Kroger PRECISION MARKETING | POWERED BY 84.51°

CREATIVE BEST PRACTICES
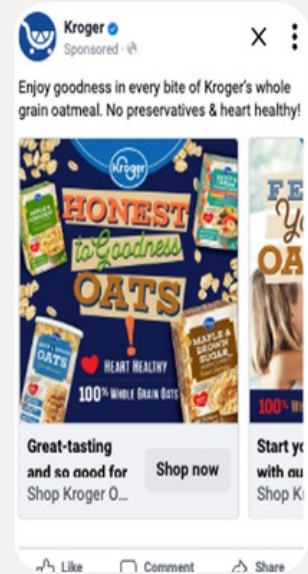
See these cascading pages for how to build out
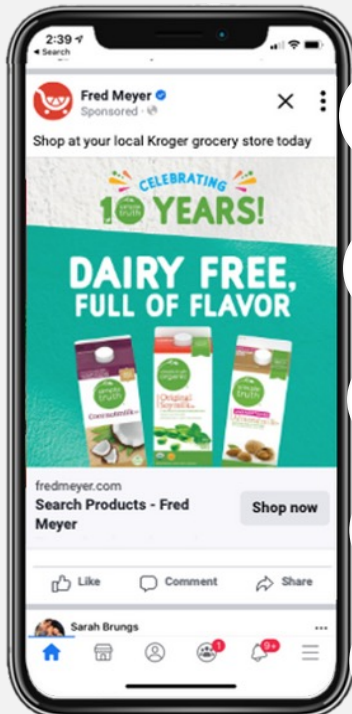
SOCIAL MEDIA

META
awareness

AFTER A DEEP ANALYSIS OF META
AWARENESS DATA WE RECOMMEND

- Static or carousel ad types
- 1-2 creative versions
- Provide story optimized creative
- If flighted creative is desired, use a mix of ad types and even delivery windows
- Design creative based on seasonality
- Ad spec details: Link

iDENTIFIABLE BRANDING

CLEAR VALUE PROPOSITION

✓ Showcase your brand or logo and highlight your product

✓ Provide a clear CTA or value proposition

✓ Show someone using the product or highlight a protectional use

✓ Use high-resolution images with the correct aspect ratio

✓ Creative text should be easily readable

DISPLAYED PRODUCT

kroger | 8451

META
consideration

AFTER A DEEP ANALYSIS OF META
CONSIDERATION DATA WE RECOMMEND

- Static ad type
- 2 creative versions per campaign
- Provide story optimized creative
- Design creative based on seasonality
- Ad spec details: Link

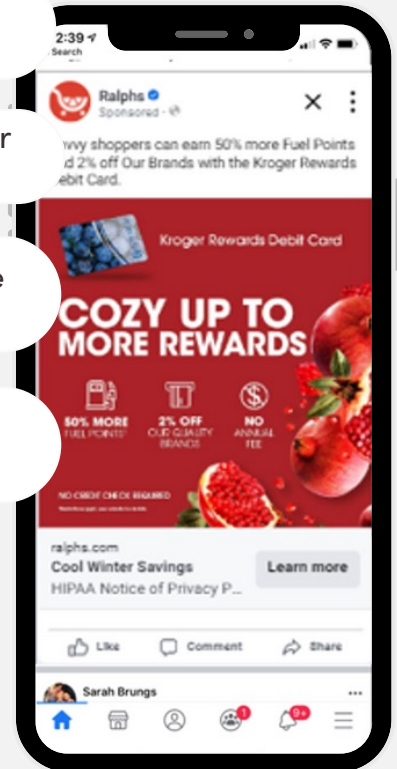CLEAR VALUE PROPOSITION

IDENTIFIABLE BRANDING

✔ Showcase your brand or logo and highlight your product

✔ Show someone using the product or highlight a practical use

✔ Use high-resolution images with the correct aspect ratio

✔ Creative text should be easily readable
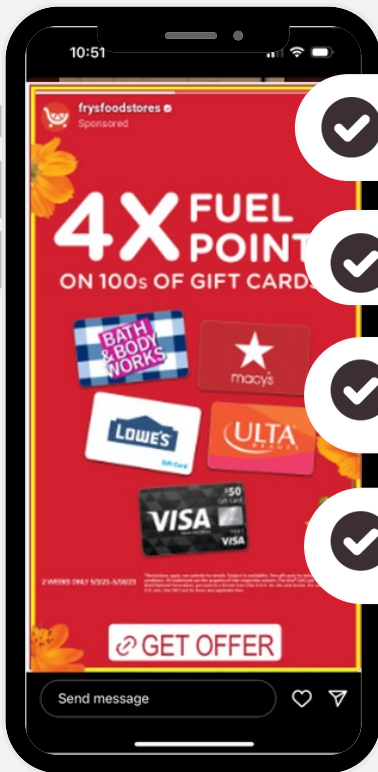
HIGH RESOLUTION PROD. IMAGES

*DATA WAS COLLECTED & ANALYZED FROM DECEMBER 2022–MAY2023   f y ⊙ in
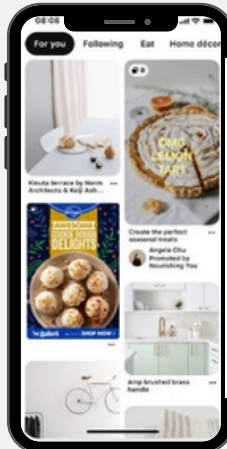
PINTEREST
awareness

AFTER A DEEP ANALYSIS OF PINTEREST
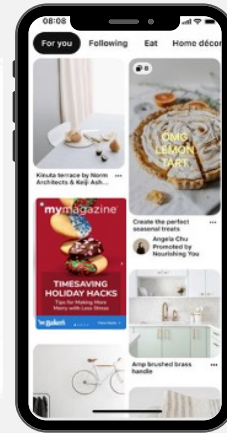AWARENESS DATA WE RECOMMEND

- Video or carousel ad type
- 1-2 creative versions
- If flighted creative is desired, use a mix of ad types and even delivery windows
- The months of October-December achieved the highest reach
- Design creative based on seasonality
- Ad spec details: Link
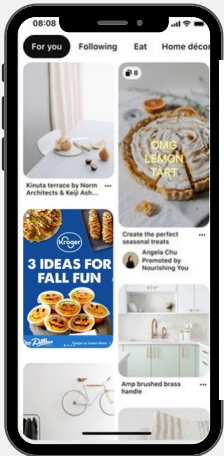
IDENTIFIABLE
BRANDING

DEMONSTRATION OF
PRODUCTS

DESIGNED FOR
SEASONALITY

✓ Showcase your brand or logo and highlight your product

✓ Show someone using the product or highlight a practical use

✓ Use high-resolution images with the correct aspect ratio

✓ Creative text should be easily readable

✓ Video ads should be 15 seconds or less

SNAPCHAT

AFTER A DEEP ANALYSIS OF SNAPCHAT AWARENESS
DATA, WE RECOMMEND:

- Static ad type
- 1-2 creative versions
- If flighted creative is desired, use a mix of ad types and even delivery windows
- Design creative based on seasonality
- Ad spec details: Link

DEMONSTRATION OF
PRODUCTS

Provide a clear CTA or
value proposition ✓

Showcase your brand or logo
and highlight your product ✓

Show someone using the product
or highlight a protentional use ✓

DESIGNED FOR
SEASONALITY

Use high-resolution images with
the correct aspect ratio ✓

Creative text should be
easily readable ✓

Include sound when
applicable ✓

Be mindful of buffer zones ✓

IDENTIFIABLE BRANDING