



KROGER PRECISION MARKETING SPEC SHEET

VERSION 3.4 | 5/2024

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

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)

FACEBOOK

Creative Overview

Ad Type	Creative Specs	Copy Specs
In-Feed Static Photo	<ul style="list-style-type: none">• 1:1 (square)• At least 1080 x 1080 pixels• PNG or JPG• Image specs will be used to execute on Stories, but the image will not be optimized for the full screen. Click here for examples. If you would like to provide Story optimized creative in addition to In-Feed Image specs, see “Story” section below.• In-Feed Static Best Practices	<ul style="list-style-type: none">• Primary Text: 90 characters recommended• Headline: 40 characters<ul style="list-style-type: none">○ *25 recommended (25+ characters will be truncated)• Description: 30 characters
In-Feed Video	<ul style="list-style-type: none">• 1:1 or 4:5• At least 1080 x 1080 pixels recommended• MP4, MOV or GIF• In-Feed Video specs will be used to execute on Stories on Instagram only (cannot do on Facebook), but the video will not be optimized for the full screen. Click here for examples. If you would like to provide Story optimized video creative in addition to In-Feed video specs, see “Story” section below.• In-Feed Video Best Practices	<ul style="list-style-type: none">• Primary Text: 90 characters recommended• Headline: 40 characters<ul style="list-style-type: none">○ *25 recommended (25+ characters will be truncated)• Description: 30 characters
In-Feed Carousel	<ul style="list-style-type: none">• Both image & video: 1:1 (square)• At least 1080 x 1080 pixels• PNG, JPG, MP4, MOV or GIF• Carousel Best Practices <p>If you are executing a Carousel + Stories ad, please reference the Carousel Requirements before you move forward.</p>	Carousel Only <ul style="list-style-type: none">• Primary Text: 90 characters recommended• Headline: 32 characters*<ul style="list-style-type: none">○ *25 recommended (25+ characters will be truncated)• Description: 18 characters
Stories	<ul style="list-style-type: none">• 9:16• At least 1080 x 1920 pixels• Consider leaving roughly 14% (250 pixels) of the top and bottom of the video free from text and logos to avoid covering these key elements with the call-to-action.• Facebook Stories <u>do not</u> support video format• Instagram Stories <u>do</u> support video format• Stories Best Practices	<ul style="list-style-type: none">• N/A

Best-Practices

- 2 creative versions is best practice, but not required
- [Download aspect ratio templates here](#)
- Do not include a [retailer](#) in the copy or image
 - (i.e., “Fresh, minty toothpaste now available at [King Soopers.](#)”)
- Video to be designed for sound-off, although sound is permitted
- See the KPM Site for Social Creative Best Practices
- [Creative Best Practices](#)



What to Provide to KPM

- Creative files (do not need to be bannerized)
- Copy Doc from [KPM Site](#)

Carousel Requirements

Executing Facebook Stories using the Carousel In-Feed Static creative specs (1:1)

- To run on Facebook Stories using the Carousel In-Feed Static creative specs (1:1), you must have 3 or more cards within the In-Feed Carousel. If you only have 2 cards, we're unable to run on Facebook stories. If you include more than 5 cards, we will not run on Facebook Stories. By default, Facebook will tailor the number of displayed cards (1-5 max) depending on each user preference that have been determined by their system. From a delivery standpoint, this means any users that receive 1, 2, 3, 4 cards during the delivery period will be offered the "see more" option as FB Stories displays **up to 5 cards**.
- Note: Facebook In-Feed Carousel + Story does not support video format, however, Instagram In-Feed Carousel + Story does support video format.



