





SINGLE-SUBJECT EMAILS

SINGLE-SUBJECT EMAILS (SSEs)

SUBJECT LINE

Subject lines will appear in the customer's inbox and should communicate the primary benefit of the email. Limit 50 characters. Use title case.

PREHEADER TEXT

Preheader text is designed to control what messaging appears in the email in preview. Use this space to contain whatever the second most important message or benefit of the promotion is. Limit 70 characters. Use sentence case and write in a complete sentence.

HEADLINE

Headlines should be no longer than 30 characters, including spaces. Use title case.

BODY COPY

Use complete sentences. Limit 225 characters or 3 sentences, whichever is fewer.

OFFER HEADLINE

Should be no longer than 30 characters, including spaces. Use title case.

OFFER BODY COPY

Contains any necessary offer details. Limit 45 characters. Use sentence case. Offer body copy is not present on all templates.

BOLDING

Bold text is permitted in body copy and disclaimer copy only. Use bolding sparingly in body copy, no more than 7 words total.

CALL TO ACTION (CTA)

CTAs should be no more than 20 characters and should be descriptive of the content the customer will see (e.g., Clip Coupon, Watch the Video, Check Out Recipes). Use title case. Do not punctuate.

If the CTA is for a coupon offer, you must use the CTA "Clip Coupon" since this is the text customers see on our site and in the app when they add a coupon to their Shopper's Card.

Testing has shown that category-specific Shop X CTAs ("Shop Produce") outperform generic ones ("Shop Now"). Do not exceed 4 words in a CTA.

The following is a list of pre-approved CTAs:

Coupon CTA

Clip Coupon

Non-coupon CTAs

Check it Out

Discover More

Find Out How

Find Out More

Get More Details

Get Recipe

Get Recipes

Get Started

Learn More

Save Now

See What's New

Shop <CATEGORY>

Shop Now

Start Saving

Start Shopping

Take a Look





DISCLAIMER

Standard legal is required and should not be edited (“Offers are only intended for the recipient of this email and are non-transferable. Valid from xx/xx-xx/xx. Price is subject to change.”).

However, you can add any additional legal after this text that is required by the brand.

IMAGE

Avoid text in images to ensure readability across all devices. There are two exceptions: a logo that includes text and the use of the word “NEW” in all-caps. “NEW” MUST be at least 40pt and follow the AA level accessibility standard that is set by Web Content Accessibility Guidelines (WCAG) with a 4.5:1 color contrast ratio.

Any image copy should be captured in the copy document as part of the email’s alt text. Image copy should not be redundant with the HTML headline.

Any products portrayed in the image MUST be present in the offer. There should be NO ADDITIONAL PRODUCTS in the image which are not part of the offer.

IMAGE BACKGROUND CONSIDERATIONS

Hero Images

Brand colors are acceptable to use for the image background but will be evaluated on a case-by-case basis to ensure accessibility and alignment with our color standards. Avoid use of bold textures, patterns, large shifts of color and pure white backgrounds. It’s recommended to keep backgrounds simple and clean with only 1 flood color. Imagery should be product focused and/or lifestyle.

Product Images

Product images that are not featured as a Hero or MSE module can be placed on a white background.

ALT TEXT

This text is tied to the image. It will display if images are disabled, if an image fails to load, or if the email is being read using text-to-speech accessibility software. If an image contains text, the alt text should match that copy. If an image contains no text, the alt text should be “null”.

EMOJIS

Emojis should be used sparingly, and only in subject lines and headlines. Use a maximum of 2 emojis per email. To ensure the best compatibility, we recommend using emojis from the Emoji Version 13.0 list or earlier: <https://emojipedia.org/emoji-13.0/>

Best Practices: All Copy

- 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 using line breaks; copy will render differently on different devices and forced breaks can create formatting issues.



CAPITALIZATION

Brand Names

Brand names should be stylized with initial caps and may contain registered mark or trademark symbols (e.g. Folgers® Coffee). They should not be stylized in other ways unless the brand is legally required to do so.

Delivery, Pickup and Ship

In body copy, our shopping modalities are capitalized when paired with a banner name (Kroger Pickup, Ralphs Delivery) but are left lowercase when standing alone (“Order fresh favorites for pickup”).

Other Words

The following words are all-capped when used in subject lines, preheader text, headlines, body copy or coupon copy: FREE, OFF and SAVE. Please do not all-cap words in HTML copy outside of these 3 instances and 5 areas.

