



# KROGER PRECISION MARKETING GUIDELINES & SPEC SHEET

Online Video (OLV) Ads

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# 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

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

See Appendix for required CTA wording.

Krojjs 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(s)

# KPM Creative Review Timeline & Creative Version Minimums

## Creative Review Timeline –

Deliverable	Timeline
<p>CPG/Agency Sends Round 1 video creative –</p> <p><b>The last two seconds of the end slate should include the Family of Stores logo found on the KPM Working With Us Site. Creative should also have a CTA button added.</b></p>	<p>~ 18 business days prior to the live date</p>
<p>Campaign Ops Specialist QA’s the creative and provides feedback to request revisions or sends approval. If KPM approval has not been received and revisions are requested, CPG/agency to provide R2 version two business days following receipt. Creative review process continues until final approval by KPM has been provided.</p>	<p>~ 17 business days prior to the live date</p>
<p>CPG/Agency sends final video creative files. No changes should be made at this point.</p>	<p>~ 13 business days prior to the live date</p>
<p>Campaign Ops reviews and provides final creative approval.</p>	<p>~ 12 business days prior to the live date</p>

## Creative Version Minimums -

Please reach out to your KPM representative for more information surrounding the number of creative versions we allow for OLV ads.

## VIDEO – Creative Specs (not in CAAM)

**Video Ad Format:** .avi, .mov, .mp4, .m4v, .mpeg, .mpg, .oga, .ogg, .ogv, .webm, .wmv

**Kroger Logos:** All Video's are required to include the [Kroger Family Circle of logo's](#) within the last two seconds (minimum) of the end slate (see below example of what this frame should look like). The high-res image is available in the link above or on the KPM Working With Us Site. The logo lock-up should not be manipulated in any manner. **Outside of this end screen logo lock-up, please do not include any other Kroger logos within your video OR include any Kroger references within your audio.**



**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.

**Content Best Practices:** Consistently deliver a single simple message. The way of communicating this message can change, but the core should remain the same. 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. **Please ensure a CTA is included within your video creative.**

### FILE NAME CONVENTION

YYMM(mediaLiveDate)\_KPM\_clientname\_productname\_creativeversion\_size.jpg

#### For Example:

2305\_KPM.Kroger.PrivateSelectionChips\_Version1\_30sec.jpg

**\*No additional spaces or underscores should be present in filename**

### VIDEO BEST PRACTICES

**File Format:** .mov or .mp4

#### Dimensions:

- Landscape/horizontal: 1280 × 720, 1920 × 1080, or 1440 × 1080

#### Aspect Ratio:

- Landscape/horizontal: 16:9 (640 × 360) or 4:3 (640 × 480)

**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

**CTA:** YES, CPG/agency to add to video prior to sending to KPM Campaign Ops Specialist

### VIDEO 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