KROGER PRECISION MARKETING GUIDELINES & SPEC SHEET

Display Ads

VERSION 4.0 | 03.2024

CONTENTS

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.

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 Non-Coupon CTA
Shop Now

Alternative Non-Coupon CTA
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
Start Shopping
Take a Look
Get Recipe

Preferred Coupon CTA
Clip Coupon

Alternative Coupon CTA
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

KPM Creative Review Timeline & Creative Version Minimums

CREATIVE REVIEW AND FINAL FILE DELIVERY

Creative Review Process

1. Submit Round 1 (R1) creative in CAAM if static and email the Campaign Operations (CO) Specialist once submitted. If animated creative, please send the R1 Kroger only version to the CO via email as a zip file.
2. CO will review creative and provide feedback to request revisions until final creative passes guidelines and has formally been granted creative approval.
   - o ***Note:** For animated creative, once approval on the R1 Kroger version has been received, please move forward with providing the remaining bannerized files via email in a zip file to the CO.
3. **Any missing items or items in wrong format could result in delays to the live date.**

STATIC CREATIVE PROCESS IN CAAM

- All flat art area files should be built using the supplied PSD templates (also located on the KPM Working With Us Site) and saved as a **JPEG** prior to upload in CAAM.
- Do not place any important art such as your brand logo under the blue bannerized borders layer. This is in the PSD templates as a guide. Turn off that layer before exporting your flat art.
- CAAM then will add the blue bannerized border layer back to your final flat art.
- When uploading creative in CAAM, you will submit the **Final Flat Art Sizes** shown on the left side column in the below chart into its respective **Final Display Ad Bannerized Size** on the right side column.
  - o ***Note:** For animated creative, you will keep the blue bannerized border layer on upon exporting your creative prior to sending to KPM via email to your Campaign Ops Specialist.
- **Please note:** These templates are built at 200% of the final size which is required to achieve the optimal image quality once processed through the CAAM system.

Final Flat Art Size	Final Display Ad Bannerized Size
428 x 100 px	320 x 50 px
320 x 920 px	160 x 600 px
976 x 180 px	728 x 90 px
600 x 920 px	300 x 600 px
600 x 400 px	300 x 250 px

CREATIVE VERSION MINIMUMS

Please reach out to your KPM representative for more information on creative versions minimums for Display ads.

KPM CAAM Creative Specs (static creative only – most common)

CO-BRANDED BLUE BANNERIZED BORDERS - USAGE & SPECS

Static Ad Format: standard images (JPEG)

728 × 90
(Final Flat Art: 976 x 180)

Available at
Kroger
Learn More

320 × 50
(Final Flat Art: 428 x 100)

Available at
Kroger

300 × 250
(Final Flat Art: 600 x 400)

Available at
Kroger
Learn More

160 × 600
(Final Flat Art: 320 x 920)

Available at
Kroger
Learn More

300 × 600
(Final Flat Art: 600 x 920)

Available at
Kroger
Learn More

KPM Animated Creative Specs (less common – not in CAAM)

CO-BRANDED DIGITAL BANNER ADS (using Kroger banner of stores logos)

Animated Ad Format: <u>GIF preferred</u>, but HTML5 accepted

If utilizing HTML5 creative, please see <u>page 9</u> for additional guidelines.

Animated Creative Build (does not get uploaded into CAAM):
You manually add the Kroger branding and call to action to build to the full standard template sizes, please see page 5 for guidelines.
*Note: If you are utilizing animated creative, you must provide all the below sizes per each Kroger banner, which would be a total of 55 creative files. If you are utilizing multiple creative versions, you will need to duplicate by size + banner. For example, if you have two animated creative versions you will need to provide KPM with a total of 110 creative assets within a zip file or shareable link. Please see below for the file naming conventions and organization of files necessary, prior to sending to your KPM Campaign Ops Specialist.