DOLLARS AND CENTS

Format dollar amounts of less than one dollar in cents, using a ¢ symbol after (SAVE 75¢) instead of using a \$ symbol and decimalizing. Whole numbers don’t need decimals (\$1).

tone of voice

Our tagline, Fresh for Everyone™, says it best: We’re a brand whose goal is to make freshness accessible to all. Our brand voice should reflect that goal by always speaking through an approachable and optimistic tone. We are the opposite of the “highfalutin” foodie brand. Instead, our brand is a relatable and witty friend who understands our lives and our personality quirks and offers us solutions we’ll actually like and need. It’s a tone that also reflects our brand mission to feed the human spirit by always providing quality, convenience and value with our products, every day.

Our Voice Is

- Approachable
- Optimistic
- Witty
- Friendly
- Relatable
- Human
- Fun
- Helpful
- Inclusive
- Confident

Our Voice Is NOT

- Preachy
- Cold
- Slapstick
- Salesy
- Pretentious
- Snobby
- Exclusive
- Vanilla
- Fake

SSE COPY SPECS

Subject line character limit (including spaces): 50
Subject line case: Title Case

Preheader text character limit (including spaces): 70
Preheader text case: Sentence case

Headline character limit (including spaces): 30
Headline case: Title Case

Body copy character limit (including spaces): 225
Body copy case: Sentence Case

Offer headline character limit (including spaces): 30
Headline case: Title Case

Offer body copy character limit (including spaces): 45
Body copy case: Sentence Case

CTA character limit (including spaces): 20
CTA case: Title Case



CREATIVE REVIEW AND FINAL FILE DELIVERY

Creative Review

- Send to your 84.51° Campaign Operations Specialist via email in the format of **PDF**.
- Once creative is final approved, final files should be sent back to your 84.51° Campaign Operations Specialist in the **formats and file naming conventions listed shown below**.
- ***Note:** Version code and Campaign Code will be provided by 84.51° Campaign Operations Specialist.

Final Files - Formats and Naming Conventions

- Final Approved Mock-Up
 - File Name - CAMPAIGNCODE_EMAIL_Mockup
- Copy document including all text contained in mock-up (version code to be provided by your 84.51° Campaign Operations Specialist.)
 - File Name - CAMPAIGNCODE_EMAIL_TEXT
- Hero Slice
 - Format - JPG format - see specs in this document for file size and dimensions
 - File Name - CAMPAIGNCODE_EMAIL_HeroImage
- Pack shot(s)
 - Format - JPG format - see specs in this document for file size and dimensions
 - File Name - CAMPAIGNCODE_EMAIL_ProductImage

OR ITEMS IN WRONG FORMAT

NO OFFER SSE

NOTE: Use of this template must be pre-approved by KPM

Brand Spotlight is set up via HTML during email development.

Fonts used: Nunito Bold 16 px with standard Helvetica, Arial, sans-serif HTML defaults.
Background color: #2478ce

Headline and gray background color are set up via HTML during email development.

Fonts used: Nunito Bold 30 px with standard Helvetica, Arial, sans-serif HTML defaults.
Background color: #eff0f1

Body copy, call to action and background color are set up via HTML during email development.

Fonts used: Nunito Bold 16 px with standard Helvetica, Arial, sans-serif HTML defaults.
Background color: #eff0f1



HERO IMAGE SPECS

Dimensions: 1200 px wide x 920 px high
Resolution: 72 dpi
File Format: jpg
File Size: 80kb min; 180kb max

NO TEXT IN IMAGE

Logo placement examples on pg. 10



1 OFFER SSE

Brand Spotlight is set up via HTML during email development.

