KROGER PRECISION MARKETING SPEC SHEET

VERSION 3.3 | 11.2023

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

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

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

Facebook & Instagram

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Requirements & What to Provide KPM

Ad Type	Creative Specs	Copy Specs	Best Practices	What to Provide to KPM
Image	• 1:1 (square) • Recommend 1080 x 1080 pixels • PNG or JPEG	• **Primary Text:** 90 characters recommended • **Headline:** 40 characters • **Description**: 30 characters	Image Best Practices **Do not include a retailer call-out in the copy**	• **Minimum of 2 creative units (minimum of 2 ads as a best practice)** • Copy for primary text, headline, description, CTA button • Where the ad should be directing to • Link to downloaded aspect ratio template
Video	• 4:5 • Recommend 1080 x 1080 pixels • MP4, MOV or GIF	• **Primary Text:** 90 characters recommended • **Headline:** 40 characters • **Description:** 30 characters	Video Best Practices **Do not include a retailer call-out in the copy**	• **Minimum of 2 creative units (minimum of 2 ads as a best practice)** • Copy for primary text, headline, description, CTA button • Where the ad should be directing to • Link to downloaded aspect ratio template
Carousel	• Both image & video: 1:1 (square) • 2-10 images per carousel • Recommend 1080 x 1080 pixels • PNG, JPEG, MP4, MOV or GIF	• **Primary Text:** 90 characters recommended • **Headline:** 40 characters • **Description:** 30 characters	Carousel Best Practices **Do not include a retailer call-out in the copy** **NOTE:** If activating on stories using a carousel ad, refer to Carousel Story Ad Type	• **Minimum of 2 creative units (minimum of 2 ads as a best practice)** • All images involved in each carousel • Copy for primary text, headline, description, CTA button • Where the ad should be directing to • Link to downloaded aspect ratio template
Story	• 9:16 • Consider leaving roughly 14% (250 pixels) of the top and bottom roughly 20% (360 pixels) bottom of the video free from text and logos to avoid covering these key elements with the call-to-action. • PNG, JPEG, MP4, MOV or GIF	• Not recommended	Story Best Practices **NOTE:** If activating on stories using a carousel ad, refer to Carousel Story Ad Type	• **Minimum of 2 creative units (minimum of 2 ads as a best practice)** • CTA button • Where the ad should be directing to • Link to downloaded aspect ratio template

Carousel Story	• If running a carousel ad infeed, story ad must also be a carousel. • Cannot run a carousel story unless infeed ad is a carousel. • Facebook story carousel ads only support 3 static cards. Instagram stories support 2-10 cards. • Facebook story carousel ads do not support video files. Instagram stories do (maximum duration of 15 seconds)	• See Story Ad Type	See Carousel and Story Ad Type Best Practices Recommend 1:1 match of cards from infeed to story creative where possible. For example, 3 in-feed and 3 story is recommended, but 4 in-feed and 3 story or 2 in-feed and 3 story is allowed. However, if you want to run on the Facebook Stories placement with a Carousel ad there must be 3 static story cards for both in feed and stories, no exceptions.	• See Carousel and Story Ad Types

