KPM Campaign Page Style Guide & Content Specs

FY 2026

Campaign Pages are landing pages on Kroger Family of Stores websites that are uniquely equipped to decrease the number of clicks for a customer to add-to-cart or to clip a coupon. Customize your Campaign Page with turnkey experiences and content modules.

Duration	16 weeks
Container Max	6
Recipes	1 - 2 featured on page
URLs	Brand Specific URL

Page Containers (see below for visuals, specs and details) -

- Hero
- eSpot
- Stylized Header
- Copy Container
- Product Carousel
- Tabbed Product Carousel
- Coupons
- Icons
- Color Blocking
- Content Action Block (CAB)
- Video
- Recipe Template

Strategic Reminders -

- Campaign Pages should only feature products from that CPG's portfolio
  - Exception if preapproved by Kroger Digital and KPM / part of a multi-supplier campaign
- Max 6 Components
- Avoid use the Kroger logo/name since pages are enterprise-wide
  - "Kroger Family of Stores" is permitted
- Social media hashtags, handles, or linking to social media platforms is not permitted
- Campaign Pages may be versioned on a banner level but not store level/division level

Operational Reminders -

- Kroger Digital will provide Campaign Page URL and will be associated with the manufacturer in sequential order.
  - /pr/kpm-kraft-1, /pr/kpm-pepsi-5
- Please be sure that mockups, copy docs, and final files are exactly how the experience should appear to the customer - changes will only be made if there is a broken customer experience or legal ramifications.
- If final creative files are past due - including incomplete final files - Kroger Digital reserves the right to push live date to next available date with open inventory if necessary.
- To ensure Campaign Pages meet the intended customer experience, media drivers should start approximately 3 days after go-live. This allows for QA & any needed fixes to be implemented.
- Final file asset files should follow the following naming convention.
  - (image description)_(component)_(number (optional))_(dsk/mbl)_(image size).png
    - Ex: Cold Brew_Triple Espot_1_DSK_1280x224_.png
- After 16 weeks, the Campaign Page will end and will convert to an experience mentioning the campaign ending:

Hero

Heroes **must be used** at the top of every Campaign Page. These **do count** toward the total component count. Heroes introduce customers to the page & serve as the first impression of the experience. There is no click through destination for heroes.

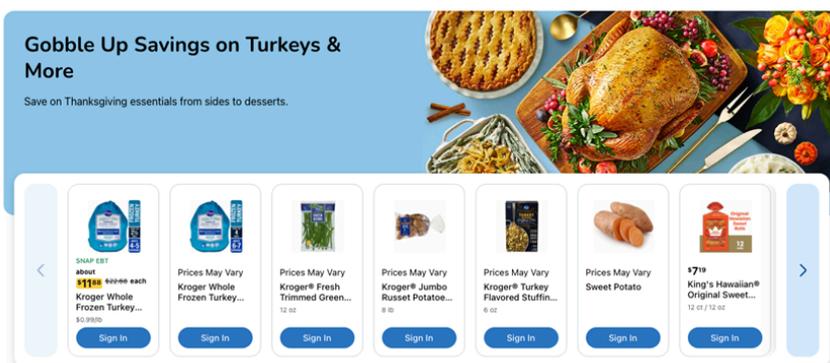There are 2 hero components available, a static Hero Image or a static Hero with Carousel

Hero Image

Desktop - 1280 x 312

Mobile - 640 x 640

Hero Image with Carousel

Desktop - 640 x 312

Mobile - 640 x 364

Min 10 UPCs

eSpots

eSpots allow customers to interact with the experience through creative. eSpots can be static or can have a clickthrough destination. If there is a clickthrough, a CTA is required. Destinations include:

- curated product list or brand filter
- coupon in the general coupon pool

eSpots may have a text overlay. The use of overlay is recommended as it is more accessible for customers and is more cohesive with the rest of site. CPGs are to supply images and copy for overlay. eSpots without overlay are still allowed. Content specs for both are outlined below.

