



KROGER PRECISION MARKETING SPEC SHEET

VERSION 2.0 | 5 . 2021

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

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 Coupon CTA

Clip Coupon

Alternatives

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

Non-Coupon CTAs

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

Shop Now

Start Shopping

Take a Look

Get Recipe

DISPLAY

NATIVE ADS

ADVERTISER NAME/LOGO

Either the Advertiser name **OR** logo must be provided to be displayed on the ad. You do not need to provide both especially if your name is your logo.

Maximum Advertiser Name Characters: 25

Minimum Logo Size: 100x100

Maximum Logo Size: 200x200

Maximum Logo File Size: 1200kb

Logo Aspect Ratio: 1:1

Logo Color Model: RGB

CREATIVE IMAGE

Advertiser must provide an image to promote their product and/or brand message.

Do not include any text in your image. Different placements could distort and cut off any messaging included in the image”.

Minimum Image Size: 1200x627

Maximum Image Size: 2000x1200

Image Format: JPEG or PNG

Maximum Image File Size: 1200kb

Image Aspect Ratio: 1.91:1

Image Color Model: RGB

TEXT

Advertiser must provide text to accompany their creative image. Please download the Native Creative Template from our website to input your text prior to sending it to your assigned Campaign Manager. The Kroger banner name must appear in either the headline or body copy. Instead of versioning out the text for each banner, include “BANNER NAME” where you would like it to appear, and we will version it out in our system.

Headline Maximum Characters: 25

Body Text Maximum Characters: 90

Call to Action Maximum Characters: 15

FILE NAME CONVENTION

KPM_mediaLiveDate-YYMM_KPM.clientname.productname.creativeversion

For Example:

KPM_2009_KPM.Kroger.PrivateSelection.Chips

*No additional spaces or underscores should be present in filename