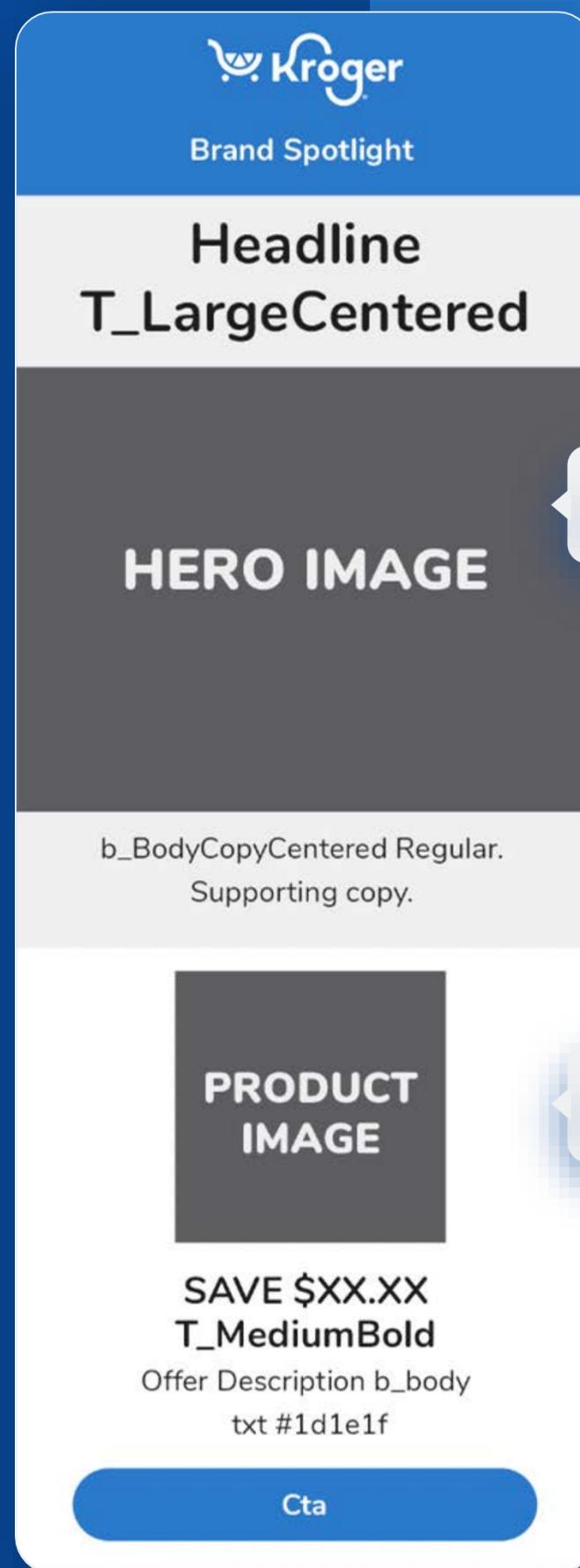
Fonts used: Nunito Bold 16 px with standard Helvetica, Arial, sans-serif HTML defaults.
Background color: #2478ce

Headline and gray background color are set up via HTML during email development.

Fonts used: Nunito Bold 30 px with standard Helvetica, Arial, sans-serif HTML defaults.
Background color: #eff0f1

Body copy, offer copy, call to action and background color are set up via HTML during email development.

Fonts used: Nunito Bold 16 px with standard Helvetica, Arial, sans-serif HTML defaults.
Background color: #eff0f1
Button color: #2478ce



HERO IMAGE SPECS

Dimensions: 1200 px wide x 920 px high
Resolution: 72 dpi
File Format: jpg
File Size: 80kb min; 180kb max

NO TEXT IN IMAGE

Logo placement examples on pg. 10

OFFER SPECS

Dimensions: 300 px x 300 px
Resolution: 72 dpi
File Format: jpg
File Size: 80kb min; 180kb max



2+ OFFER SSE

Brand Spotlight is set up via HTML during email development.

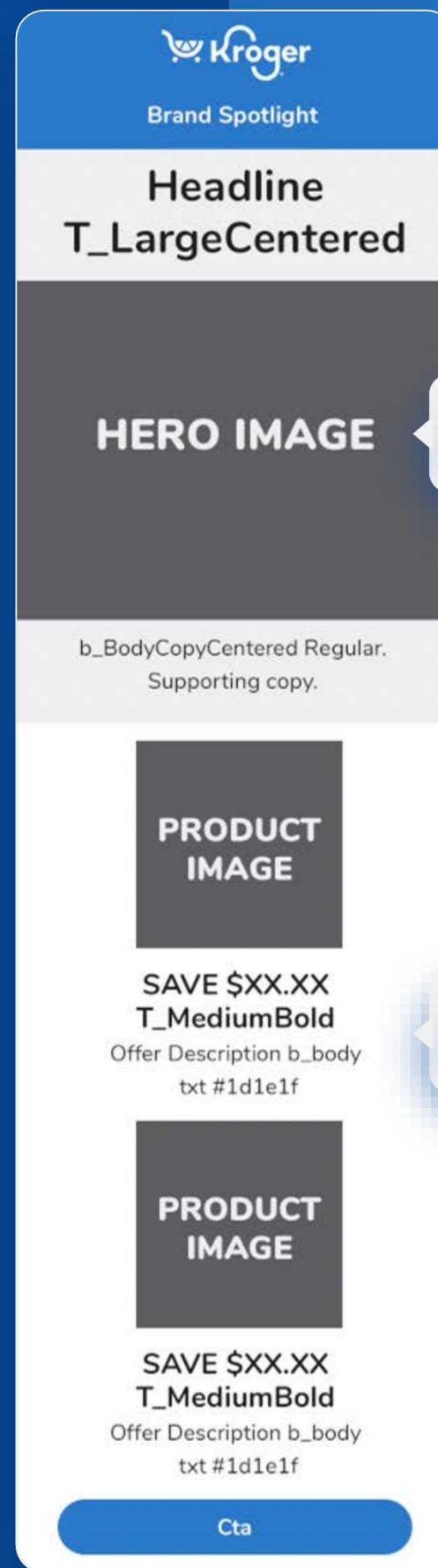
Fonts used: Nunito Bold 16 px with standard Helvetica, Arial, sans-serif HTML defaults.
Background color: #2478ce

