



KROGER PRECISION MARKETING SPEC SHEET

VERSION 2.0 | 4 . 2022

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", "FREE" and "SAVE" 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
- > > Creative should be brand/product focus and not lifestyle focus.
- > > No pure white or black backgrounds allowed due to design elements blending with the Kroger's website/app dark mode
- > > Avoid adding borders to creative due to potential design issues in where Kroger's web system rounds eSpot corners (we do not have specs for this) and creative ends up getting cut off.

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

STATIC AND TARGETED ON-SITE AD

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 the savings CTA "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. Suppliers are responsible for securing Kroger's Category Manager approval and once available, need to forward to their KPM contacts.

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



Mobile

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



Button Size

Desktop Spot
48px Standard Button



Mobile Spot
40px Height Compact Button



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



CAAM Flat Art Upload

All flat art files should be built at 72 DPI, RGB color mode and 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°.

Alt Text in CAAM: field to describe the nature or contents of an image. This text is used for text-to-speech on users' mobile and web devices (useful for those with vision impairment) providing a stronger customer experience for those who rely on text to speech to shop at Kroger. Maximum of 125 characters and must disclose that the image is 1.) an advertisement, 2.) the brand promoting, and 3.) the wording is in the image and CTA i.e. Advertisement: Simple Truth. Fall Into Savings. Save Now.

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