Single eSpot with text overlay (left aligned)

Desktop - 948 x 312
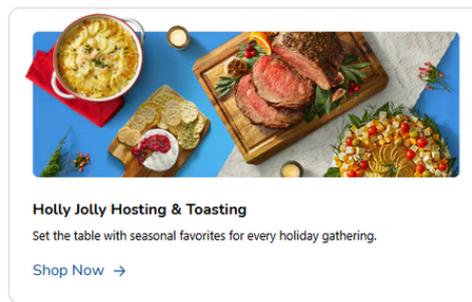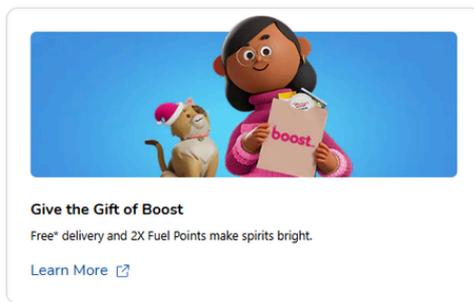
Mobile - 640 x 424

Single eSpot without text overlay

Desktop - 1280 x 224

Mobile - 640 x 200

Dual eSpot with text overlay (bottom aligned)

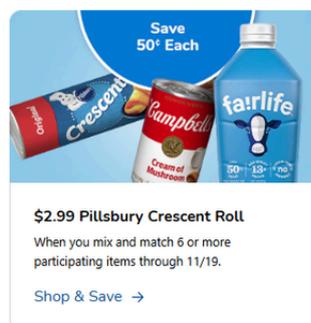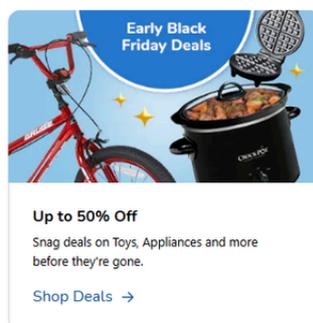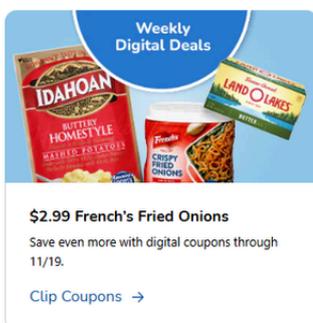Desktop - 624 x 224

Mobile - 480 x 300

Dual eSpot without text overlay

Desktop - 624 x 224

Mobile - 480 x 300

Triple eSpot with text overlay (bottom aligned)

Desktop - 406 x 224

Mobile - 480 x 300

Triple eSpot without text overlay

Desktop - 406 x 224

Mobile - 480 x 300

Quadruple eSpot with text overlay (bottom aligned)

Mains
From ham to roasts and more.
Shop Mains →

Sides
Ingredients for all your faves.
Shop Sides →

Apps
For grazing all day long.
Shop Apps →

Brunch
Start the day with delish.
Shop Brunch →

Desktop - 296 x 224

Mobile - 480 x 300

Quadruple eSpot without text overlay (static)

Desktop - 296 x 224

Mobile - 480 x 300

Stylized Header

Stylized headers are static creative that often act as a page break. They serve as a branding opportunity as they are static and do not have a clickthrough destination.

Stylized Header

Desktop - 1280 x 160

Mobile - 640 x 160

Copy Container

Copy container is a text block that allows freestanding copy on an experience. Suggested max count of 750 words but can exceed for special cases, pending Kroger Digital approval. There should be no hard returns in copy so text can wrap naturally on different device types.

Product Carousel

Product carousels pull products directly onto an experience to allow customer to quickly and easily add to cart. Products can be pulled in from a curated list or by brand filter. The headline and optional subtext should explain what products the customer expects to see in the carousel.
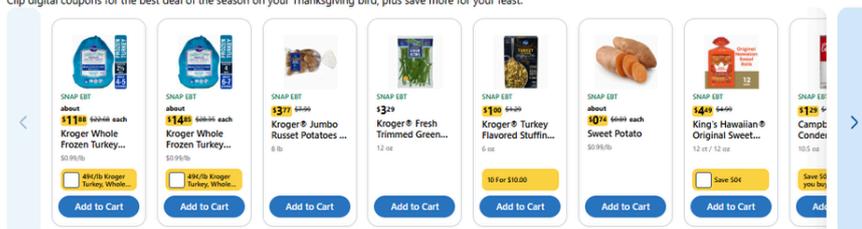
Headline to be provided in copy doc of final files. Sub-text is optional.

