# KROGER PRECISION MARKETING GUIDELINES & SPEC SHEET

## Display Ads

VERSION 5.0 | 07.2024

# 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 in a zip file or shared link. Do <u>NOT</u> include PSD files.
2. CO will review creative and provide feedback to request revisions until final creative passes guidelines and has formally been granted creative approval.
   o **\*Reminder:** For animated creative, once approval on the R1 Kroger version has been received from the CO, please move forward with emailing the remaining bannerized files via a zip file or shared link. Please see **page 7** for more information regarding animated creative and specs.

**Any missing items or items in wrong format could result in delays to the live date.**

### STATIC CREATIVE PROCESS IN CAAM

- All Submitted Dimensions in CAAM should be built using the supplied PSD templates (also located on the KPM Specs Site) and saved as a **JPEG** prior to upload in CAAM. Please refer to the "CAAM_DISPLAY_ART_AREA_ONLY_Templates_FRAMED" folder for CAAM creative builds.
- Using the PSDs with all layers turned on as a guide, do not place any important art such as your brand logo or messaging under the bannerized logos border layer. However, do turn off the bannerized logos border layer before exporting your final Submitted Dimensions.
- CAAM will add the bannerized logos border layer to your final Submitted Dimensions (428x100, 320x920, 976x180, 600x920, 600x400), which will build to the full standard Display ad sizes shown on the right-side column in the chart below (320x50, 160x600, 728x90, 300x600, 300x250).
- Please reference the below and upload the **Submitted Dimensions** on the left-side column to the respective **Dimensions With Added Border** template in CAAM under the dropdown located in the editing tool. More information on how to upload in CAAM can be found on **page 3** of the CAAM User Guide.
- **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.

| Submitted Dimensions (in CAAM) | Dimensions With Added Border (in CAAM) |
|:---:|:---:|
| 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 account representative for more information regarding creative version minimums for Display ads.

# KPM CAAM Creative Specs (static creative only – most common)
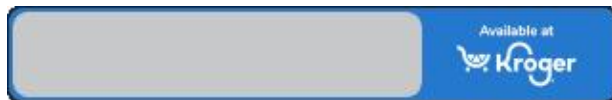
**Static Ad Format:** standard images (JPEG)



**IMAGE SPECS**
**Submitted Dimensions in CAAM: 428 x 100 px**
Dimensions With Added Border: 320 x 50 px



**IMAGE SPECS**
**Submitted Dimensions in CAAM: 320 x 920 px**
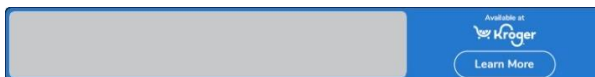Dimensions With Added Border: 160 x 600 px



**IMAGE SPECS**
**Submitted Dimensions in CAAM: 976 x 180 px**
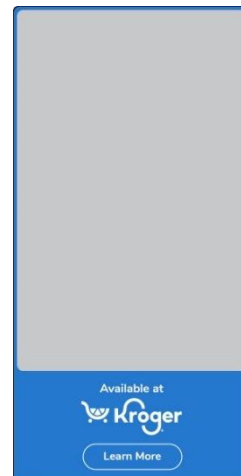Dimensions With Added Border: 728 x 90 px



**IMAGE SPECS**
**Submitted Dimensions in CAAM: 600 x 920 px**
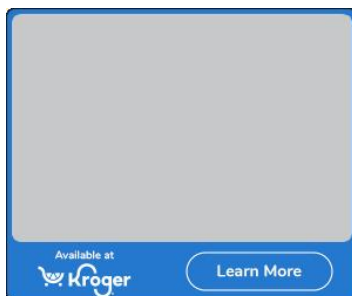Dimensions With Added Border: 300 x 600 px



**IMAGE SPECS**
**Submitted Dimensions in CAAM: 600 x 400 px**
Dimensions With Added Border: 300 x 250 px

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

**Animated Ad Format:** GIF preferred, but HTML5 accepted.

*If utilizing HTML5 creative, please see* page 8 *for additional guidelines.*

**Animated Creative Build (does not get uploaded into CAAM):**
Using the "Manual CPG Ads" folder within the downloadable PSD templates, first build your animated creative to the following dimensions (gray area as shown in the below template example): 428x100, 320x920, 976x180, 600x920, 600x400. Next, you will take those assets and drag them into our bannerized logo border layers (blue area as shown in the below template example). Once this step is complete, your final dimensions should be the full standard Display ad dimensions: 320x50, 160x600, 728x90, 300x600, 300x250. If it's a No-Kroger Branding campaign, you will only build to the full standard Display ad dimensions (which should *not* include the bannerized logos layers). Please see page 9 for more information on No-Kroger Branding campaigns.