Facebook Creative Overview
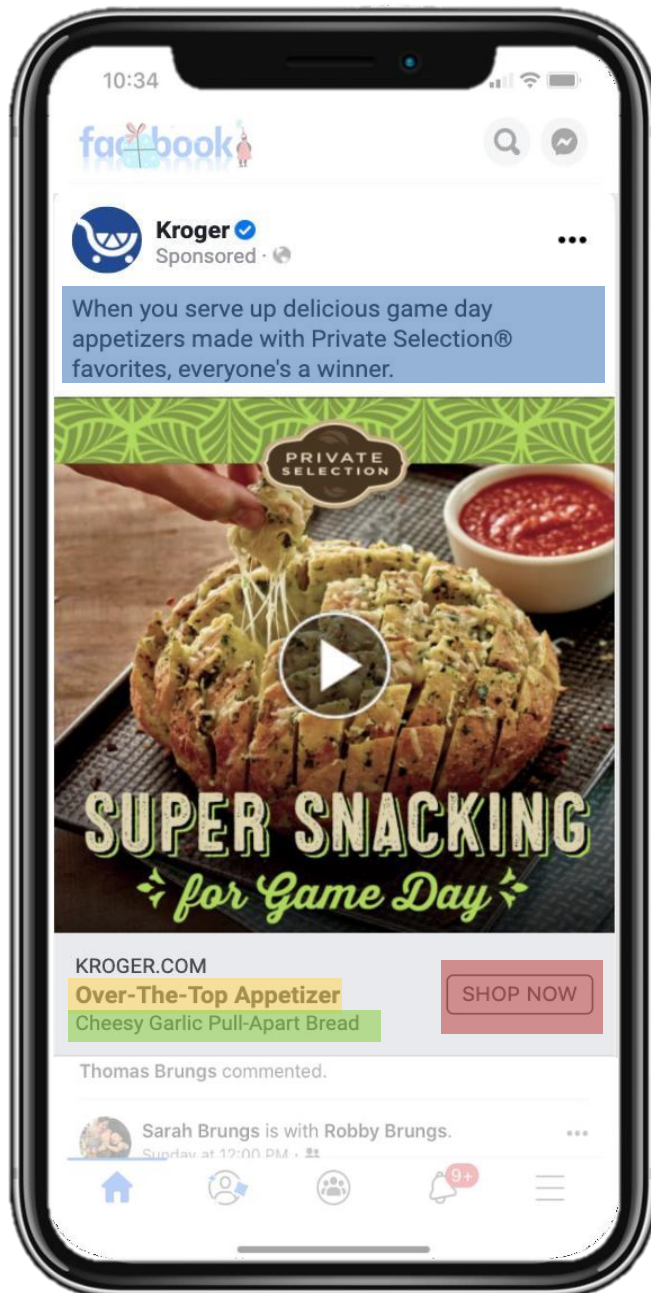
Primary Text: 90 characters
- Try to include product and/or brand name(s), CTA, and language that aligns with campaign objectives.

Headline: 40 characters
- Brief landing page title or description, coupon mention, CTA

Link Description: 30 characters
- Try to keep short, might cut off depending on platform the ad is being viewed on.

Call to Action (CTA) Button

Call to Action Buttons on Facebook/Instagram

Note: below are recommendations, there are more options available by KPI. Please work with your KPM team if wanting an option not shown below.

Required CTA Button Options (highlighted in image below):