Headline is title case and sub-text is sentence case

If using curated list, URL to be provided in final files. Min 10 UPCs, Max 150 UPCs.

If using brand filter, provide brand(s) in final files

Tabbed Product Carousel

Similar to the product carousel, a tabbed product carousel allows for grouping within one component. Each tab of products still need to be related to a larger theme (ie broken out by brands, types of cookies, indoor vs outdoor decor).
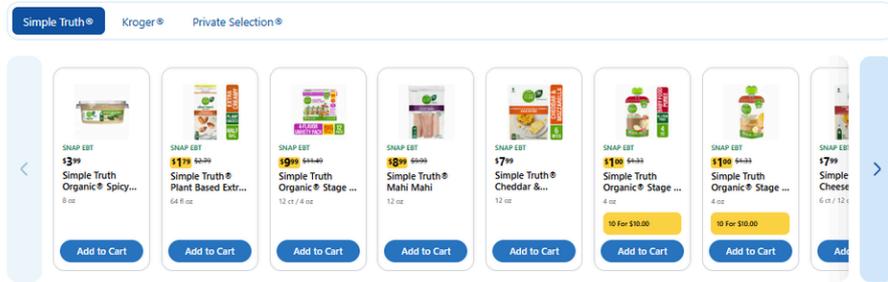

Headline to be provided in copy doc of final files. Sub-text is optional.

Tab names and corresponding URLs to be provided in final files. Min 10 UPCs, Max 150 UPCs.

Max 4 tabs

If using brand filter, provide brand(s) in final files

Coupons

Campaign Pages can support both coupons in the General Coupon Pool (GCP) or Targeted Digital Coupons (TDCs). Coupons can either be presented in a CAB (single coupon) or in a coupon carousel. The retailer ID or brand names must be included in final files. Kroger Digital will set the component so that if there are no active coupons or the customer has redeemed the coupons, the container collapses to provide customers with the best experience.

Coupon CAB
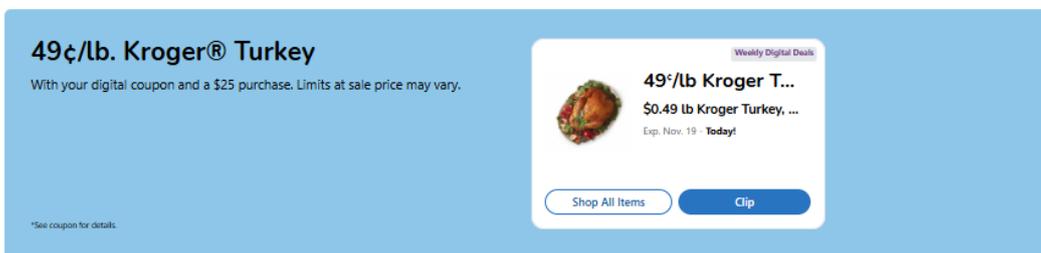
Retailer Offer ID or Coupon brand filter to be provided in final files

Headline and sub-text must be provided in final files

Coupon Carousel

Headline must be succinct

Icons

Icons are used to easily showcase different categories or brands in a visual way. They can be brand logos or an image of a pack shot. They must link to another destination - either a product list or a brand filter. Copy can be included below the icon to help label. 6 icons can fit in one row on web desktop.

Technical Icon Requirements-

- 330 x 330 include 20 pixel padding
- .PNG
- Files size less than 200 kb
- No border

Icons with Optional Subtext

| On Gift Cards | Holiday Gifting | Quick & Easy Meals | Hot New Arrivals | SNAP EBT | Items Picked for You |

Color Blocking

Color blocking can be used behind containers to help certain components stand out and group relevant content together by adding a background color. Any components within this document can be nested within a color blocking container. The use of color blocking does **not** count towards the total component count. The hex code and the components that should be nested within it must be documented and shared in final files.