Headline and gray background color are set up via HTML during email development.

Fonts used: Nunito Bold 30 px with standard Helvetica, Arial, sans-serif HTML defaults.
Background color: #eff0f1

Body copy, offer copy, call to action and background color are set up via HTML during email development.

Fonts used: Nunito Bold 16 px with standard Helvetica, Arial, sans-serif HTML defaults.
Background color: #eff0f1
Button color: #2478ce



HERO IMAGE SPECS

Dimensions: 1200 px wide x 920 px high
Resolution: 72 dpi
File Format: jpg
File Size: 80kb min; 180kb max

NO TEXT IN IMAGE

Logo placement examples on pg. 10

OFFER SPECS

Dimensions: 300 px x 300 px
Resolution: 72 dpi
File Format: jpg
File Size: 80kb min; 180kb max



1 OFFER 4 COLUMN SSE

NOTE: Use of this template must be pre-approved by KPM

Brand Spotlight is set up via HTML during email development.

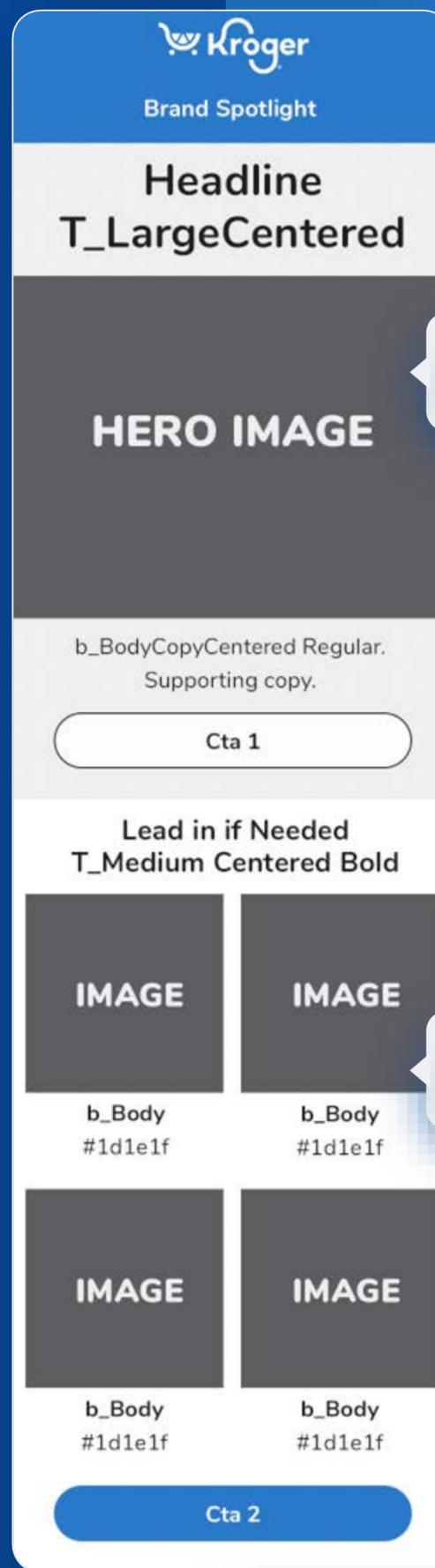
Fonts used: Nunito Bold 16 px with standard Helvetica, Arial, sans-serif HTML defaults.
Background color: #2478ce

Headline and gray background color are set up via HTML during email development.

