2019

Kroger Digital Coupons – Guidelines and Structure

Paula M Owens

Kroger Co.

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Process

Digital Coupons are offered through our Banners' websites, mobile optimized site, and mobile app.

- CPG/Manufacturer general coupons are set up directly with YOU Tech.
    - YOU Tech email for submissions: krogerteam@you.net
- Kroger (All Divisions) and promotional event coupons are set up through Kroger.
    - Kroger Digital Coupons email for submissions: digitaloffers@kroger.com
- Best Customer Communication (BCC) and Kroger Precision Marketing coupons are set up through 84.51°.
    - Best Customer Communications: Becky.Elridge@8451.com
    - Kroger Precision Marketing: Cara.Pratt@84.51.com

Setup

- General Pool Digital Coupons <u>must be</u> submitted at least 4 weeks prior to start date.
    - Submissions with less than a 3 week timeline need approval from [melodee.james-aasen2@kroger.com.](mailto:melodee.james-aasen2@kroger.com)
- Digital Coupons can be activated in any (or all) Kroger divisions as long as the product is carried.
- Offer types allowable without Kroger approval:
    - Dollar(s) Off
    - Buy One Get One (identical items only)
    - Fixed Retail
        - Proposed complex digital offers should be emailed to digitaloffers@kroger.com for approval. Complex offers will not be set up by YOU Tech without approval from Kroger.
- Simple, single-purchase requirement offers resonate best with customers
- Multiple products can exist on a single Digital Coupon as long as:
    - All items fall under the same brand
    - All items fall under the same commodity
    - Kroger Digital Promotions Manager has given approval
- Transaction Limit can be 1, 5, or unlimited (in some cases). This is the number of redemptions allowable in a single transaction.
    - Unlimited transaction cases: Percent off, Fuel Points
    - When the limit is 5, the purchase requirement description should include the verbiage "Use up to 5 times in a single transaction."
- Maximum plays per coupon can be 1 or unlimited. This is the number of times the coupon can be used during the duration of the coupon timeframe.
- If the coupon can be downloaded prior to the redemption start date, list the redemption dates in the purchase requirement description.

Strategically Planned Offers

*Offers designed to address key event sell thrus, markdowns or seasonally competitive items.

- These offers will follow the 4 week timeline (timeline on page 4).
- The requestor, being proactive, will provide communication at least 3 days prior to the live date if there are supply opportunities. Email digitaloffers@kroger.com to confirm the offer should NOT be activated

Downloads

- Unless noted, Digital Coupons are downloadable and redeemable one time per household.
- Digital Coupons that Kroger is promoting via the weekly ads, social media, banner sites, mobile apps, email, or any other marketing tool cannot have a download limit.
- Everyday, general pool digital coupons may have download limits.

UPC Requirements

- Coupon cannot consist of more than 150 UPCs.
- Provide the UPCs' first 11 digits only.
    - 1 digit prefix, 5 digit manufacturer's code, 5 digit product code
    - No check digits or dashes
    - The UPC in the example to the right would be entered as 98765432109
- UPCs that exist in the same Rules Based Pricing (RBP) group as any of the provided redemption UPCs will also be used in the setup of the coupon in an effort to reduce Customer issues with redemption.
    - UPCs added to the coupon through RBP will be communicated to the CPG prior to the start date of the coupon for all BCC campaigns.

Key Contacts

- Digital Coupons: Paula Owens paula.owens2@kroger.com
    - Submit to digitaloffers@kroger.com
- Paper Coupons: Terri Heidinger terri.heidinger@kroger.com
    - Submit to thresholdoffers@kroger.com
- BCC Coupons: Dawn Shirley Dawn.Shirley@8451.com
- Free Friday Download Program: Christy Meyer free_friday_download@kroger.com
- YOU Tech: Meggan Clark mclark@you.net or Jenn Swisher jswisher@you.net