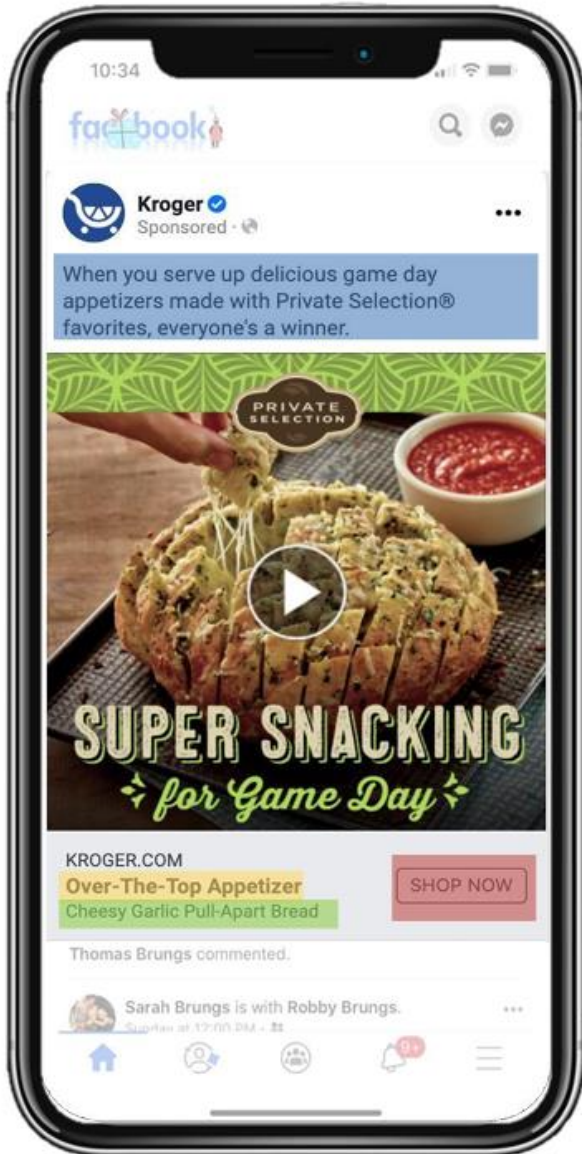
Executing Facebook Story Optimized creative (9:16) + In-Feed Carousel (1:1)

- To run Facebook Story Optimized creative (9:16) + In-Feed Carousel (1:1) you must have at least 3 but no more than 5 Story Optimized creative cards + 3-10 Carousel In-Feed cards. If more than 5 cards are provided, we will not run on Facebook Stories
- To run Instagram Story Optimized creative (9:16) + In-Feed Carousel (1:1) you must have at least 2, but no more than 10, Story Optimized and Carousel In-Feed creative cards.
- Note: Facebook In-Feed Carousel + Story does not support video format, however, Instagram In-Feed Carousel + Story does support video format.



FACEBOOK

Creative Overview



Primary Text: 90 Characters

Include product and/or brand name(s), CTA, and language that aligns with campaign objectives.

Headline: 40 Characters Max (32 Max for Carousel), 25 Characters Recommended

Brief landing page title or description, coupon mention, CTA

Link Description: 30 Characters (18 Max for Carousel)

Keep short. Might be truncated depending on platform the ad is being viewed on.

Call to Action (CTA) Button

FACEBOOK

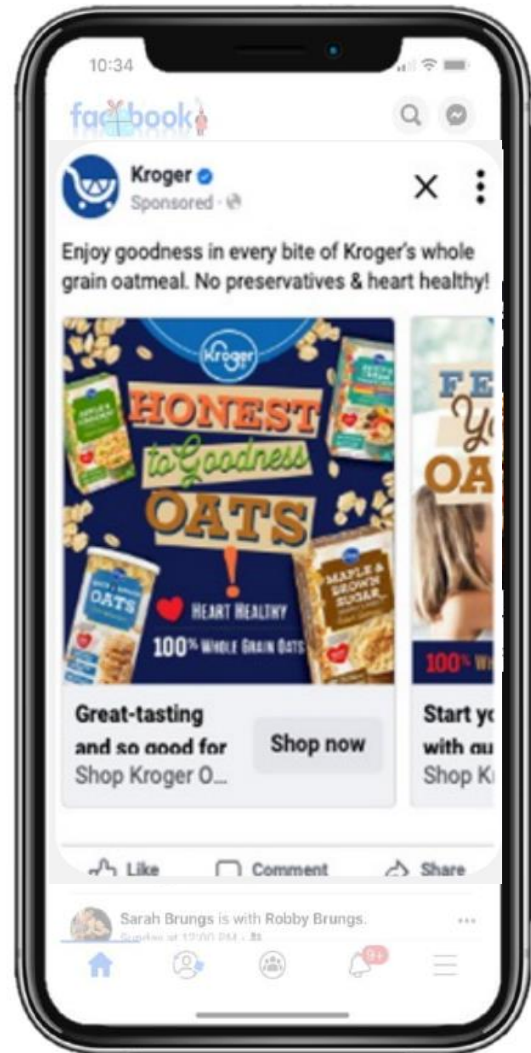
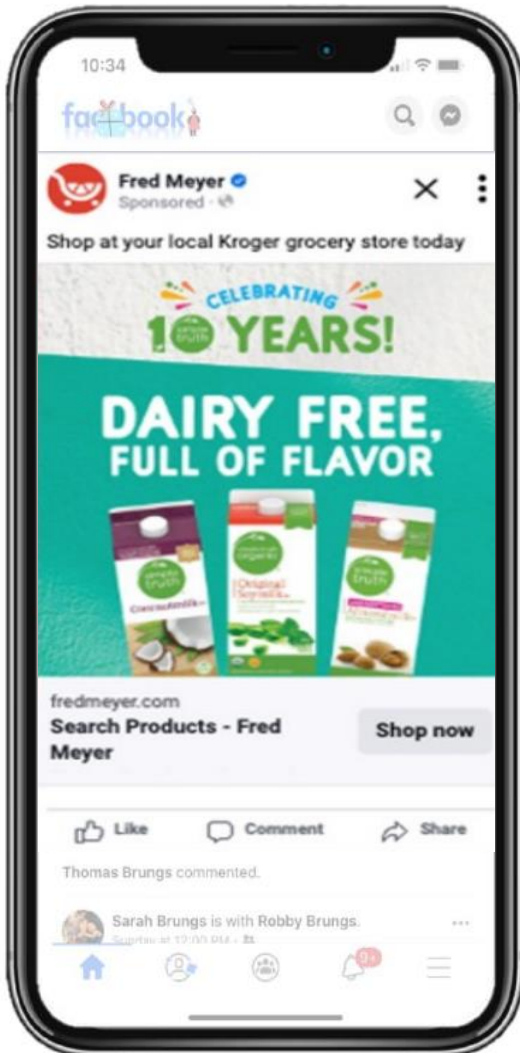
Call to Action Buttons on Facebook/Instagram

