



# MULTI-SUBJECT EMAILS



# MULTI-SUBJECT EMAIL (MSE) MODULE

**Modules** are email components that can be added to other emails. They're flexible and typically self-contained.

## HEADLINE

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

## BODY COPY

Use complete sentences. Limit 120 characters or 3 sentences, whichever is fewer.

## 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 your module includes 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 to use.

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

Disclaimers are present in the footer of the email. You must use a single asterisk in the body copy of the email to direct the customer to the footer, where the corresponding disclaimer begins with the same symbol. This asterisk may be versioned in the final email, as our emails may contain multiple disclaimers for various promotions. For this reason, do not put an asterisk in the image.

## 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.

## IMAGE

**Avoid text in images** to ensure readability across all devices. There are 2 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.

## 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, Ralphps 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

## MODULE COPY SPECS

Subject line character limit (including spaces): 20  
Subject line case: Title Case

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

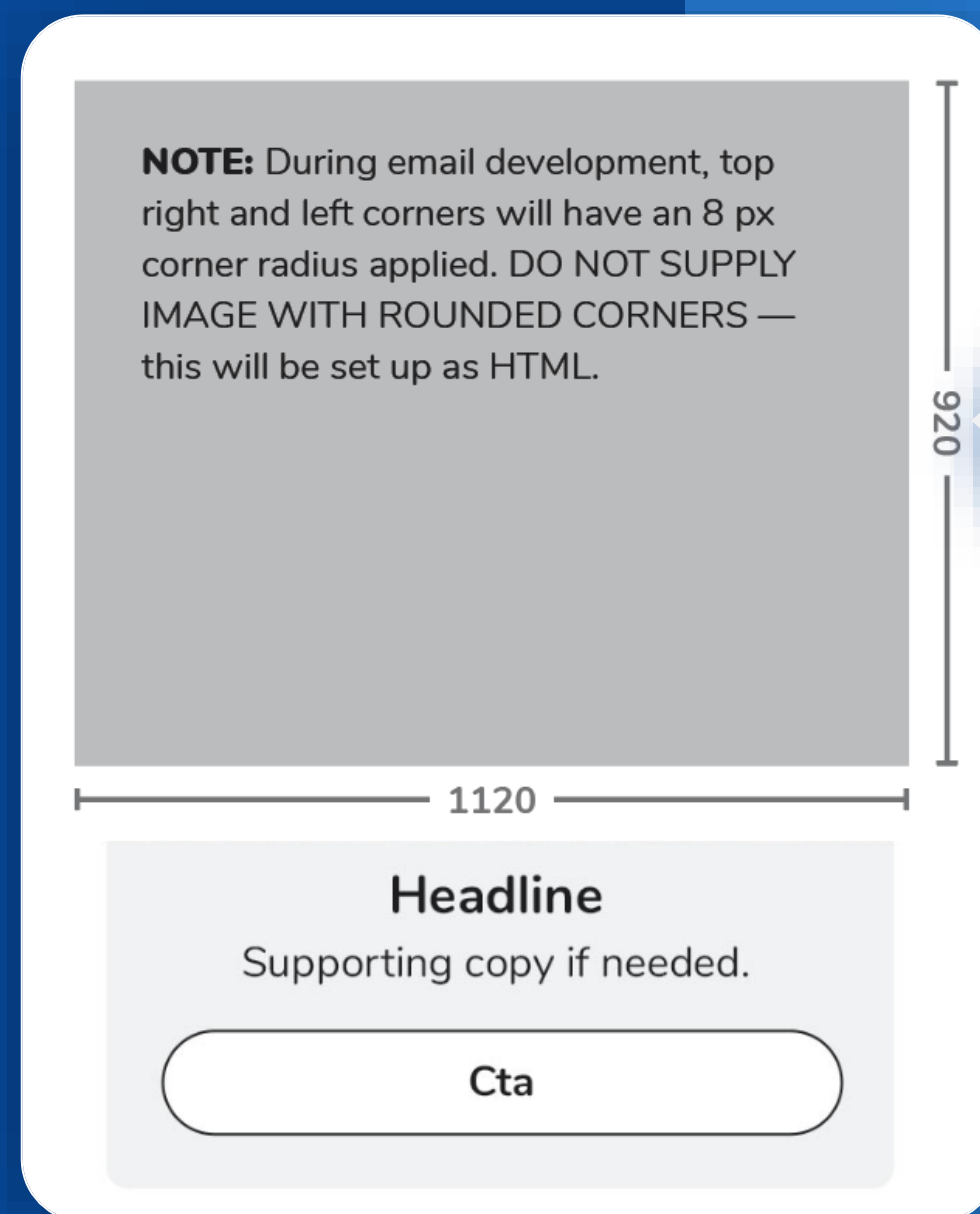
Body copy character limit (including spaces): 120  
Body copy case: Sentence Case