Fonts used: Nunito Bold 30 px with standard Helvetica, Arial, sans-serif HTML defaults.
Background color: #eff0f1

Body copy, offer copy, call to action, 4 column copy and background color are set up via HTML during email development.

Fonts used: Nunito Bold 16 px with standard Helvetica, Arial, sans-serif HTML defaults.
Background color: #eff0f1
Button color: #2478ce



HERO IMAGE SPECS

Dimensions: 1200 px wide x 920 px high
Resolution: 72 dpi
File Format: jpg
File Size: 80kb min; 180kb max

NO TEXT IN IMAGE

Logo placement examples on pg. 10

4 COLUMN IMAGE SPECS

Dimensions: 330 px x 330 px
Resolution: 72 dpi
File Format: jpg
File Size: 80kb min; 180kb max



LOGO PLACEMENT

When applicable, there are 2 options for logo placement:

OPTION 1: 1 logo

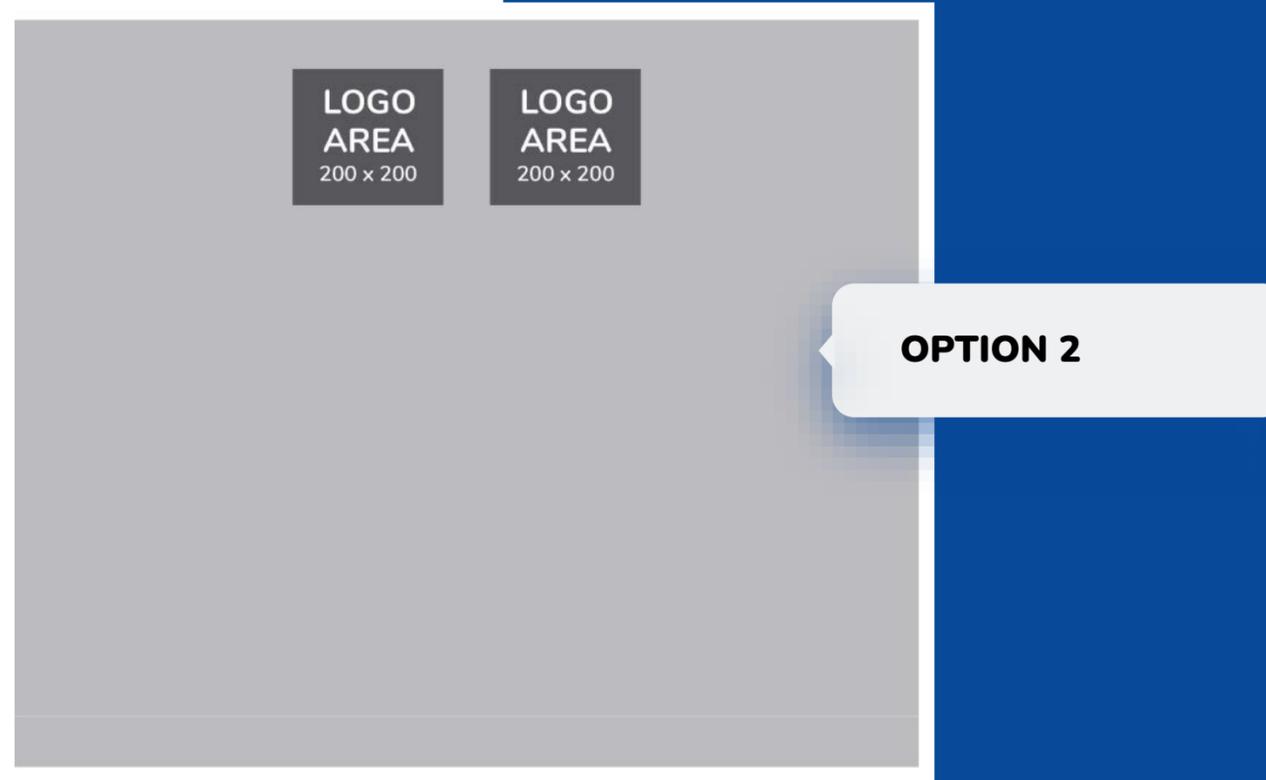
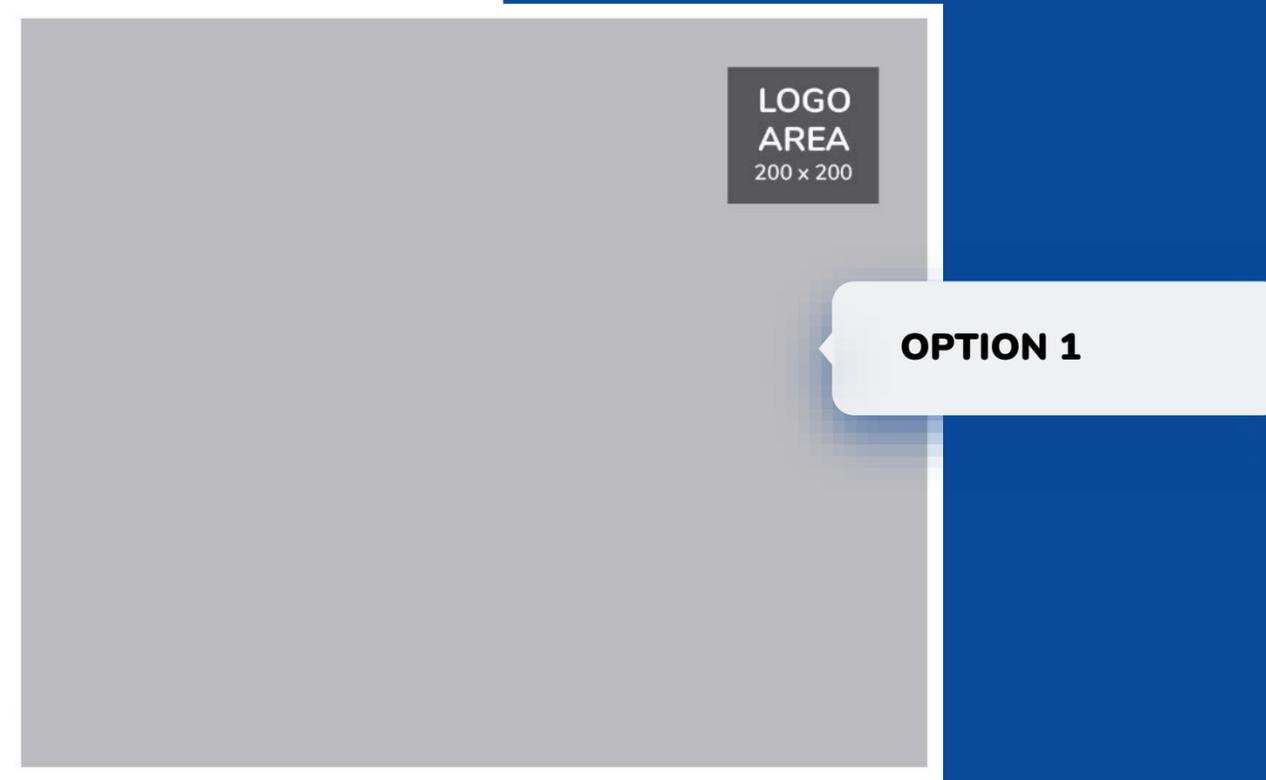
Logo placed in the top right corner and fit within 200 x 200 px size, with 64 px of surrounding padding.

