



# KROGER PRECISION MARKETING GUIDELINES & SPEC SHEET

## Display Ads

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# 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.

Krojjs 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 **NOT** 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.
  - **\*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.

<b>Submitted Dimensions (in CAAM)</b>	<b>Dimensions With Added Border (in CAAM)</b>
<b>428 x 100 px</b>	<b>320 x 50 px</b>
<b>320 x 920 px</b>	<b>160 x 600 px</b>
<b>976 x 180 px</b>	<b>728 x 90 px</b>
<b>600 x 920 px</b>	<b>300 x 600 px</b>
<b>600 x 400 px</b>	<b>300 x 250 px</b>

### 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)

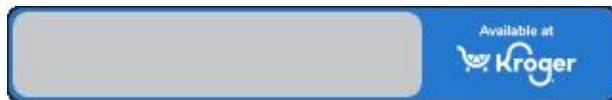


IMAGE SPECS

**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**

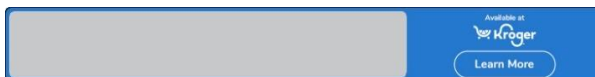


IMAGE SPECS

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

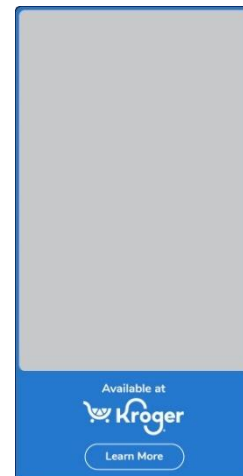


IMAGE SPECS

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

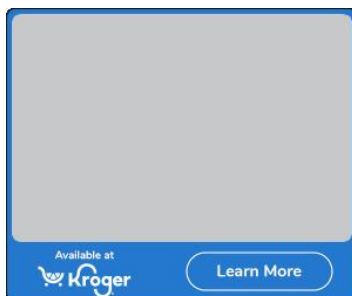


IMAGE SPECS

**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:

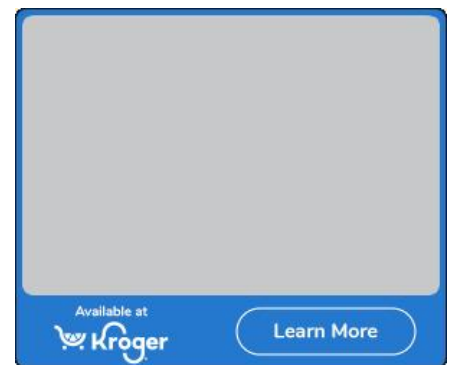
Available At, New At, or Exclusively At.

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\_YMMM(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 send 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 NOT 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 ALL 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.**

# Dynamic Creative Optimization (DCO) Campaigns

## CREATIVE REVIEW AND FINAL FILE DELIVERY

### Creative Review Process

1. Creative specs are the same as KPM's standard Display campaigns, please design to spec as usual. However, the creative review and hand-off follow the process [below](#).
2. Submit Round 1 (R1) creative via email to the Campaign Operations (CO) Specialist according to the timeline provided. R1 creative should be sent to the CO as a static JPEG (evergreen). Supplier should also provide the completed **dynamic matrix**; this can be downloaded under "Display Advertising" on the KPM Spec Site.
  - a. In the dynamic matrix, please navigate to the **START HERE** tab filling out all yellow dropdown boxes. Once the START HERE tab is completed, please navigate to the Dynamic Matrix tab to add in your respective variations under each dropdown menu(s).
  - b. The dynamic matrix informs what creative variations should serve and when (e.g. "decisioning" such as audience, weather, time, etc.).
3. CO will review creative and provide feedback to request revisions until final creative passes guidelines and has formally been granted creative approval.
4. Once creative is formally approved by CO, client will provide the final PSD files.
  - a. A tear sheet will be provided prior to launch.

