KROGER PRECISION MARKETING SPEC SHEET

VERSION 2.0 | 10.2020

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

Pre-Roll Video

VIDEO

File Type: : .avi, .mov, .mp4, .m4v, .mpeg, .mpg,. oga, .ogg, .ogv, .webm, .wmv

File Size: Video creatives hosted by Bid Manager can be up to 1 GB. Always upload a source file with the highest possible specifications you have available, so that Bid Manager can transcode the asset into as many serving files as possible. However, individual exchanges may have different maximum file sizes, so plan accordingly.

Duration: Video inventory supports a variety of durations up to 90 seconds (e.g. 15, 20, 30, 60, 90 seconds). However, **it is recommended to keep video under 30 seconds** to ensure the best completion rates and most efficient CPMs. Sending multiple videos with different lengths is recommended.

Aspect Ratio: Landscape/horizontal videos must have an aspect ratio of 16:9 (for example, 640 × 360) or 4:3 (for example, 640 × 480).

Clickthrough URL: Make sure the creative has a clickthrough URL specified. Note that the clickthrough URL will be opened in a new window.

Content Best Practices: Consistently deliver a single simple message. The way of communicating this message can change, but the core should remain the shame. Include your brand logo as a highly visible prop so viewers cannot miss the branding. Make sure to present the branding within the first 3-5 seconds of the video.

VIDEO BEST PRACTICES
File Format: .mov or .mp4
Dimensions:
-    Landscape/horizontal: 1280 × 720, 1920 × 1080, or 1440 × 1080
Aspect Ratio:
-    Landscape/horizontal: 16:9 or 4:3
Codec: H.264
Frame Rate: 23.98 or 29.97
Bitrate: At least 20 Mbps
Length: 15 or 30 seconds
File Size: Up to 1GB (per the DCM file size limit)
Black bars: No
Letterboxing: No

AUDIO BEST PRACTICES
Codec: PCM (preferred) or AAC
Bitrate: At least 192 Kbps
Bit: 16 or 24 bit only
Sample Rate: 48 kHz
Audio Settings: Required

COMPANION BANNER CREATIVE
Banner Size: 20K
File Type: JPG or HTML
Animation Time: 15 seconds
Banner Sizes: 300x250, 728x90, 300x60
Companion Banner 18-24 FPS

VIDEO CONTENT REQUIREMENTS
Ads must be distinguishable from a publisher's content. Ads can't appear as if they are actual content or links on a publisher's site.

Kroger Logos: All Video must include the Kroger Family Circle of logo's (see below). This should be placed at the end of the video. High res image is available from 84.51°. The logo lock-up should not be manipulated in any manner. Logo lockup should be visible for at minimum 2 seconds of the video.

Pre-Roll Video

Prohibited Content: Tobacco, weapons, nudity, defamatory/hate content, illegal activities, profanities, spyware, offers of free gifts, links to quizzes/surveys, misleading claims, references to sex or sexuality

FILENAME
KPM_mediaLiveDate-YYMM_KPM.clientname.productname.creativeversion
For Example:
KPM_2009_KPM.Kroger.PrivateSelection.Chips_KRO
*No additional spaces or underscores should be present in filename