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

# MSE MODULE

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

Fonts used: Nunito 16 px for body and 20 px for headline with standard Helvetica, Arial, sans-serif HTML defaults.  
Background color: #eff0f1



## IMAGE SPECS

Dimensions: 1120 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. 7



# LOGO PLACEMENT

When applicable, there are 2 options for logo placement:

## **OPTION 1: 1 logo**

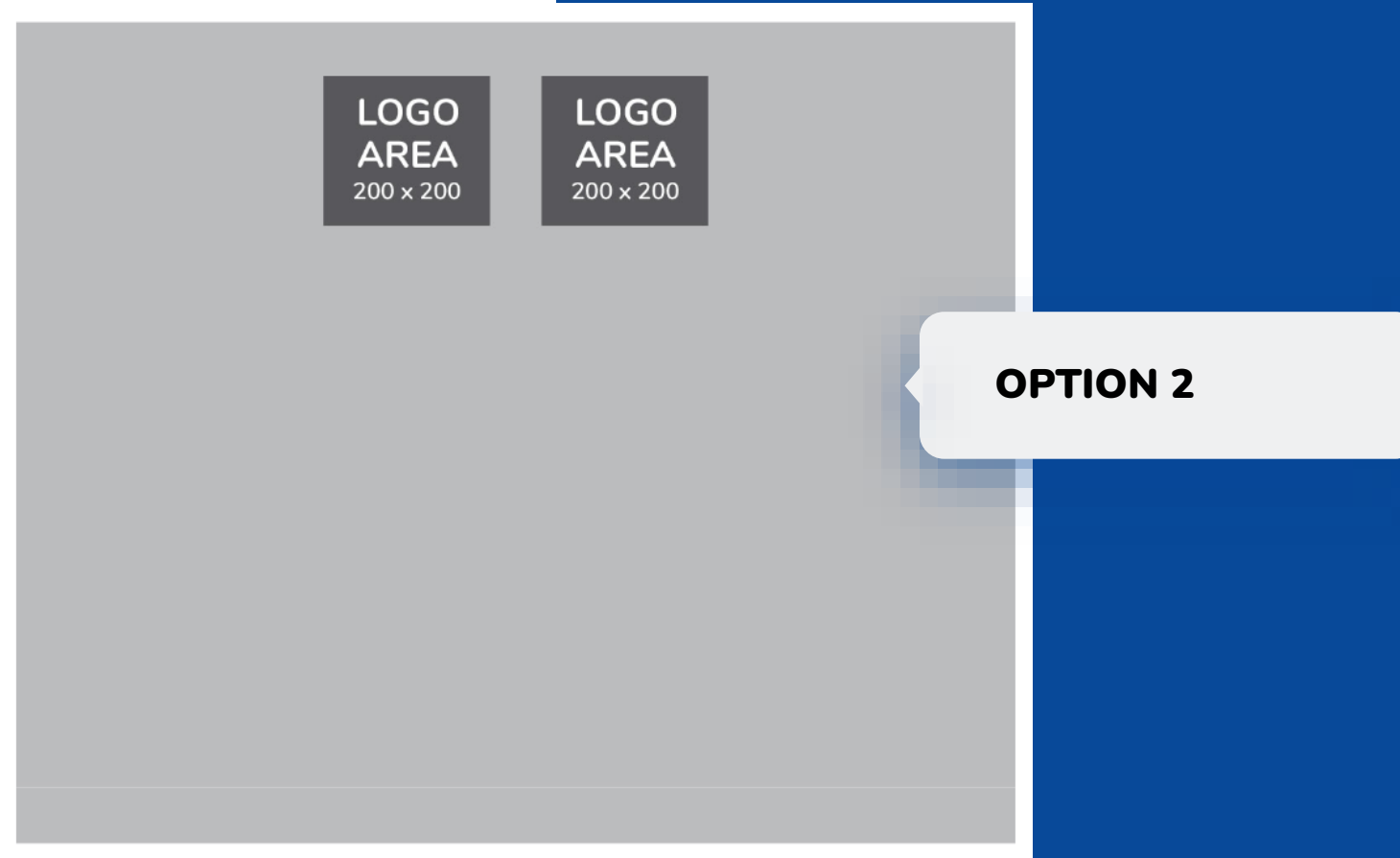
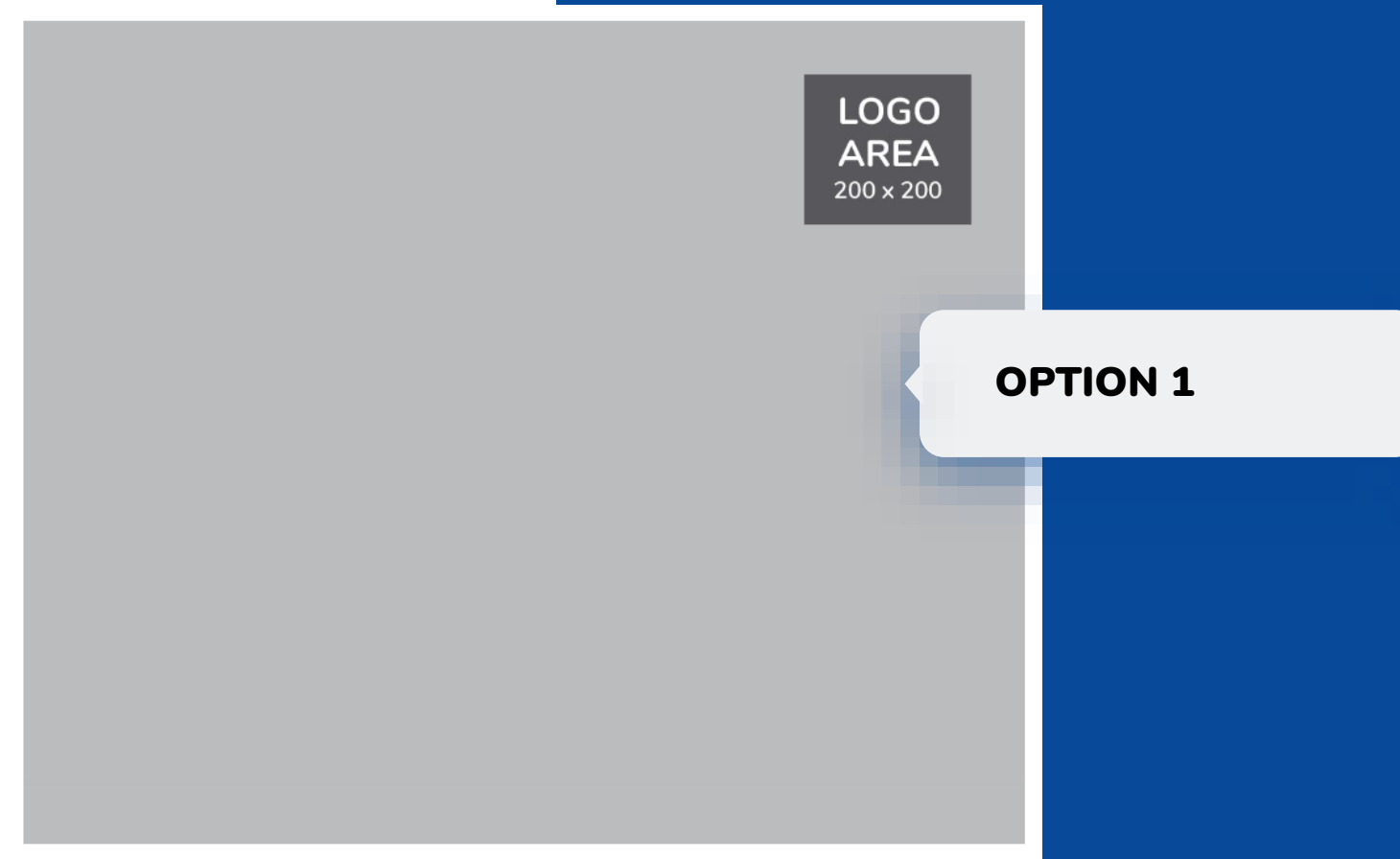
Logo placed in the top right corner and fit within 200 x 200 px size, with 64 px of surrounding padding.

