# KROGER PRECISION MARKETING SPEC SHEET
# SNAPCHAT

VERSION 3.2 | 5/2023

## GLOSSARY

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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 orretailers).
- Do not direct customers to external websites, memberships, or rewards programs.
- Do not include phone numbers or emailaddresses.
- Avoid using phrases or taglines that may be trademarked by competing retailers (e.g. “Just for You”). SeeAppendix.
- 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, andSave”
- 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)

## Creative Versioning & Unit Requirements

- Recommend 2 creative versions as best practice.
- We allow a maximum of 3 creative units per Snapchat Campaign.
- For example: If you have 1 creative version and execute Snap Ad **and** Story Ad with that one creative version, that will count as two creative units.
- Another example: If you have 2 creative versions, you could execute Snap Ad **and** Story ad for creative version 1 (equaling 2 units) but must choose Snap Ad **or** Story ad for creative version 2 (making it the 3rd unit).
- If executing Story ad, you must provide 2-5 frames in addition to the tile and logo.
- Please note, if a campaign includes multiple ad types (Snap Ad and Story Ad together) frequency caps cannot be applied to the campaign.

## Snapchat Creative Snapshot

| Type of Ad Unit | | What is it? | Static Image Specs | Video File Specs | Tile Specs | What to Provide to KPM |
|---|---|---|---|---|---|---|
| **SNAP AD** |  | A Snap Ad is a full screen mobile ad. They appear in between or after content on Snapchat, such as User Stories, Publishers, Creators, and Our Stories.<br><br>Static Images or Videos can be used for Snap Ads. | • Must be bannerized<br>• 9:16 aspect ratio<br>• 1080 x 1920px<br>• PNG or JPEG<br>• Maximum file size: 5MB<br>• See here for logos to bannerize creative | • Does not need to be bannerized as long as video card is included at end of video.<br>• 9:16 aspect ratio<br>• 1080 x 1920px<br>• MP4 or MOV<br>• 3 to 180 seconds (if file size does not exceed 1 GB)<br>• Best practice is 3-5 seconds in length | N/A | • Static Images (bannerized) or video(s)<br>• Copy Doc |
| **STORY AD** |  | Story Ads let you reach Snapchatters with a branded tile in Snapchat's Discover section. It also appears in between or after content such as User Stories, Publishers, Creators, etc.<br><br>Once you click the Discovery Tile, you can have 2-5 "frames" that the user can then swipe through. These "frames" can be static image OR video. | | | • Logo: 993 x 284px provided as a PNG on transparent background<br>• Tile Background: One (1) high-quality image that is 360 600px, provided as an up to 2 MB PNG file | • Logo File<br>• Tile Background File<br>• 2-5 Frames: Static Images (bannerized) or video(s)<br>• Copy Doc<br>**Final files output must include all three creative files above (+ copy doc) or Story Ad cannot be executed.** |

# Snapchat Creative Overview




## Brand Name: 32 characters

- Must match the paying advertiser whose products or services are being advertised. Do not include retailer callout.

## Headline: 34 characters

- Product name, Campaign slogan/tagline, tune-in date, offer, etc.

## Tappable CTA

- Text or logos should not run within 330px of the bottom of the Snap canvas in order to avoid any overlap with this call-to-action

## Click to Action (CTA) Button: 330px buffer

*Recommended CTA*

- Snapchat adds a call-to-action and caret graphic at the bottom of the Snap Ad.

### Awareness KPI

- More
- Shop Now

Note: You do not put the CTA on the creative itself. Snapchat will add the CTA button.

# What to Provide

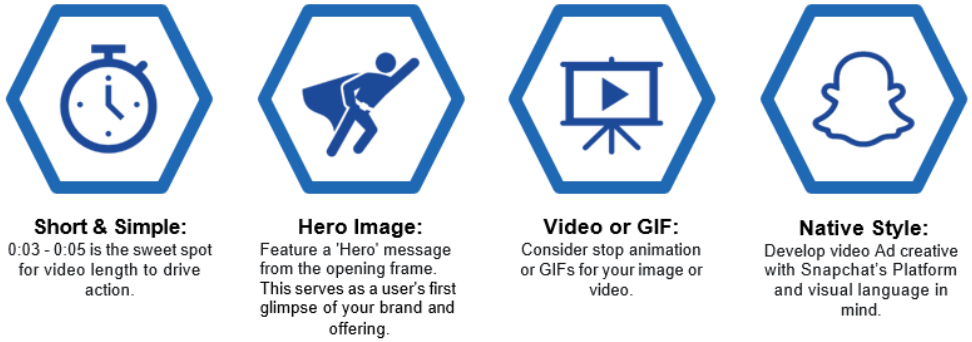
Snapchat Copy: **Make sure brand & retailer association is clear**

*What to Include:*

- Bannerized creative (if building a video ad, please use video card)
- See here for logos to bannerize creative & video card.
- In the Brand Name: Brand name or product name
- In the Headline: Product name, Campaign slogan/tagline, tune-in date, offer, etc.

Snapchat Creative:

- We recommend at least 2 creatives per campaign in order to help with delivery & measurement.




Additional Tips on What to Include:

- **Native Style**: Develop video creative with Snapchat's Platform and visual language in mind. Ads which feature User Generated Content look and feel, Snapchat inspired features, and speaking to camera are significantly stronger at driving view-through, while performing on par at driving Ad awareness compared to polished Ad style. Consider an endemic creative style to increase duration.