OPTION 2: 2 logos

Logos placed in the top center with 64 px of padding in between each logo, 200 x 200 px each max size, with 64 px of surrounding padding.

Horizontal Logos

Horizontal orientation can extend the 200 px width requirement but should follow the 200 px height requirement.



SSE EXAMPLES


Brand Spotlight

Activate Feast Mode



Holiday meals just aren't the same without the great taste of Pillsbury crescent rolls and biscuits, the sweetness of cinnamon rolls for breakfast or the flakiness of pie crusts for your baking masterpiece.



SAVE \$1
When you buy 3 Pillsbury Refrigerated or Frozen Products


Brand Spotlight

Have All-Day Silky-Soft Skin



Cleanse and nourish yourself with the new MicroMoisture formula Dove® Body Wash. Recommended #1 by dermatologists, this favorite hydrates and renews skin for 24 hours. Enjoy silky-soft skin, now from your shower.



SAVE \$2.00
On any 1 Dove® Body Wash 20 oz.

Clip Coupon

Spread Some Awesome



Kroger Brand has you covered on these busy, back to school days with everything you need for delicious, convenient meals that keep the whole family smiling.

Clip Coupons



SAVE \$1
On 1 Kroger Brand Bagged Coffee, any variety



SAVE 50¢
On 1 Kroger Brand Non-Dairy Dry Coffee Creamer





APPENDIX





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

Albertsons 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)

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)