

Video Carousel - Audio Description

We require audio descriptions for our Onsite Video Carousels to meet accessibility requirements on Kroger's site and app. There are a few different ways that you can create these files.

WHAT IS IT

Dubbed audio description of what is taking place in the video, for shoppers who are blind or visually impaired to understand. These audio files should be a max of 20 MB and file type should be .aac, .m4a, or .mp3. The length should be no longer than the length of the video.

WHY WE REQUIRE IT

Accessibility is a top priority at Kroger, and we're proud to maintain level AA WCAG compliance, ensuring that all customers can engage fully with our site and app. Audio descriptions are a way for visually impaired shoppers to have the same chance as other shoppers to understand what is taking place in a video and hear your brand message.

AUDIO DESCRIPTION EXAMPLE

"A man is in bed and hits snooze for the seventh time. Two musicians are in the room playing soft music and hand the man a bowl of cereal with Silk Vanilla Almond Milk to help him wake up. Text highlights that there is 50% more calcium than dairy milk in every serving. The video concludes with a carton of Silk Almond Milk and the tagline, Feel Planty Good."

CAN KROGER MAKE THEM?

Currently, we are not able to assist in the creation of audio descriptions. Please see below for the options and resources available to assist with this. In the future, we hope to be able to provide a more automated option.

HOW TO MAKE AN AUDIO DESCRIPTION



Steps to Create it Yourself

1. **Watch Your Video.**
2. **Write a Concise Script** that describes what is visually taking place in the video. This should be the same length as your video. Given the time limitations of the audio, you can simplify the description to just the essential information to get the message across.
3. **Add Your Script to an AI Voiceover Tool** like Google AI Studio.
4. **Make Any Edits** to meet the length requirements.
5. **Export** the file and upload to KAP.

Utilize a 3rd Party

Decide on a Partner that specializes in creating audio description files like 3PlayMedia or Wistia.
or Utilize a Creative Agency

Resources

- ✓ [Description & examples of an audio description.](#)
- ✓ [Use Google AI Studio as a DIY tool.](#)
- ✓ [Work with 3PlayMedia to create an audio description.](#)
- ✓ [Work with Wistia to create an audio description.](#)

FEEDBACK

Your Account team will share any feedback you have with our product team.

Feedback can also be shared directly through our User Voice forum:
<http://8451.uservoice.com/forums/955787-kroger-ad-platform>



QUESTIONS

If you have more questions that are not answered here. Please reach out to your Account Manager or Account Executive for assistance.

