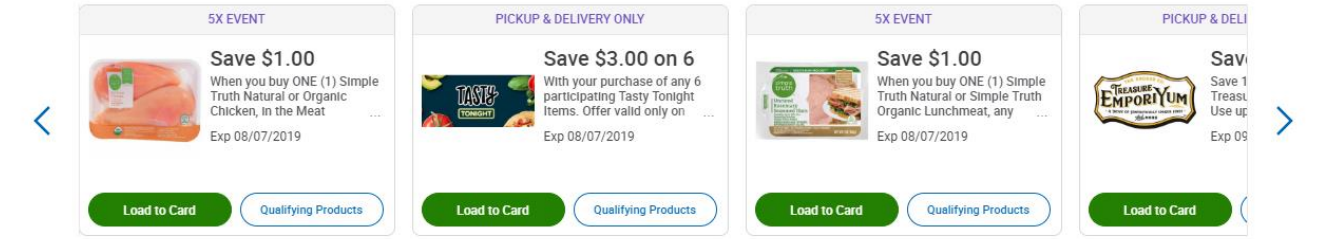
- Other assets needed – Coupon Info (via. Retailer ID or Coupon Brand Filter)
- Headline/sub-headline copy must come in a word doc

Standard Use

- To provide customers great savings directly on the campaign page.
- Coupons can be available in the General Coupon Pool or Targeted Digital Coupon
    - Targeted Digital Coupon carousels will be accompanied by a note for customers to sign in if they do not see any coupons.
    - If Targeted Digital Coupon is used, media driving to the page must only be targeted for those eligible for the TDC.
- Can pull in coupons based on coupon ID or a general brand filter
- Link Destination Options: Load to Card or Qualifying Products
- Headline necessary; Sub-Headline copy is optional

EXAMPLES: *Examples are not to scale





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Recipe Container Specs

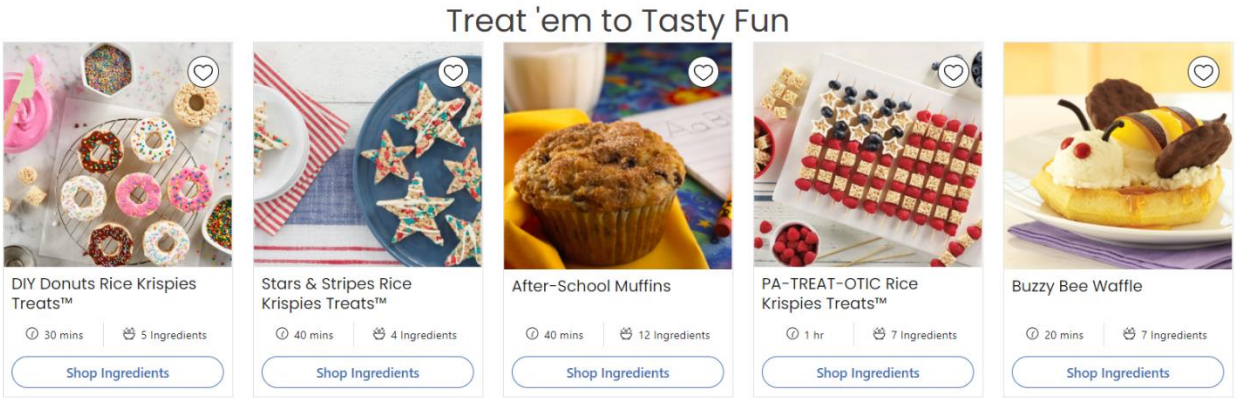
Technical Requirement

- Maximum of 10 recipes permitted on each page.
- Can only pull in recipes that are already existent on Kroger.com. **New Recipe Content cannot be pulled into a recipe carousel.**
- Other Assets Needed: Recipe URLs of existing recipes on Kroger.com

Standard Use

- To provide customers with a shoppable recipe experience containing participating products and brands
- Layout Options:
- Recipe Grid (requires headline copy above grid)
- Link Destination Options: directly to single recipe page
- Headline necessary; Sub-Headline copy is optional

EXAMPLES: *Examples are not to scale



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Video Container Specs

Technical Requirement

- Format: YouTube link.
- Any headline/sub-headline copy must come in a Word document.
- Video will be embedded on site.