Color Blocking
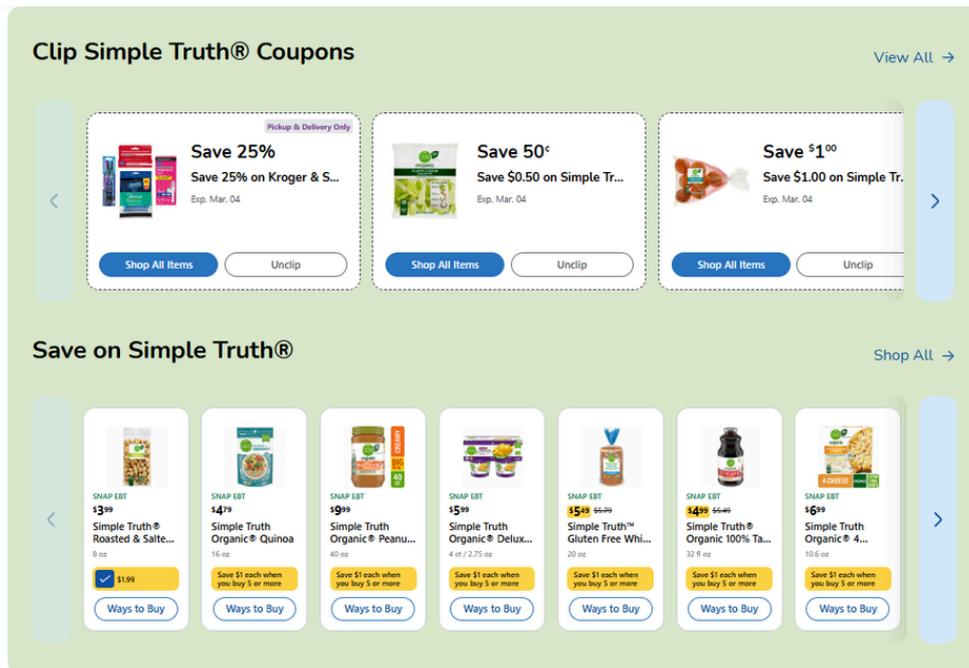
Provide Hex Code in final files

Indicate which components should be wrapped in color in final files

Content Action Block (CAB)

Content Action Blocks (or CABs) offer creative ways to highlight copy along with content all within in one component. Copy within the CAB should correspond and further explain the content within the CAB. CABs can be static or link through to a product list. Components that can be included in a CAB:

- Copy
- eSpot
- Video
- Single Coupon
- Recipe image with header/sub copy

Technical CAB Requirements:

- Copy character max of 500.
  - Provide copy in paragraph form as CABs are not able to support bullet points or numbered lists.

- If a specific background color for the CAB is desired, provide the Hex# in final files. Otherwise the standard Kroger gray will be used.
- If a background image is desired, use the following specs. Remember that part of the background will have the content overlaid on top.
    - Desktop - 1280 x 306
    - Mobile - 640 x 640

Single eSpot within CAB
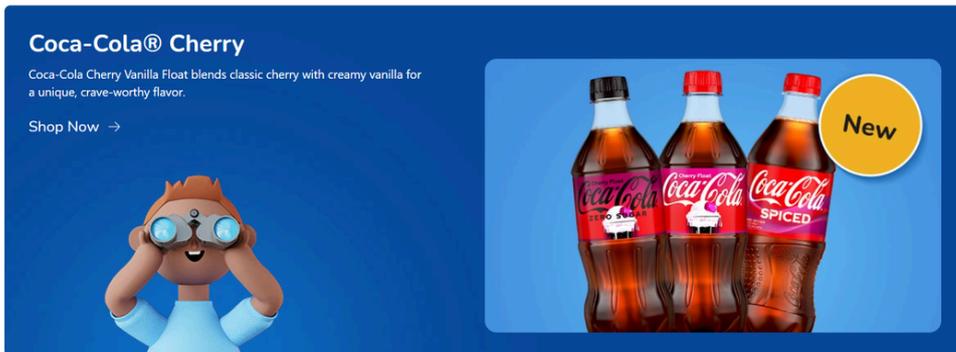
Desktop - 608 x 368