- **Simple Creative**: Keep Ad creative simple and concise with a clear key message. Ads should seek to mirror the bite-sized and linear storytelling of Snaps. Snapchat recommends keeping duration closer to :05-:06. Snapchat applies a brand name and headline to the upper left corner of your creative. To prevent overlap, we suggest keeping the top 150 px of the canvas clear of graphics or logos.

- **Test:** Experiment with all types of image or video Ads from video, to stills, to gifs or stop animation.

- **Early Branding**: Establish brand moment before the :02 mark to maximize Ad awareness but avoid opening on a solid frame with a logo or product shot only. Opening with dynamic footage provides a moment to hook viewers! If available, provide an offer message if available within second 2 or 3

- **Frequency**: Incremental exposures increase lift in resonance metrics, despite having a negative impact on view duration. Focus on driving resonance metrics rather than view duration.

# Snap Ads in Detail

*Snap Ads can appear as a video or as a still image.*

What to Provide:

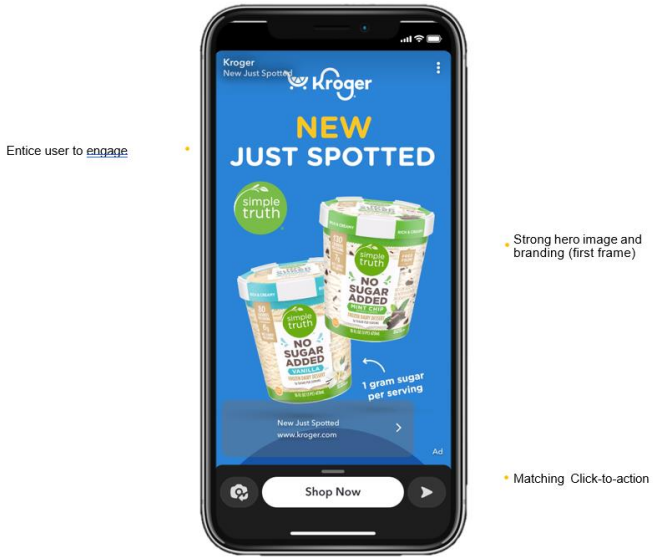
- Feature product, offer, and branding within first frame
- Key messaging should be immediately understood
- The image or video and landing page should focus on consideration not conversion
- Ensure your Ad is descriptive about what the User gets once they swipe up
- Have multiple creatives ready in order to test and avoid creative fatigue
    - We recommend at least 2 creatives per campaign in order to help with delivery & measurement.
    - We allow a maximum of 4 creative units per Snapchat campaign.

## Single Image or Video Ad requirements

- File type: JPG, PNG, MP4 or MOV
- Aspect ratio: 9:16
- Resolution: 1080 x 1920px
- Length: 3-180 seconds

## Brand, headline, and calls-to-action

- Brand: Up to 32 characters with spaces
- Headline: Up to 34 characters with spaces
- Calls-to-action: Select the CTA text. Snapchat applies the visual and places the CTA on the ad



# Story Ads in Detail

**Tile Creative**

- Ensure your brand logo pops on the image - take advantage of the full logo space available by separating your logo into two lines if necessary to fill the maximum allotted space
- Create a curiosity gap or sense of urgency with your Story title
- Keep copy clear, concise, and honest
- When it works, tease utility, novelty, and relevance with your Story tile

### Logo

- 993 px wide x 284 high provided as a .png on transparent background
  - **Please Note**: Asset should be formatted to fit the full height of the canvas OR fit the full width of the canvas and 50% or more of the height

### Image

- One (1) high-quality image that is 360 px x 600 px, provided as an up to 2 MB .png file
- Please account for a 175 px 'buffer zone' at the top of the image. This is to ensure your logo does not conflict with any important image elements on the vertical tile.
- Please account for a 330px buffer zone for tappable CTA at bottom of the ad.

### Tile Headline

- Up to 55 characters with spaces
- Please ensure your tile image has an 8-bit or lower bit depth
- Emojis are allowed (these count toward the 55 character limit)




Discover Feed Tile

**Story Creative**

**Once a User clicks on the Tile, your Story creative will enlarge into a full-screen experience of 2-5 "frames".**

- Your Story Ad is a branded content experience; Create a narrative Users will want to watch and engage with
- Ensure Single Image or Video ads are viewed in succession and tell a cohesive story.
- Pace and movement are key; Single Image or Video ads should have personality, energy, movement, and be quick-hitting
- Avoid using your 1st Single Image or Video ad in the Story Ad as an introduction; Drop right into action, as your tile acts as the viewer's introduction to the story.

### Single Image or Video Ads

- 1-20 cards (Single Image or Video) provided as separate files for flighting
  - Each Single Image or Video ad can be up to 15 seconds for a total of up to 180 seconds
  - Each Single Image or Video ad must comply with Single Image or Video ad Specifications outlined here




Single Image or Video Ad

# Story Ads in Detail

**Logo:** 993 x 284px provided as a PNG on transparent background

**Tile:** 360 x 600px provided as an up to 2MB PNG file.




Discover Feed Tile




Single Image or Video Ad

**Additional Notes**

- The more your brand engages the Snapchat audience across the Single Image or Video ads, the more earned impressions your brand receives.
- Additionally, Story Ad tiles are delivered in a dynamic feed that provides a personalized experience to each user.