Recommended CTA Button Options (Awareness)

- Learn more
- Shop now

Recommended CTA Button Options (Consideration)

- Learn more
- Shop now
- Get offer (Recommend for coupons only)



FACEBOOK

Overall Best Practices

Facebook & Instagram Copy (not recommended on Story Ads):

What to Include:

- In the primary text: Product and/or brand name(s), CTA, and language that aligns with campaign objectives.
- In the headline: Brief landing page title or description, coupon mention, CTA.

Facebook & Instagram Creative:

- We recommend at least 2 creatives per campaign to help with delivery & measurement.



Short & Powerful
Incorporate brand identity early and grab attention fast



Frame for Mobile
Assets that are framed for square and vertical formats



Design for Sound Off
If video, ensure message is clear with sound turned off



Less is More
Creating fewer (but better) assets gets more impact

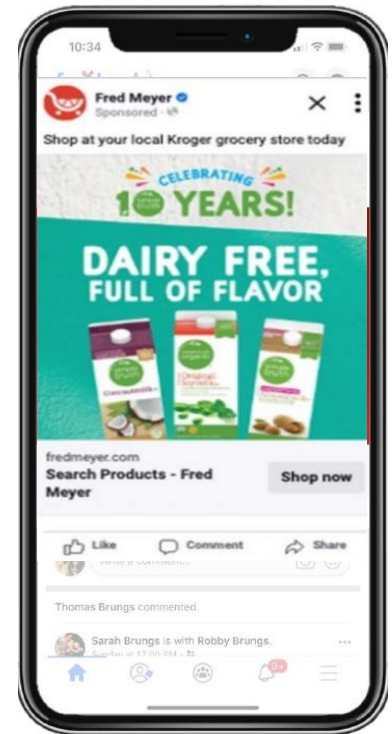
What to include:

- Branding at point zero.
- Ensure brand name, product, logo, retailer (if applicable) are at the beginning of video or clearly visible if an image ad.
- Put your hero front and center.
- Consolidate your message to 15 seconds or less (if video).
- Clear messaging and/or call-to-action.

Facebook & Instagram In-Feed Photo

In-feed photo ads offer a clean and simple way to feature engaging imagery and copy. If you have a tangible product to promote, image ads are a great way to make it stand out. Learn more here.