		Timeline - Digital Coupon Setup Process			
			Coupon Type		
		General Pool Digital Coupon (Examples - One Off, CPG Driven, Everyday Coupons)	**Associate Only Digital Coupon** (Only available to Associates and will be displayed on the "Associate Exclusives" tab)	**Free Friday Download** (Must coordinate with Christy Meyer, Promo Planner)	**Digital Event** (In Ad, Shelf Tags, Coordinate with Promo Planner, Ex - Household Needs Digital Event, Hot Digital Event)
Weeks Prior	12				CM or CPG submits offers/images to Promo Planner - All info must be verified.
	11				Promo Planner verifies coupon versus ad details.
	10			CM submits offer/image(s) - All info must be verified. Regional Marketing begins developing circular image.	Promo Planner submits offers and the shelf tags order.
	9				
	8				CE sets up offers - Incorrect/Incomplete data must be corrected.
	7				CE tests offers.
	6				
	5		CM submits offer/image(s) - All info must be verified.		You Tech sets up coupon - Incorrect/Incomplete data must be corrected.
	4	CM submits offer/image(s) - All info must be verified.	CE sets up offer - Incorrect/incomplete data must be corrected.	CE sets up offer - Incorrect/incomplete data must be corrected.	Digital Marketing requests coupon category.
	3	CE sets up offer - Incorrect/incomplete data must be corrected.	CE tests offer. You Tech sets up coupon - Incorrect or incomplete data must be corrected.	CE tests offer.	
	2	CE tests offer. You Tech sets up coupon - Incorrect or incomplete data must be corrected.	Proofs reviewed and offers finalized.	You Tech sets up Coupon - Incorrect/Incomplete data must be corrected.	Proofs reviewed/offers finalized; Promotion sent to ISM for tag order.
	1	Proofs reviewed and offers finalized.	You Tech loads targeted card numbers.	Proofs reviewed and offer finalized.	
	Coupon Launch				

Coupon Creative Style Guide

- Image must be submitted in JPEG or PNG format as a separate attachment at the time the offer form is submitted.
- Image must be in focus, on a white background and include product shot only (logos not permitted).
  - o Kroger approval is needed for all exceptions (i.e. if a product image cannot clearly represent the item).
- Image dimensions - 500 pixels high by 500 pixels wide; 300 dpi.
  - o BCC campaigns require images to be at least 900 pixels high by 900 pixels wide; 300 dpi due to direct mail version.
  - o File size should not exceed 1mb.
  - o It is strongly suggested no more than three pack shots are included in the coupon image. We have received feedback from Customers that it is hard to see product details when more than three pack shots are included.

Save $1.50 on 2
Private Selection Frozen Paniers
When you buy TWO (2) Private Selection
Frozen Paniers, any variety (2 ct)

Exp 04/28/2019

Load to Card

- All coupon instruction copy should be clearly listed on the Digital Offer Form.
- Suppliers may include copyright symbols on their Digital Coupon's Short Description & Purchase Requirement Description but not trademark phrases.

Acceptable	Unacceptable
Product® is a registered trademark of Company ©Company, 2011. ©2011 Product and Sub-brand® are registered trademarks of Company.	**All ®/TM are ©Company. All rights reserved.** o Necessary changes: ~~All ®/TM are~~ ©Company. All rights reserved **®/TM are owned by Company.** o Necessary changes: [Name of specific element]® is owned by Company. **©2012 Company, owner of the trademarks. All rights reserved.** o Necessary changes: ©2012 Company. ~~owner of the trademarks.~~ All rights reserved. ***OR*** a

	specific element must be named, i.e., ©2012 Company, owner of Product®. All rights reserved.

Coupon Copy Guide

- Short Description
  - Multiple quantity in Short Description should be in number format only (ex. "Save $X.XX on 2 BRAND Products").

- Purchase Requirement Description
  - Quantity in Purchase Requirement Description should be written in CAPS followed by the numeral in parenthesis, i.e. TWO (2).
  - Size range should be in parenthesis in the Purchase Requirement Description with measurement abbreviated, period after abbreviation, dash between size range, i.e. (7-9 oz.).
    - Liquid products should be measured in fluid ounces (fl oz.).
  - Limit exclusions whenever possible. If there are necessary exclusions, they must be clear to the customer in the Purchase Requirement Description.
    - Are any sizes excluded, i.e. sample sizes, 2 packs?
    - Are seasonal items excluded?
    - Are any varieties excluded, i.e. any economy lines or elite lines with the same brand name?
  - Included varieties should be listed in Purchase Requirement Description and match what customer sees on packaging
  - If there are no exclusions, purchase requirement description must read "any variety or size" for offers containing more than one UPC. Offers containing one UPC do not need to list the variety.
  - Any legal or directional copy needs to go in the disclaimer section. No promotional copy allowed. Please seek approval before including directional copy in the Purchase Requirement Description, i.e. Located in the Produce Department.
  - Offers that can play up to 5 times per transaction should read "Use up to 5 times in a single transaction." in the purchase requirement description.

Coupon Type: Dollars Off

Short Description:

- *Single Purchase Requirement:* Save [Value] on [Brand] [Item]

- *Multiple Purchase Requirement:* Save [Value] on [Quantity in Number Format] [Brand] [Item]

- *Pickup/Delivery:* Save [Value] on [Brand] [Item] with Pickup and Delivery Order

Purchase Requirement Description:

- when you buy [Quantity written in CAPS plus number in parenthesis] [Brand] [Item] [variety] [(size)]. [Excludes].