Mobile - 560 x 320

Dual eSpot within CAB

Desktop - 296 x 368

Mobile - 272 x 320

Quad eSpot Image within CAB

Desktop - 296 x 176

Mobile - 272 x 320

6 eSpots within CAB

Desktop - 192 x 176

Mobile - 272 x 320

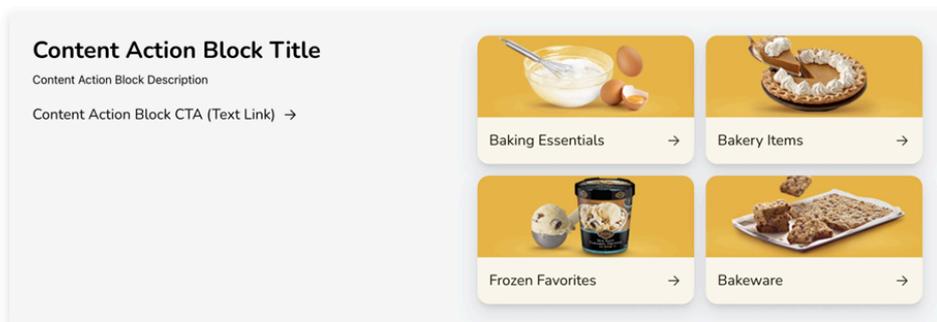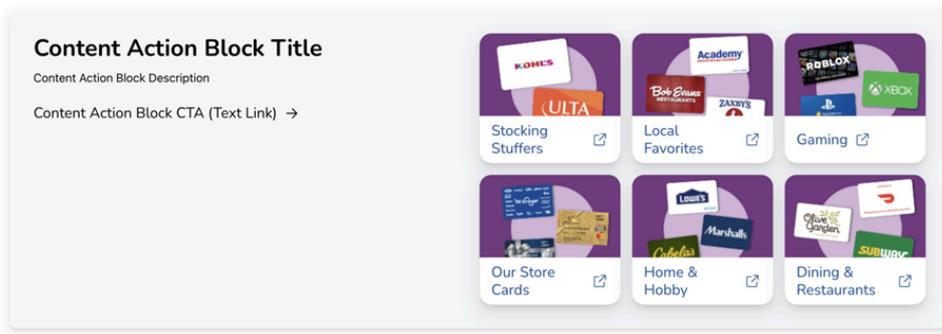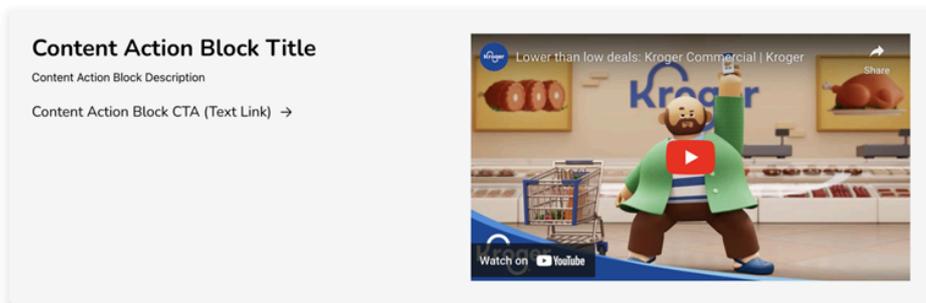## Video CAB

Header Required

Optional sub-text max character count: 500

Single Coupon CAB
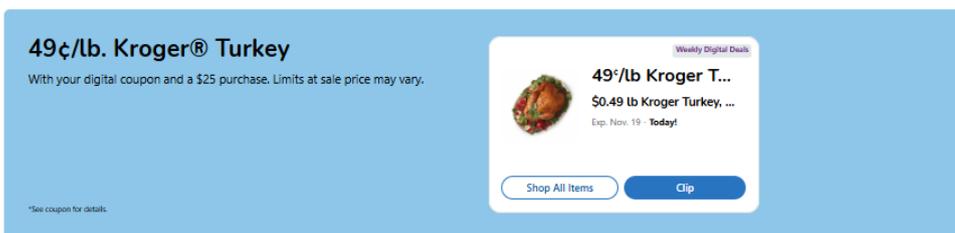
Header Required

Optional sub-text max character count: 500

Video

Videos can be included on experiences to introduce a brand or marketing campaign. A max of 2 videos are allowed on Campaign Pages. Videos will be placed within a CAB. They will be able play the video directly on the page.