Standard Use

- Maximum of 2 per page
- Videos must be reviewed for approval. If creating a new video for your page, it is recommended to send a storyboard to 84.51° prior to production to help avoid rework.
- Layout Options:
- 1 video centered on page, or 2 videos side by side.
- Optional Headline/Sub-Headline copy – highly recommended

BEST VIDEO PRACTICES:

- All CPG videos must be reviewed by Kroger Content and Creative teams before published for approval.
- Talent: talent selections should include both age and ethnic diversity while capturing a real-life look.
- Sets: sets should be warm and inviting, natural lighting is a plus. Avoid any settings, scenes, or actions that could be constructed as unpleasant.
- Supers: Use fonts, colors, and sizes that are easy to read against backgrounds.
- Music: should be uplifting and upbeat.
- Videos should not link off or suggest driving off Banner.com.

EXAMPLES: *Examples are not to scale

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Campaign Page Template Guides

Campaign Pages have a flexible build model. Modules within each page can be modified but each page must be in line with the following requirements:

- Max of 6 modules per page
- A hero image **must** be at the top of each page
- A product carousel is strongly recommended. If a product carousel is not included, a coupon carousel is recommended.

For guidance on how to build, see the table below and recommended wireframes here. Additionally, reach out to your KPM Account Executive for template examples with creative.

How To 1	How To 2	Influencer	Recipe 1
1. Hero	1. Hero	1. Hero	1. Hero
2. Product Carousel	2. Copy Container	2. Copy Container	2. Dual espot (copy)
3. Copy Container	3. Product Carousel	3. Product Carousel	3. Copy Container
4. Dual espot (copy)	4. Large eSpot	4. Dual espot (copy)	4. Product Carousel
5. Dual espot (copy)	5. Video Container	5. Skinny eSpot	5. Category Icon Container
		6. Video Container	

Recipe 2	Recipe 3	Coupon/Savings	New Product
1. Hero	1. Hero	1. Hero	1. Hero
2. Dual espot (copy)	2. Dual espot (copy)	2. Coupon Carousel	2. Product Carousel
3. Copy Container	3. Copy Container	3. Dual eSpot	3. Triple eSpot
4. Product Carousel	4. Product Carousel	4. Product Carousel	4. Copy Container
5. Recipe Grid	5. Coupon Carousel	5. Large eSpot	5. Product Carousel

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Kroger Digital Content: KPM Content Submission and Best Practices

Best Practices for Content Specs:

- Feature the supplier's brand in a fun and inspiring way for customers.
- Be seasonally relevant as well as relevant to the theme.
- Be authentic to the Kroger brand as well as the sponsor brand.
- Be exclusive & follow current trends.
- Editorial and inspiration to engage the customer with relevant content.
- Any late content submissions can result in a delayed go live date, (ex: 2 days late for content submission, 2 day push back). This include Mock-up to DX (20 business days out) and Final Files (12 business days out)
- All creative requires Kroger Digital Experience approval.
- Only include products that have good distribution across the Enterprise in-store AND online. At least one product must display in each division/Banner on any product carousel/list.

CPG Content Submissions Should Not:

- Be an advertisement for your brand but instead allow Kroger to recommend your brand to customers through a credible recipe or video.
- Any content that does not meet the guidelines will not be selected. Kroger reserves the right to select which content will be featured on the site and in any other promotional materials.
- Avoid use of the Kroger logo since these pages are Enterprise-wide. Can use "Kroger Family of Stores" instead.
- Driving off Banner.com is not permitted.
- Calling out external websites in creative is not permitted.
- Inclusion of social media hashtags, handles, or linking off onto a social platform is not permitted.
- No gamification or sweepstakes should be included on the page.
- Cannot version page by store level or division.
    - Entire Banners can be excluded, if absolutely necessary (i.e. Dillons, Gerbes, Fry's, etc).
    - Divisions that are not included in Campaign Pages –Foods Co, Payless, Owens

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