- *Pickup/Delivery:* when you buy [Quantity written in CAPS plus number in parenthesis] [Brand] [Item] [variety] [(size)]. [Excludes]. Offer valid only on Pickup and Delivery orders. Not valid on in-store purchases or Ship orders.

Single Purchase Examples:

Multiple Purchase Requirement Examples:

Coupon Type: Buy X Get X and Buy X Get Y

"Free with Purchase" header auto-populates

Short Description:

- *Same Items:* Buy [Quantity in Number Format] [Brand] [Item], Get [Quantity in Number Format] FREE

- *Different Items:* Buy [Quantity in Number Format] [Brand 1] [Item 1], Get [Quantity in Number Format][Brand 2] [Item 2] FREE

- *Pickup/Delivery:* Buy [Quantity in Number Format] [Brand] [Item], Get [Quantity in Number Format] FREE with Pickup or Delivery Order

Purchase Requirement Description:

- *Same Items:* Buy [Quantity written in CAPS plus number in parenthesis] [Brand] [Item] [variety] [(size)] and Get Your [SECOND (2nd), THIRD (3rd) or FOURTH (4th)] Free. [Excludes].

  If greater than 3 additional items for free, change to "and Get [Quantity written in CAPS plus number in parenthesis] Free.

- *Different Items:* Buy [Quantity written in CAPS plus number in parenthesis] [Brand 1] [Item 1] [variety] [(size)], Get [Quantity in Number Format] [Brand 2] [Item 2] [variety] [(size)] Free. [Excludes].

- *Pickup/Delivery:* Buy [Quantity written in CAPS plus number in parenthesis] [Brand] [Item] [variety] [(size)] and Get Your [SECOND (2nd), THIRD (3rd) or FOURTH (4th)] Free. [Excludes]. Offer valid only on Pickup and Delivery orders. Not valid on in-store purchases or Ship orders.

BXGX Examples:

Coupon Type: Buy X Get $ Off Y

Short Description:

- Buy [Quantity in Number Format] [Brand 1] [Item 1], Get [Value] off [Brand 2] [Item 2]

- *Pickup/Delivery:* Buy [Quantity in Number Format] [Brand 1] [Item 1], Get [Value] off [Brand 2] [Item 2] with Pickup or Delivery Order

Purchase Requirement Description:

- Buy [Quantity written in CAPS plus number in parenthesis] [Brand 1] [Item 1] [variety] [(size)], Get [Value] off [Brand 2] [Item 2] [variety] [(size)]. [Excludes].

- *Pickup/Delivery:* Buy [Quantity written in CAPS plus number in parenthesis] [Brand 1] [Item 1] [variety] [(size)], Get [Value] off [Brand 2] [Item 2] [variety] [(size)]. [Excludes]. Offer valid only on Pickup and Delivery orders. Not valid on in-store purchases or Ship orders.

Coupon Type: Buy X Get % Off Y

Short Description:

- Buy [Quantity in Number Format] [Brand 1] [Item 1], Get [Percentage] off [Brand 2] [Item 2]

- *Pickup/Delivery:* Buy [Quantity in Number Format] [Brand 1] [Item 1], Get [Percentage] off [Brand 2] [Item 2] with Pickup and Delivery Order

Purchase Requirement Description:

- Buy [Quantity written in CAPS plus number in parenthesis] [Brand 1] [Item 1] [variety] [(size)], Get [Percentage] off [Brand 2] [Item 2] [variety] [(size)]. [Excludes].

- *Pickup/Delivery:* Buy [Quantity written in CAPS plus number in parenthesis] [Brand 1] [Item 1] [variety] [(size)], Get [Percentage] off [Brand 2] [Item 2] [variety] [(size)]. [Excludes]. Offer valid only on Pickup and Delivery orders. Not valid on in-store purchases or Ship orders.

Coupon Type: Free (Includes Free Friday Download)

"Free" title text auto-populates

Short Description:

- FREE [Brand][Item]

- *Pickup/Delivery:* FREE [Brand][Item] with Pickup and Delivery Order

Purchase Requirement Description:

- Receive [Quantity written in CAPS plus number in parenthesis] FREE [Brand] [Item] [variety] [(size)]. [Excludes]. Available in most stores.

- Pickup/Delivery: Receive [Quantity written in CAPS plus number in parenthesis] FREE [Brand] [Item] [variety] [(size)]. [Excludes]. Available in most stores. Offer valid only on Pickup and Delivery orders. Not valid on in-store purchases or Ship orders.

Free Examples:

Coupon Type: Points

Short Description:

- *Purchase Requirement:* Earn [Quantity in Number Format] Fuel Points

  *Do not use the word "bonus" if purchase is required.