Video CAB
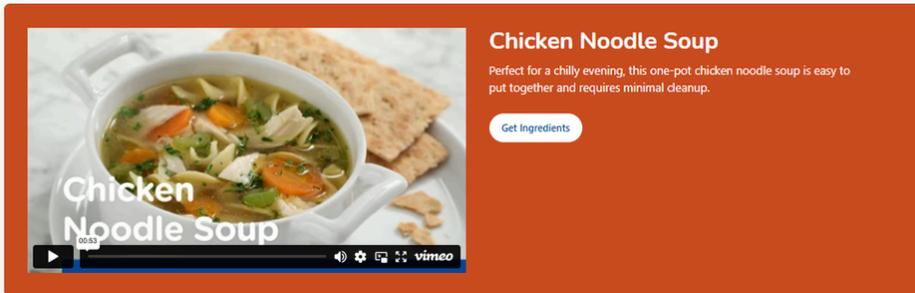
Vimeo or MP4 video link

Horizontal videos required

Optional link to ingredients by providing curated URL of products in video
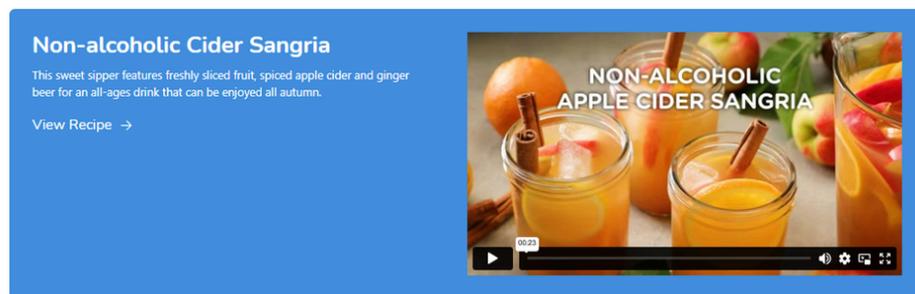
Headline and sub-text to be included in final files

Hex# to be included in final files

<u>Video Best Practices</u>

- Horizontal videos required
- All CPGs video must be sent to Kroger content and Creative teams before approval
- Videos should be uploaded to Vimeo and link provided in final files. If uploading to Vimeo is not possible, Kroger Digital can upload if an .mp4 file is provided. YouTube links are no longer accepted.
- Video should be no longer than 3 minutes
- Use fonts, colors, and sizes that are easy to read against backgrounds.

Recipes

Recipes can be featured directly on the experience with one of the below recipe templates. Choose up to 2 recipe templates per Campaign Page to feature the promoted products. Some templates will count as multiple containers.

Recipe - Single eSpot + Copy Container

Funfetti Mini Cheesecakes
Enjoy these yummy treats that are bursting with sprinkles.

Prep Time: 20 minutes

Cook Time: 22 minutes

Total Tme: 42 minutes

Ingredients:

- 1 box (15.25 oz.) Funfetti cake mix, divided
- 3 large eggs, divided
- 3 tbsp. butter, melted
- 1 package (8 oz.) cream cheese, softened
- ¼ cup sugar
- ½ cup milk
- 1 tsp. vanilla
- 2 tbsp. rainbow sprinkles, divided
- Whipped cream

Directions:

1. Heat oven to 300°F. Line 24 cupcake cups with paper liners; set aside.
2. Measure out ½ cup of cake mix; set aside.
3. In a large bowl combine remaining cake mix, 1 egg and butter. Stir to combine. Divide mixture between cupcake liners, pressing firmly into the bottom.
4. Place cream cheese and sugar in a mixing bowl. Use a hand mixer and beat together until creamy. Add remaining 2 eggs, 1 at a time, until well blended. Add milk and vanilla; beat on low until smooth. Add reserved ½ cup of cake mix and 1 tablespoon rainbow sprinkles. Beat until just combined. Divide mixture between muffin cups.
5. Bake for 22-24 minutes or until the center of each muffin cup is just set.
6. Allow to cool completely before transferring to the refrigerator to chill before serving.
7. To serve top each with whipped cream and additional sprinkles.
8. Refrigerate leftovers.