SPECIFICATIONS
Dimensions: 160x600; 300x250; 300x600; 320x50; 728x90

Resolution: 72 dpi

Animation Run Time: 15 sec (max of 3 loops)

Color Mode: RGB
File Size: < 150 kb
Includes CTA: Yes

GUIDELINES
Must include blue border and "Brand Banner Bar."
Banner logos must include the following text using our PSD templates:
Available At, New At, or Exclusively At.
Must include 1 px border (#000000).
Must include click tag for functional click-thru (note this is only necessary for HTML5).
Must provide static back-up images for banners/divisions
(note this is only necessary for HTML5).

FILE NAME CONVENTION
DIVISION_YYMM(mediaLiveDate)_KPM_clientname_productname_creativeversion_size.jpg
For Example:
FREDMEYER_2305_KPM_Kroger_PrivateSelectionChips_Version1 _300x250.jpg
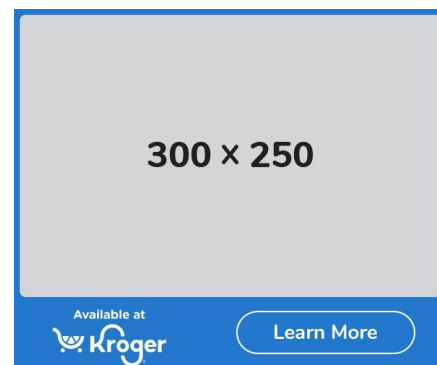***No additional spaces or underscores should be present in filename**

ORGANIZATION OF FINAL FILES
Zip: All Campaign Files
Folder: One folder for each creative version
Subfolders: One folder for each creative division banner
Within subfolders: All sizes for each division banner

BUTTON
Height: 30 px
Corner Radius: 20 px
Padding around CTA: 10 px
Font: Nunito, Bold, 14px
Case: Initial Case
Character Limit: 25

HTML5 Animated Creative Specs (GIF preferred)

The KPM activation team uploads creative assets to DoubleClick Campaign Manager in order to traffic display campaigns. Therefore, this particular ad serving program has set requirements for developing HTML5 assets. Please keep the following in mind when developing HTML5 creative:

- **Please do not send PSD files, we are unable to use these, and they slow our downloads.**
- **Please provide static back up assets for all banners/divisions.**
  - Static back up assets must be .jpg, .jpeg, .gif files using the specifications above.
  - If sending only static files, the above guidelines still apply.
- **HTML assets cannot use local or session storage.**
- **Each creative HTML asset must be individually zipped and contain the following:**
  - HTML file
    - Must include a click tag for a functional click-thru
      - The URL should be https://www.kroger.com
    - Due to time demands, KPM associates are unable to fix incorrect clicktags. When clicktags are not formatted correctly, the creative will be sent back for revision.
    - Must be able to load into an iFrame
  - Any other assets referenced by the HTML file, including:
    - Javascript file(s)
    - Images
- **Please zip the files before sending, do not send unzipped files.**
- **Do not include any of the following within the zipped HTML asset:**
  - Any other zipped files
  - No unreferenced files (including Thumbs.db)
  - Static files, unless specifically referenced by the HTML file
- **Please do not sent HTML files which exceed 200KB or with an animation which runs for over 15 seconds.**
- **Please use the following naming convention for the files:**
  - KPM_YYMM(mediaLiveDate)_KPM.clientname.productname.creativeversion_division_size.jpg
  - **For Example:**
  - KPM_2305_KPM.Kroger.PrivateSelectionChips.Version1_KRO_300x250.jpg
  - **No additional spaces or underscores should be present in filename**

- **Please organize files in folders by version, then by size**
  - i.e. Folder: Version 1, Subfolders: 160x600, 300x250, 728x90, 300x600, 300x250, and 320x50
  - Please do not separate static and HTML files into separate folders

A sample HTML5 .zip file is available for download here.

A helpful tool is available here.

All files, once received, are checked using DoubleClick Campaign Manager's HTML5 Validator, available here.

A more complete guide for how to prepare HTML5 assets for DoubleClick Campaign Manager can be sent upon

request.