KROGER PRECISION MARKETING SPEC SHEET

VERSION 3.1 | 01.2023

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

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 Coupon CTA

Clip Coupon

Alternatives

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

Non-Coupon CTAs

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

Shop Now

Start Shopping

Take a Look

Get Recipe

Pinterest

Requirements & What to Provide KPM

Ad Type	Creative Specs	Copy Specs	Best Practices	What to Provide to KPM
Image	• 2:3 aspect ratio, or 1000 x 1500 pixels • PNG or JPEG	• **Title:** 30 characters recommended (100 character limit) • **Description:** 500 character limit	Image Best Practices **Do not include a retailer call-out in the copy**	• **Minimum of 2 creative units (minimum of 2 ads as a best practice)** • Copy for title • Copy for description • Where the ad should be directing to • Versioned out creative by retailer with logos
Video	• We recommend making your videos square (1:1) or vertical (2:3 or 9:16) • Minimum 4 seconds, recommend 6-15 seconds • MP4 or MOV	• **Title:** 30 characters recommended (100 character limit) • **Description:** 500 character limit	Video Best Practices **Do not include a retailer call-out in the copy**	• **Minimum of 2 creative units (minimum of 2 ads as a best practice)** • Copy for title • Copy for description • Where the ad should be directing to • Versioned out creative by retailer with logos
Carousel	• 1:1 or 2:3 aspect ratio • 2-5 images per carousel • PNG or JPEG	• **Title:** 30 characters recommended (100 character limit) • **Description:** 500 character limit	Carousel Best Practices **Do not include a retailer call-out in the copy**	• **Minimum of 2 creative units (minimum of 2 ads as a best practice)** • All images involved in each carousel • Copy for title • Copy for description • Where the ad should be directing to • Versioned out creative by retailer with logos

Pinterest Creative Overview
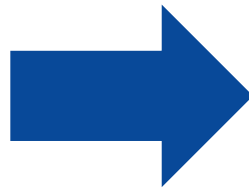
Title: 30 characters recommended (100 character limit)

Text Overlay

Description: 500 character limit

Overall Best Practices

Pinterest Copy

What to Include:
Pinterest works as a search engine so ensuring the Pin title and description have relevant keywords is imperative to success.
- In the title: Brief landing page title or description or CTA. The purpose of a pin title is to give people more information about the content linked to your pin so they can decide if they want to engage with it.
- In the description: Product and/or brand name(s), CTA, and language that aligns with campaign objectives and has a variety of keywords related to your ad.

Pinterest Creative:
[Get Inspired & Check Out](#) Great Examples of Creative on Pinterest
- We recommend at least **2** creatives per campaign in order to help with delivery & measurement.

Brand & Retailer Focus
Incorporate brand & retailer identity with logos and products

Add Text Overlays
Keep your copy concise and reflect the most important information

Design for Sound Off
If video, ensure message is clear with sound turned off

Balance
Engage users with both lifestyle & product imagery

What to include:
- Pick eye-catching imagery - Platform users prefer high-quality, vertical images with a 2:3 aspect ratio (ex: 1000 x 1500 pixels).
- Make the brand the focal point - The focus product should be front and center. Avoid using abstract or lifestyle imagery that doesn't showcase the brand.
- Provide high-impact experiences - Show consumers how the product fits into their individual lifestyle. Contextualize the brand based on consumer need (examples: a key differentiator, a use-case, and/or functional benefit).
- Utilize a logo to drive association - Subtly place a logo on every Pin. Avoid the lower right corner, as Pinterest product icons occupy that area.
- Text overlay provides a stronger story - Text overlay is the copy included on the Pin, making it stand out, providing additional context and enhancing the brand message. Keep text concise so it's easy for people to read on their phones.
- Include an Actionable CTA in the Text Overlay of the Creative- Short, actionable phrases to drive engagement or conversion.
- Drive action with a consistent visual identity.
- Versioned out Pin creative with banner logos for all targeted divisions (Kroger, Bakers, Gerbes, Dillon's, City Market, Kings, Fred Meyer, Frys, QFC, Ralphs & Smiths).
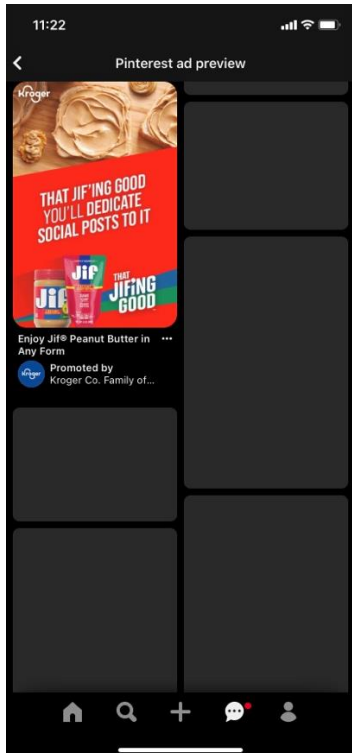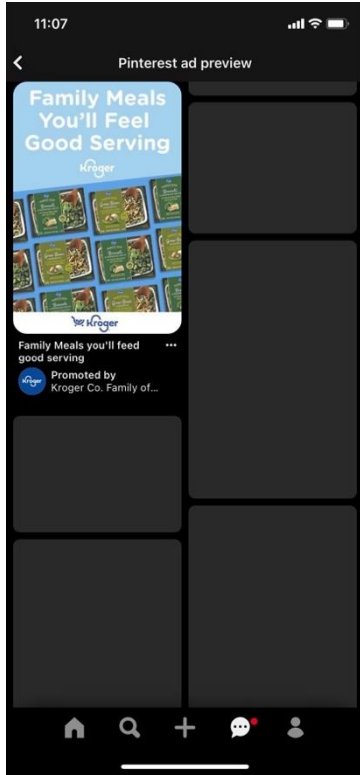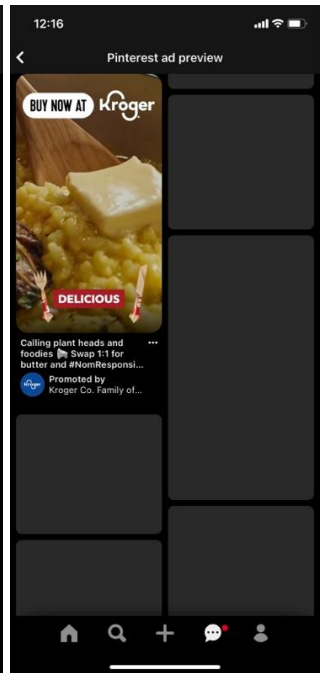
PINTEREST