Follow specs for Single eSpot with Overlay and Copy Container

Image:
Desktop - 948 x 312
Mobile - 640 x 424

Headline should be recipe title and optional sub-text can be teaser/lead in

Headline max character count: 50

Optional sub-text max character count: 100

Copy should include timing elements, ingredient and directions

Counts as 2 containers

Recipe - Content Action Block + Copy Container

Funfetti Mini Cheesecakes
Enjoy these yummy treats that are bursting with sprinkles.

Prep Time: 20 minutes

Cook Time: 22 minutes

Total Tme: 42 minutes

Ingredients:
- 1 box (15.25 oz.) Funfetti cake mix, divided
- 3 large eggs, divided
- 3 tbsp. butter, melted
- 1 package (8 oz.) cream cheese, softened
- ¼ cup sugar
- ½ cup milk
- 1 tsp. vanilla
- 2 tbsp. rainbow sprinkles, divided
- Whipped cream

Directions:
1. Heat oven to 300°F. Line 24 cupcake cups with paper liners; set aside.
2. Measure out ½ cup of cake mix; set aside.
3. In a large bowl combine remaining cake mix, 1 egg and butter. Stir to combine. Divide mixture between cupcake liners, pressing firmly into the bottom.
4. Place cream cheese and sugar in a mixing bowl. Use a hand mixer and beat together until creamy. Add remaining 2 eggs, 1 at a time, until well blended. Add milk and vanilla; beat on low until smooth. Add reserved ½ cup of cake mix and 1 tablespoon rainbow sprinkles. Beat until just combined. Divide mixture between muffin cups.
5. Bake for 22-24 minutes or until the center of each muffin cup is just set.
6. Allow to cool completely before transferring to the refrigerator to chill before serving.
7. To serve top each with whipped cream and additional sprinkles.
8. Refrigerate leftovers.

Follow specs for Single eSpot within CAB or Video CAB

Image:
Desktop - 608 x 368
Mobile - 560 x 320

Video: horizontal

Headline should be recipe title and optional sub-text can be teaser/lead in

Headline max character count: 50

Optional sub-text max character count: 500

Hex# to be included in final files

Counts as 2 containers

Recipe via eSpots

use for short, easy recipes

CELSIUS® SUNRISE
Combine 3/4 cup CELSIUS® Sparkling Orange, 1/4 cup of orange juice, 2 tsp grenadine and orange slices for garnish.

Shop Ingredients →

CELSIUS® LEMONBERRY BLAST
Combine 1 cup CELSIUS® Sparkling Strawberry, lemonade, 2 tsp strawberry puree, 2 tsp lemon juice and Strawberry slices for garnish.

Shop Ingredients →

CELSIUS® MANGO PEACH PALMER
Combine 1 cup CELSIUS® FIZZ FREE Mango Peach, lemonade, 2 tsp peach puree and Peach slice for garnish.

Shop Ingredients →

CELSIUS® GALACTIC MARGARITA
Combine 1 cup CELSIUS® Sparkling Galaxy Vibe, 1 tsp strawberry puree, 1 oz of lime juice and agave syrup and watermelon chunks for garnish.

Shop Ingredients →

CELSIUS® SHIRLEY TEMPLE
Combine 1 cup CELSIUS® Sparkling Lemon Lime, 2 tsp grenadine and maraschino cherry for garnish.

Shop Ingredients →

CELSIUS® PRICKLY PEAR PUNCH
Combine 1 cup CELSIUS® Sparkling Oasis Vibe, 2 tbsp prickly pear syrup and fresh lime for garnish.

Shop Ingredients →

Headline should be recipe title and option sub-text can be simple instructions

Image spec sizing depends on the number of eSpots - see eSpot section for more details

Curated Ingredient URL