- *No Purchase Requirement:* Receive [Quantity in Number Format] Bonus Fuel Points

Purchase Requirement:

- When you buy [X, i.e. participating gift cards]. [Excludes].

- When you spend [Value] on your next grocery purchase. [Excludes].

- When you buy [Quantity written in CAPS plus number in parenthesis] [Brand] [variety] [size]. [Excludes].

Points Example:

Coupon Type: $ off Basket

Short Description:

- *By Commodity:* Save [Value] on [Commodity]

- *By Department:* Save [Value] on [Department] purchase

- *By Visit:* Save [Value] on your purchase

- *Pickup/Delivery:* add "with Pickup and Delivery Order"

Purchase Requirement Description:

- By Commodity: When you spend [Value] or more on [Commodity]. [Excludes].

- By Department: When you spend [Value] or more in the [Department]. [Excludes].

- By Visit: On your next shopping visit.

- Pickup/Delivery: add "Offer valid only on Pickup and Delivery orders. Not valid on in-store purchases or Ship orders."

Example:

Coupon Type: Percent Off

Short Description:

- Save [%] off [Brand/Item/Service/Commodity/Department]

- *Pickup/Delivery:* Save [%] off [Brand/Item/Service/Commodity/Department] with Pickup and Delivery Order

Purchase Requirement Description:

- When you spend [Value] on [Brand/Item/Service/Commodity/Department]. [Excludes].

- *Pickup/Delivery:* When you spend [Value] on [Brand/Item/Service/Commodity/Department]. [Excludes]. Offer valid only on Pickup and Delivery orders. Not valid on in-store purchases or Ship orders.

Percent Example:
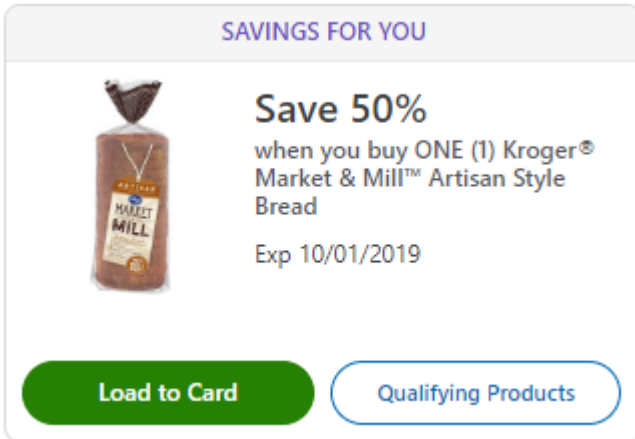
Coupon Type: Fixed Retail

Short Description:

- [Value] [Brand] [Item]

- *Pickup/Delivery:* [Value] [Brand] [Item] with Pickup and Delivery Order

Purchase Requirement Description:

- when you buy [Quantity written in CAPS plus number in parenthesis] [Brand] [Item] [variety] [(size)]. [Excludes].

- *Pickup/Delivery:* when you buy [Quantity written in CAPS plus number in parenthesis] [Brand] [Item] [variety] [(size)]. [Excludes]. Offer valid on Pickup and Delivery orders. Not valid on in-store purchases or Ship orders."

    For 5X use offers, add: "Use up to 5 times in a single transaction."

Fixed Retail Example:

Coupon Type: Pickup Free Bundle

"Free" title text auto-populates

Short Description:

- FREE [Brand][Item], [Brand] [Item], and [Brand] [Item] with Pickup Purchase

Purchase Requirement Description:

- Receive [Quantity written in CAPS plus number in parenthesis] [Brand] [Item] [variety] [(size)], [Brand] [Item] [variety] [(size)], and [Brand] [Item] [variety] [(size)] FREE with your $50.00 or more Pickup purchase. [Excludes]. All items must be purchased within the same transaction. Offer valid only when you purchase using Pickup. Exclusive coupons valid for Pickup only. Not valid on delivery orders.

Pickup Bundle Example:

Free
FREE Hormel Pepperoni, Boboli Pizza Crust, and Sargento Shredded Cheese with ClickList Purchase
Receive ONE (1) Sargento Shredded Cheese (8 oz.), ONE (1) Hormel® Pepperoni (4-8 oz.), and ONE (1) Boboli Pizza Crust (14 oz.) FREE with your $50.00 or more ClickList purchase. Offer valid only when purchased using ClickList.

Exp 10/23/2017

Coupon Type: Waived Pickup Fee

Short Description:

- FREE Pickup with Purchase of [Value][Brand][Item]

Purchase Requirement Description:

- when you buy [Quantity written in CAPS plus number in parenthesis] participating [Brand] [Item] [variety] [(size)]. [Excludes]. Offer valid only on Pickup orders. Not valid on in-store purchases, Delivery or Ship orders.