Include tasteful branding

Write a clear & concise text overlay

Use a vertical canvas, 2:3 ratio

Add a clear CTA

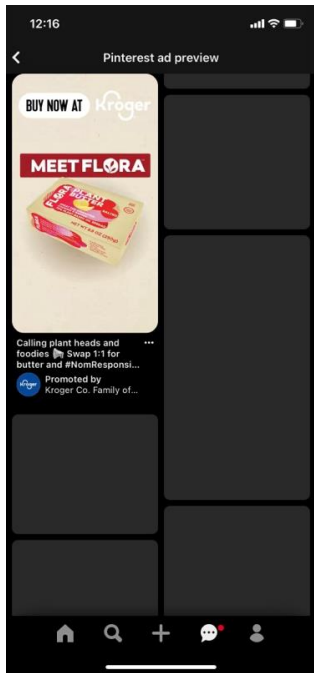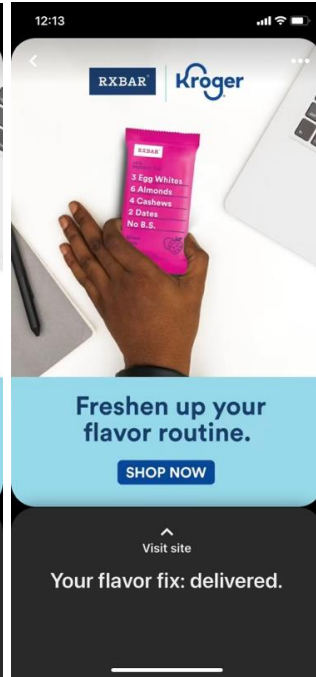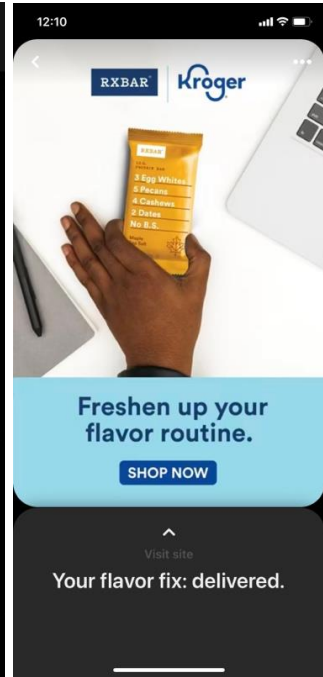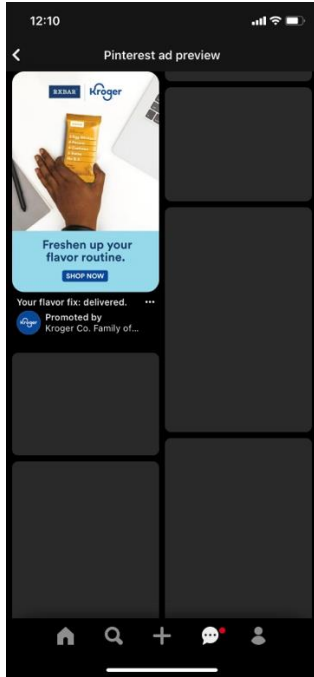Showcase the product front + center

Video Best Practices:

1. Start strong and make it actionable: We see top performance for videos that teach people how to do something or inspire people to try something new. Lead with a clear hook within the first few seconds to capture people's attention.
2. Tailor the length based on your goals: For Promoted Videos, we've found that 6–15 seconds works best. For videos that aren't promoted, you can choose any length that you'd like.
3. Don't rely on audio: Many videos play in people's feeds with the sound off. Make sure that you use text overlay or captions to help convey your message when the sound doesn't play.
4. Pick a strong cover image: Your cover image shows up in people's feeds and should provide a good sense of what they're about to watch. Cover images also help us show your video to the right audience.
5. Optimize your Pin copy: Clear titles, descriptions and hashtags help your video to get discovered in search. Spend some time getting your copy right before you publish.

Best in Class Kroger Banner Creative

Image Ads:

Video Ads

Carousel Ads