



# KROGER PRECISION MARKETING GUIDELINES & SPEC SHEET

## Connected TV (CTV) Ads

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# CONTENTS

Tone of Voice, [page 2](#)

Competing Retailer Language to Avoid, [page 3](#)

Suggested CTA Wording, [page 4](#)

KPM Creative Review Timeline & Creative Version Minimums, [page 5](#)

VIDEO – Creative Specs (not in CAAM), [page 6](#)

Best-in-Class Creative Examples, [page 7](#)

# 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 via email to the Campaign Operations (CO) Specialist. 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.

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

## **CREATIVE VERSION MINIMUMS**

Please reach out to your KPM account representative for more information regarding creative version minimums for OLV ads.

## VIDEO – Creative Specs (not in CAAM)

**Kroger Logos:** All co-branded video campaigns are required to include the [Kroger Family Circle of logo’s](#) within the last two seconds (minimum) of the end slate (see below example of what this frame should look like). The high-res image is available for download in the link above or on the [KPM Specs](#) Site. The logo lock-up should not be manipulated in any manner. **Outside of this end screen logo lock-up, please do not include any other Kroger logos within your video OR include any Kroger references within your audio.**



**Please ensure a CTA button is included within the full video, especially in the beginning first half.**

### **CTA BUTTON (recommended 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**

YYMM(mediaLiveDate)\_KPM\_brandname\_productname\_creativeversion\_size.mp4

#### **For Example:**

2406\_KPM\_Kroger\_PrivateSelectionChips\_Version1\_15sec.mp4

**\*No additional spaces or underscores should be present in the filename**

### **VIDEO BEST PRACTICES**

**File Format:** .mov or .mp4

**Dimensions:**

- Landscape/horizontal: 1920 × 1080 (recommended), 1280 × 720, or 1440 × 1080

**Aspect Ratio:**

- Landscape/horizontal: 16:9 (640 × 360) or 4:3 (640 × 480)

**Codec:** H.264

**Frame Rate:** 23.98 or 29.97

**Bitrate:** Recommended universal minimum: 1,500 kbps

- Preferred range: 4,000 - 6,500 kbps for optimal quality

- High-quality/mezzanine file (ideal): 15,000+ kbps

**Length:** 15 or 30 seconds

**File Size:** Up to 1GB (per the DCM file size limit)

**Black bars:** No

**Letterboxing:** No

**CTA:** YES, CPG/agency to include in video prior to sending to the KPM Campaign Ops Specialist

### **VIDEO AUDIO BEST PRACTICES**

**Codec:** PCM (preferred) or AAC

**Bitrate:** At least 1,500 Kbps

**Bit:** 16 or 24 bit only

**Sample Rate:** 48 kHz

**Audio Settings:** Re

# Best-in-Class Creative Examples

## Connected TV (CTV) Ads

**Duration:** Video inventory supports a variety of durations up to 90 seconds (e.g. 15, 20, 30, 60, 90 seconds). However, **it is strongly recommended to keep video under 30 seconds** to ensure the best completion rates and most efficient CPMs. Sending more than one video with different lengths is recommended.

**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. Make sure to present the branding within the first 3-5 seconds of the video.

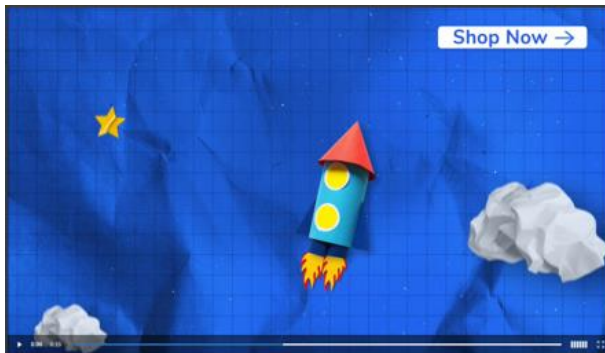
Frame 1:



Frame 2 (CTA added):



Frame 3:



Frame 4:



Frame 5:



Frame 6 (Final bannerized logo):