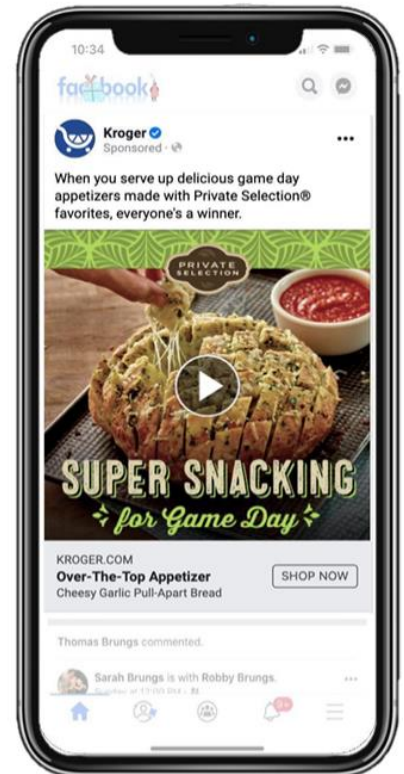
- Use high-resolution images, at least 1080 x 1080px.
- Show off your product, service, or brand. People scroll through Facebook & Instagram quickly. Show what you're selling, your brand, or your logo to communicate your message efficiently.
- Avoid too much text on the image itself. We've found that images with less than 20% text perform better, though there is no limit on the amount of text that can exist in your ad image.
- Focus on a single focal point in your image. If there's too much going on in your image, it may be tough for someone to understand the message you're trying to convey.



Facebook & Instagram In-Feed Video

Facebook video ads allow you to quickly capture a user's attention and show unique features of a product or tell your brand story.

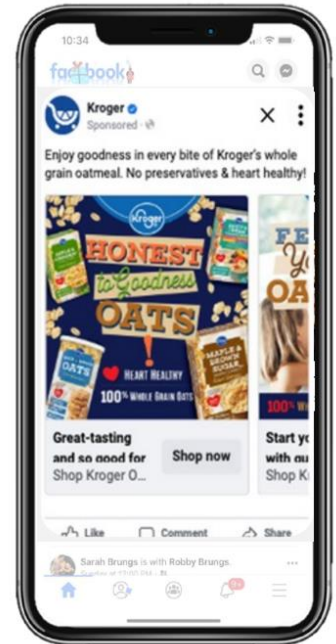
- Recommend gif/video ads whenever possible over image ads as the Facebook & Instagram platform prioritizes ads with movement in them.
- Keep videos short, making sure that the most pertinent information is in the first 1-3 seconds of the video i.e. brand name, product, logo, content idea, etc. Shorter videos (15 seconds or less) are recommended.
- Put the most compelling part of your video at the very beginning to grab interest. We suggest you do this within the first 3 seconds.
- Design for sound off. People choose to watch videos with sound off in many situations, like public places. Use text, graphics, and captions whenever possible.



Facebook & Instagram In-Feed Carousel Ads

Carousel ads can highlight different products, showcase specific details about one product, service, or promotion. Tell a story about your brand that develops across each carousel card.

- Recommended using for showcasing multiple products.
- Minimum number of cards when running In-Feed only: 2
- Maximum number of cards when running In-Feed only: 10
- See [Carousel Requirements](#) for information on running Carousel + Stories
- Ability to have different headline & link descriptions for each carousel unit.
- Tell your story using all the available carousel components. Images and/or videos grab attention, but don't ignore snappy headlines, descriptions and call to action buttons that give context, detail and encouragement.
- Use images and/or videos that are cohesive and engaging. Take images and/or videos from the same shoot or that feel similar to each other. When using videos in your carousel ad, we recommend the square (1:1) aspect ratio for each video.

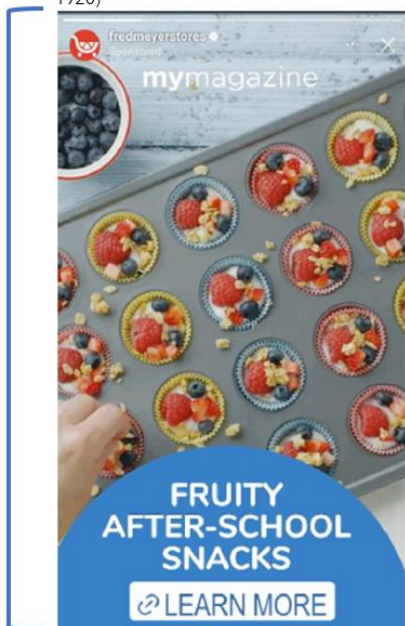


Facebook & Instagram Story Ads

- Keep attention with speed: People consume Stories content much faster than other mediums. We recommend you create ads that capture the audience's attention from the first frame and use speed to keep their attention.
- Land takeaways with text overlays: When using text overlays in Stories, consider carefully what method works best with your creative. Use text to emphasize key messages but keep your focus on one point.
- Pair text with focal point: Ads that include centrally located text, such as "add to cart," at a specific focal point are helpful in driving conversion metrics.



Recommended: This example shows an ad using the story specs to fill the entire screen (1080 x 1920)



This example shows a story ad that uses the in-feed creative specs that is then optimized for a story placement (1080x1080)