## **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.

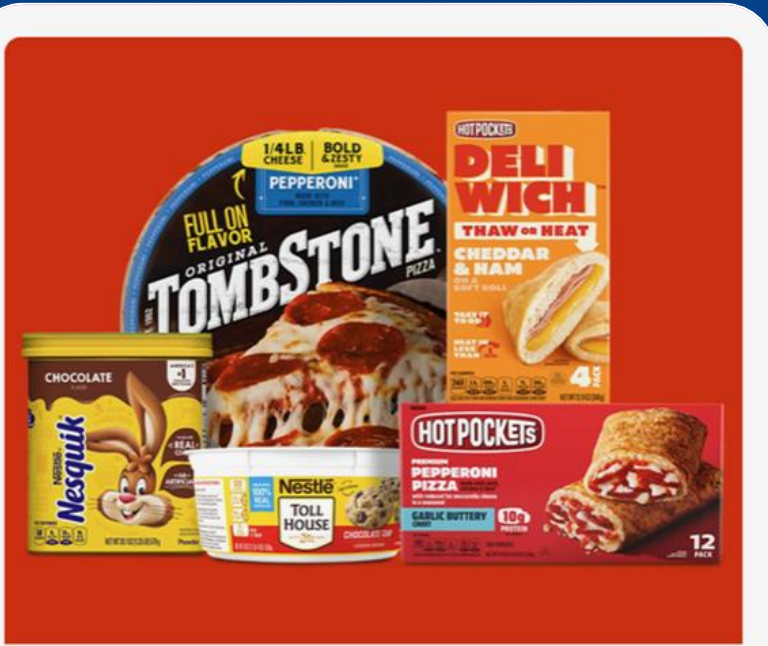
## **Horizontal Logos**

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





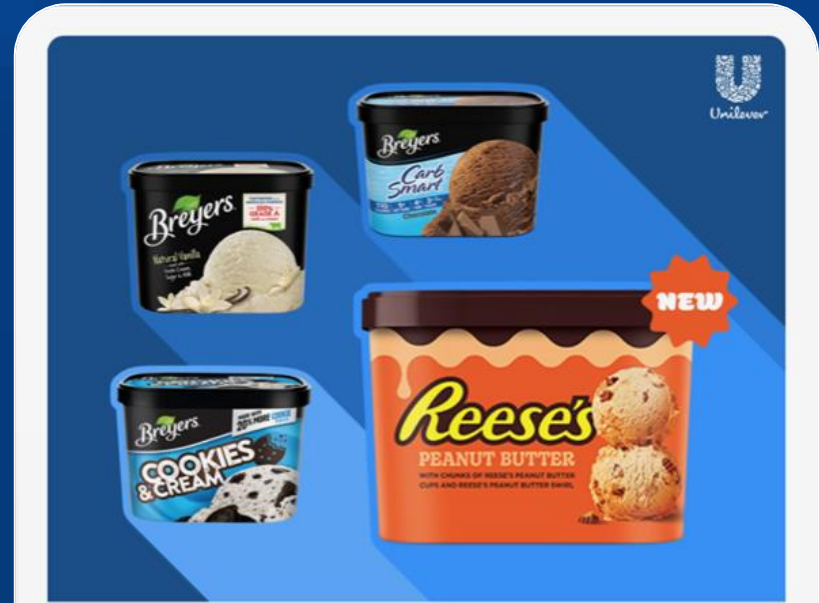
# MSE MODULE EXAMPLES



**SAVE \$5 on 4**

SAVE on your favorites from Hot Pockets®, Deliwich™, Tombstone®, Nesquik®, or Toll House® for pickup or delivery.


[Clip Coupon](#)



**Spring For Something New**

Right now you can SAVE \$5 when you buy 5, so try new REESE'S ice cream and the whole Breyers® family today.

[Start Saving](#)



**Smooth and Seriously Creamy**

Made with 3 kinds of almonds for the best almondmilk.

[Shop Now](#)







# 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)