Awareness KPI
- Learn more
- Shop now

Consideration KPI
- Learn more
- Watch more (video only)
- Get offer (coupons only)
- Shop now
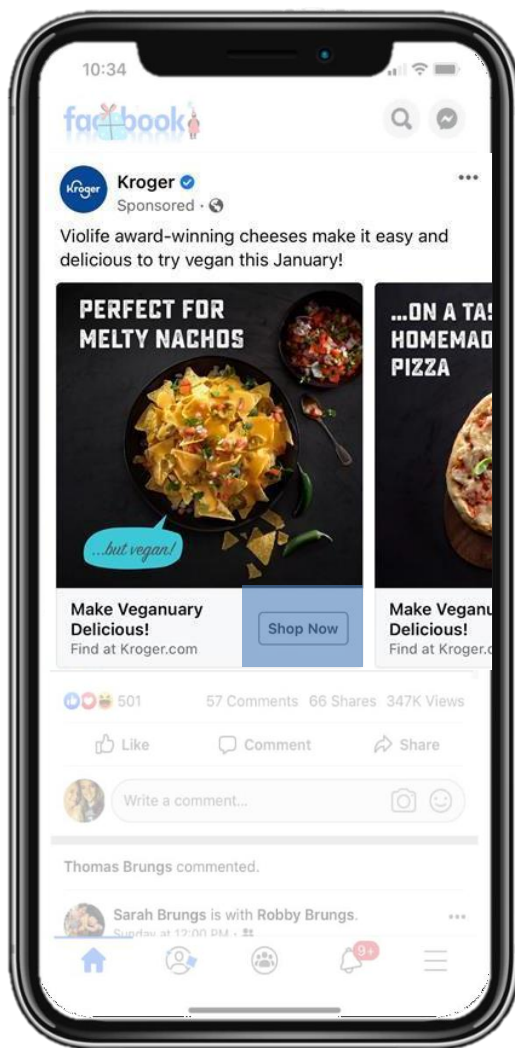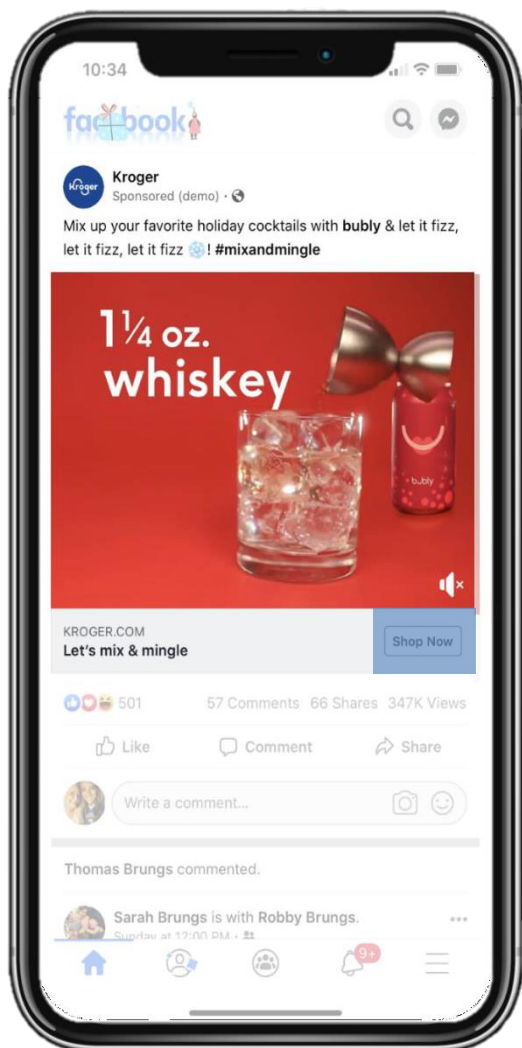
This creative example required additional approvals due to the adult beverage content.

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:

Get Inspired & Check Out Great Examples of Creative on Facebook & Instagram
- We recommend at least **2** creatives per campaign in order to help with delivery & measurement.

Short & Powerful	**Frame for Mobile**	**Design for Sound Off**	**Less is More**
Incorporate brand identity early and grab attention fast	Assets that are framed for square and vertical formats	If video, ensure message is clear with sound turned off	Creating fewer (but better) assets gets more impact

What to include:
- Recommend gif/video ads whenever possible over image ads as the Facebook & Instagram platform prioritizes ads with movement in them.
- Branding at point zero.
    - Ensure brand name, product, logo, retailer (if applicable) are at 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.

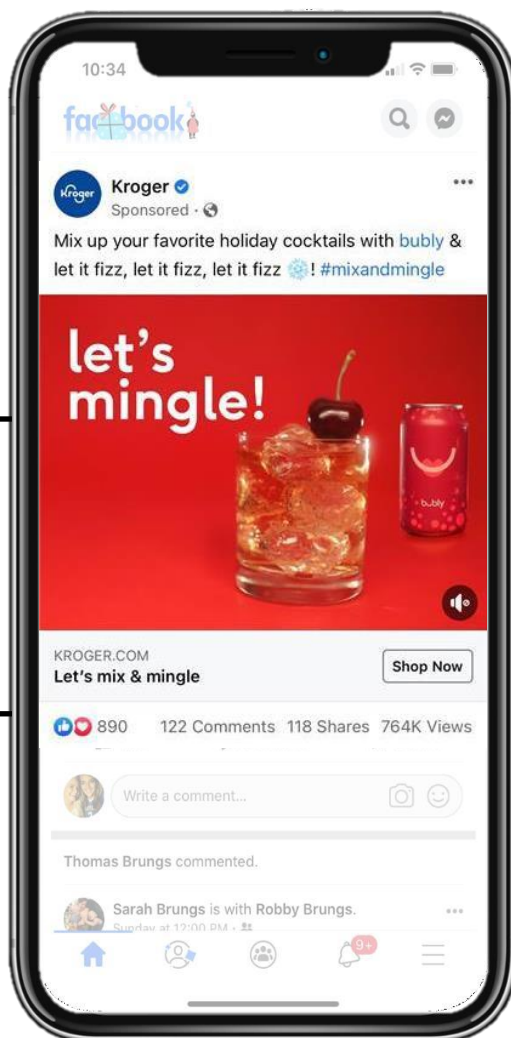**Kroger** PRECISION MARKETING | POWERED BY 84.51°

Facebook & Instagram Image Ads

- 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.