**Use DCO creative when you have multiple messages and want to match them to the right customer or occasion. Please work with your KPM account representative to request a Quick Start Guide and requirements.**

### IMAGE SPECS & HANDOFF PROCESS

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

- **Dimensions:** 320x920; 600x400; 600x920; 428x100; 976x180
- **Static Ad Format:**
  - JPEG (initial creative review – should be **evergreen**)
  - Dynamic Matrix (2-50 variations)
  - PSD (Final creative template/wireframe)
- For DCO creatives, please exclude Kroger Family of Stores banner logos from your creative file. Our team will apply the appropriate retailer-specific banner (e.g., Kroger, Ralphps, King Soopers) during setup.
- File Naming Conventions:
  - \*These names should be at the start of the file name for easy identification
    - **Creative File Name:** KPM\_DCO\_CV#.PSD
    - **Dynamic Matrix:** KPM\_DCO\_DynamicMatrix\_.xlsx
  - For Example:
    - **Creative File Name:** KPM\_DCO\_CV1\_FreshFruit.PSD
    - **Dynamic Matrix:** KPM\_DCO\_DynamicMatrix\_Fresh fruit wave 1.xlsx

**Any missing items or items in the wrong format or late changes 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)

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

simple truth

# SUMMER SIZZLE

Natural and Organic Steaks and Burgers

Available at [Shop Now](#)

This advertisement features a white background with a plate of a burger topped with a tomato slice and a steak. Below the plate are two packages of Simple Truth meat. The text is in green and blue, with the Kroger logo and a 'Shop Now' button at the bottom.

# PEAK JUICY FLAVOR

Available at [Start Shopping](#)

This advertisement has a solid blue background. It shows a stack of oranges, with one broken open to reveal a juicy segment. The text is in white, and the Kroger logo and 'Start Shopping' button are at the bottom.

# FRESH AND ORGANIC

Cook up broccoli and cauliflower power.

Available at [Shop Now](#)

This advertisement has a green background. It features a head of cauliflower and a stalk of broccoli. The text is in white, and the Kroger logo and 'Shop Now' button are at the bottom.

nothing but organic, delicious milk.

go for simple

Available at [Shop Now](#)

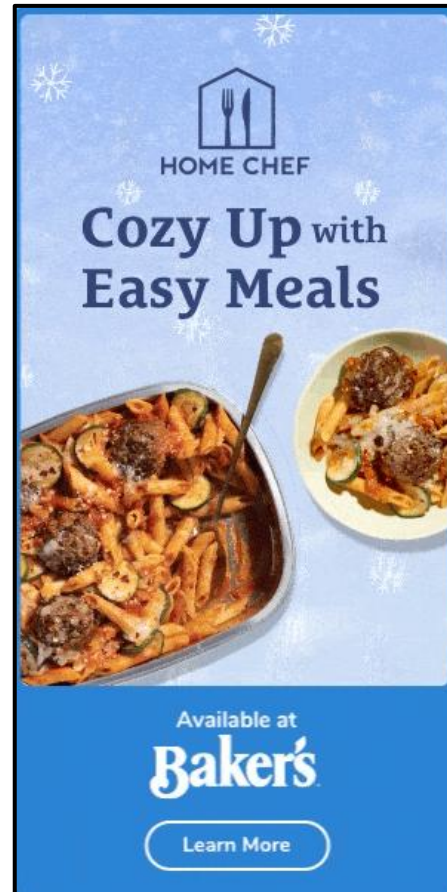
This advertisement has a white background with green accents. It shows a carton of Simple Truth organic milk. The text is in green and blue, and the Kroger logo and 'Shop Now' button are at the bottom.

# Best-in-Class Creative Examples

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

\*Supplier 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)

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



# Best-in-Class Creative Examples

## 4.) Dynamic Creative Optimization (static JPG + PSD)

\*Supplier to create and send all creative to the CO via email in a zip or shared link, does not get bannerized.  
Build to flat art dimensions listed on page 10.

### Decision Trigger: DMA

**Creative Variation 1:** National/Fallback (required)

*All users that don't fall into a specific DMA team get the National Creative.*



**Creative Variation 2:** Cincinnati DMA

*All users in FC Cincinnati DMAs get FC Cincinnati specific creative.*



**Creative Variation 3:** Colorado DMA

*All users in Colorado Rapids DMAs get Colorado Rapids specific creative.*