> **\*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 providing 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 shared link. Please see below for the file naming conventions and organization of the files, prior to sending to your KPM CO Specialist.

## IMAGE SPECS

Dimensions: 160x600 (built to 320 x 920 px); 300x250 (built to 600 x 400 px); 300x600 (built to 600 x 920 px); 320x50 (built to 428 x 100 px); 728x90 (built to 976 x 180 px)

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 black border (HEX:
#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).



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

## FILE NAME CONVENTION
DIVISION_YYMM(mediaLiveDate)_KPM_brandname_productname_creativeversion_size.jpg
**For Example:**
FREDMEYER_2406_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

# 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, division, then by size**
  - i.e. Folder: Version 1 > Fred Meyer > 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.

# No Kroger Branding Campaigns

## CREATIVE REVIEW AND FINAL FILE DELIVERY

### Creative Review Process

1. Submit Round 1 (R1) creative via email to the Campaign Operations (CO) Specialist. If animated creative, please send in a zip file or shared link. Do <u>NOT</u> include PSD files.
2. CO will review creative and provide feedback to request revisions until final creative passes guidelines and has formally been granted creative approval.

### IMAGE SPECS

**Prior to sending to KPM for review, please ensure creative meets <u>ALL</u> the following specifications:**

- **Dimensions:** 160x600; 300x250; 300x600; 320x50; 728x90 (industry standard)
- **Static Ad Format:** JPEG
- **Animated Ad Format:** GIF preferred
- Does not include our Kroger Family of Stores banner logos
- Includes 1px black border
- Includes CTA

**Any missing items or items in wrong format could result in delays to the live date.**

# Best-in-Class Creative Examples

**Creative Best Practices:** Consistently deliver a single simple message using engaging imagery and copy. 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. Show what you're selling, your brand, or your logo to communicate your message efficiently and tell a story. Avoid too much text on the image itself. We've found that images with less than 20% text perform better, though there is no limit on the amount of text that can exist in your creative. Focus on a single focal point in your image. If there's too much going on in your imagery, it may be tough for someone to understand the message you're trying to convey.

## 1.) Static Image Creative (JPG)

*Client to submit creative in CAAM, CAAM will bannerize the remaining creative for the client

# Best-in-Class Creative Examples

## 2.) Animated Creative (please provide GIF when possible)

*Client to create and send all bannerized creative to the CO via email in a zip or shared link
*Below example shows two loops, but up to three loops (15 seconds max) are allowed as an industry-wide best practice.
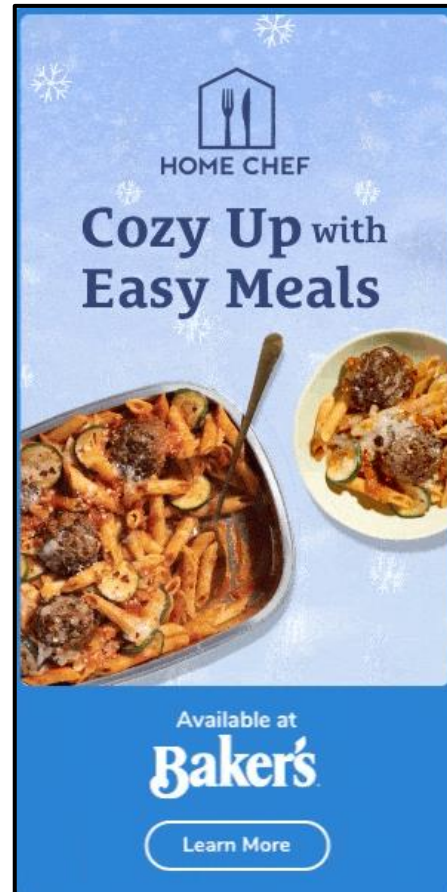
# Best-in-Class Creative Examples

## 3.) No-Kroger Branding Creative (static JPG or animated GIF)

*Client to create and send all creative to the CO via email in a zip or shared link, does not get bannerized