Entice user to stop scrolling

Strong branding

Strong CTA & next steps

This creative example required additional approvals due to the adult beverage content.

Facebook & Instagram Video Ads

[Creative Examples](#)

- 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.
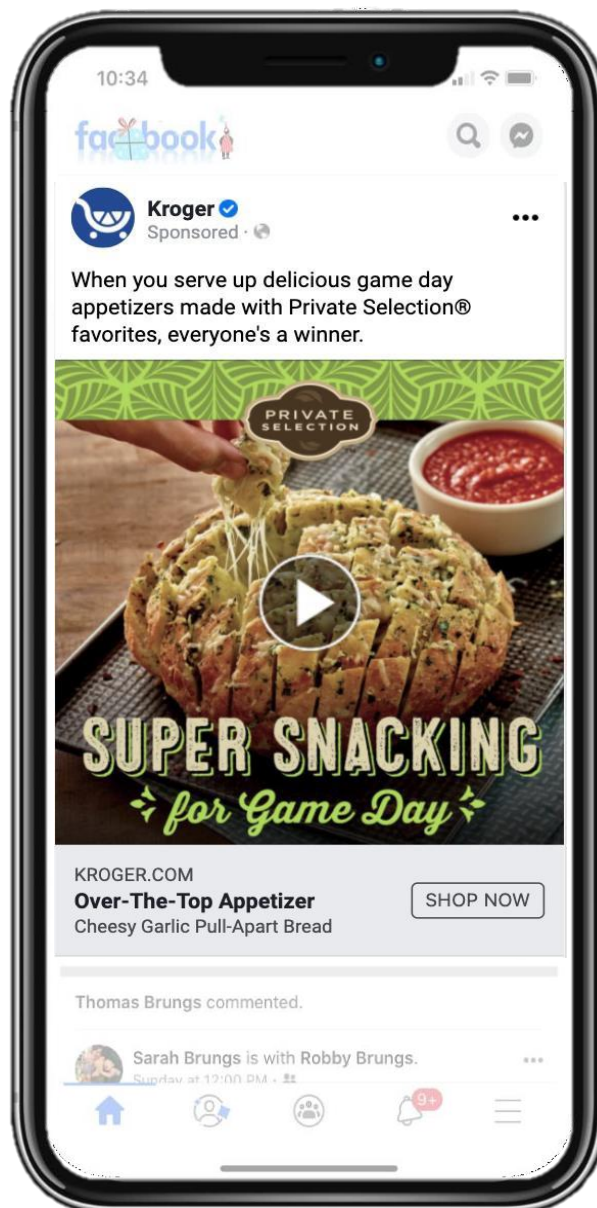
Facebook & Instagram Carousel Ads

- Recommended using for showcasing multiple products.
- Minimum number of cards: 2
- Maximum number of cards: 10
- **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.

Strong branding

Entice user to stop scrolling

Strong CTA & next steps
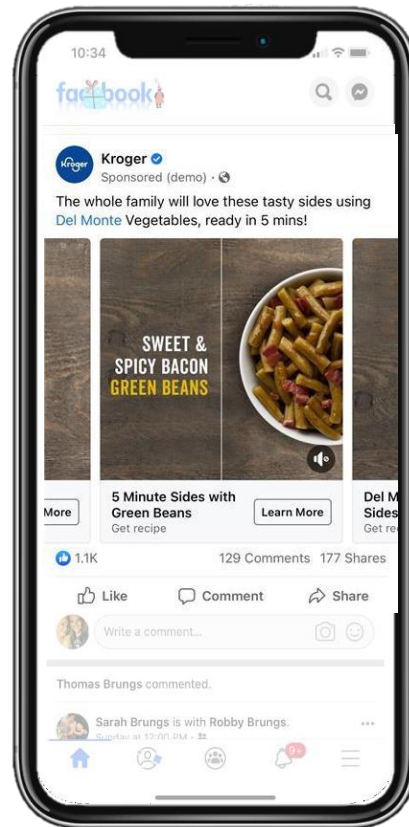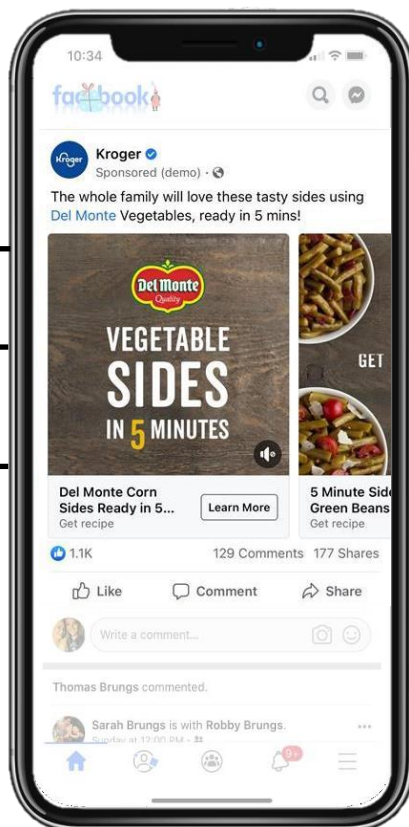
Facebook & Instagram Story Ads

Creative Examples

- 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.

Best in Class Kroger Banner Creative

Facebook/Instagram Image Ad Examples
Image 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.

Facebook Carousel Ad Examples
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. Learn more here.

FACEBOOK

Facebook/Instagram Video Ad Examples

Facebook video ads allow you to quickly capture a user's attention and show unique features of a product or tell your brand story. Learn more [here](#).
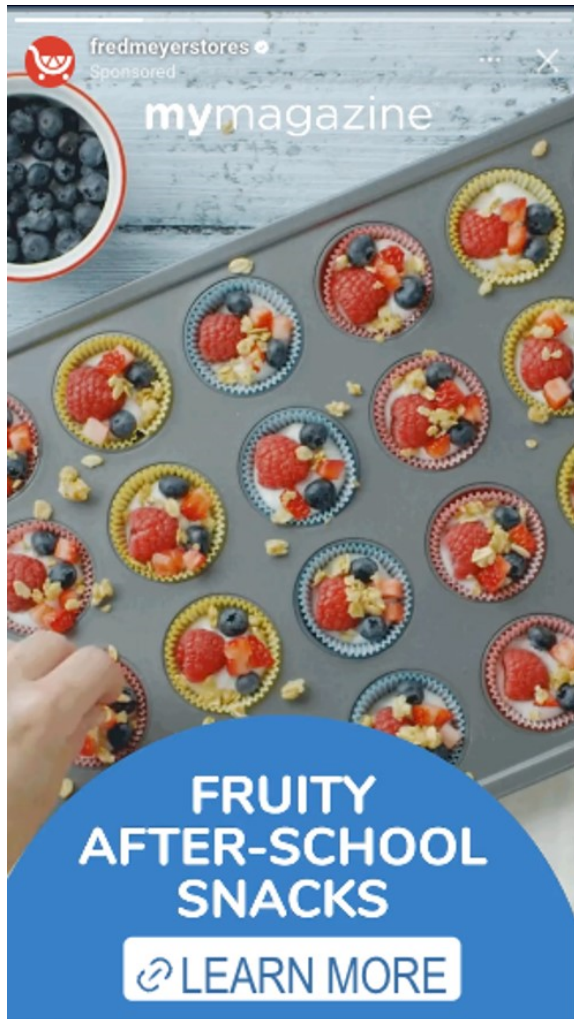
Facebook & Instagram:

Facebook/Instagram Story Ad Examples
Facebook video ads allow you to quickly capture a user's attention and show unique features of a product or tell your brand story. Learn more here.

Recommended: This example shows an ad that utilizes the story specs to fill the entire screen.

This example shows a story ad that utilizes the in-feed creative specs.