

Onsite Video Carousel Style Guide

October 2025

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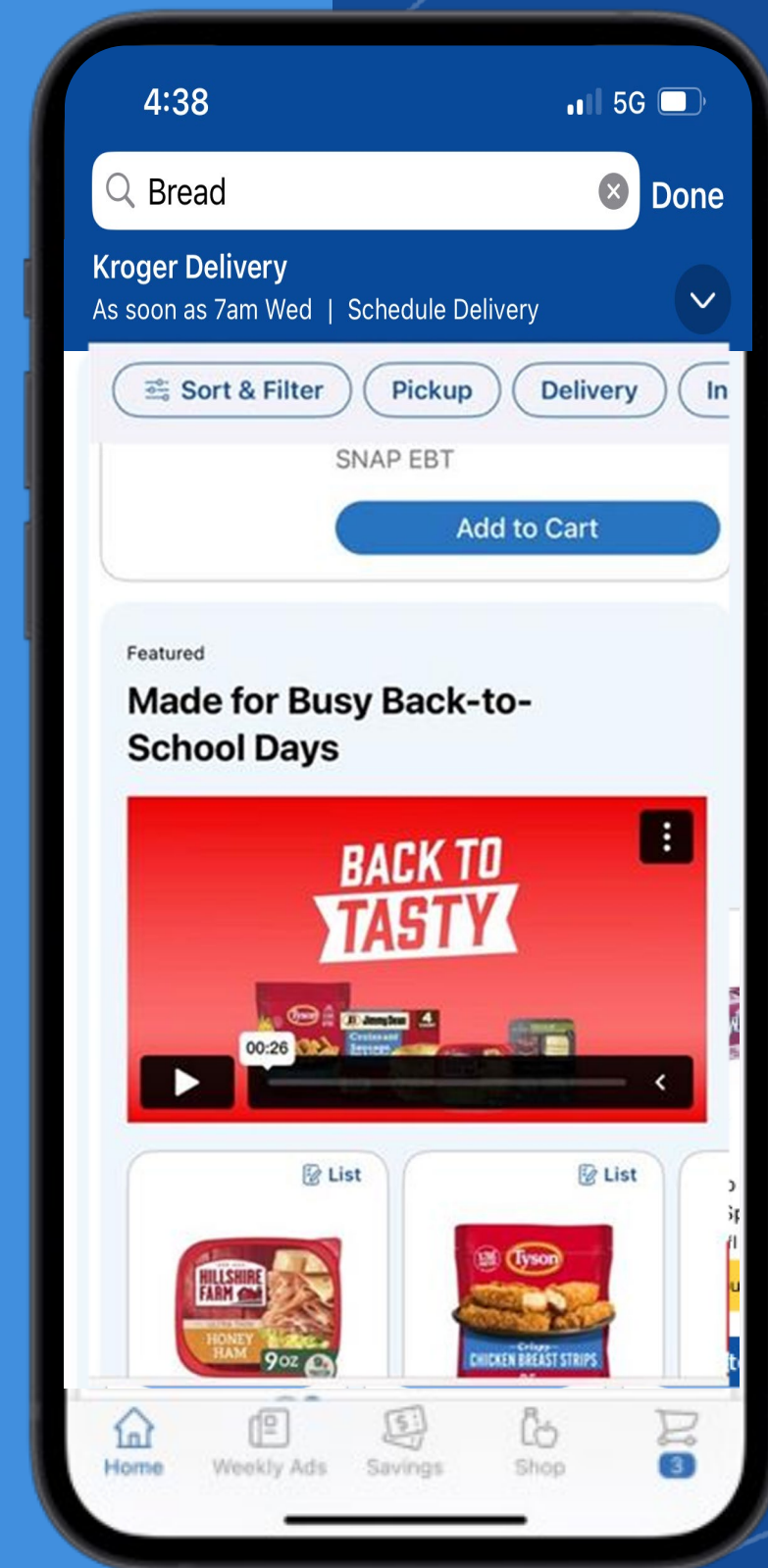
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Onsite Video Carousel Overview

Onsite Video Carousels are a new Promoted Product Carousel type appearing on relevant search pages. This immersive format was designed to help brands tell their story and increase engagement with high-intent Kroger shoppers.

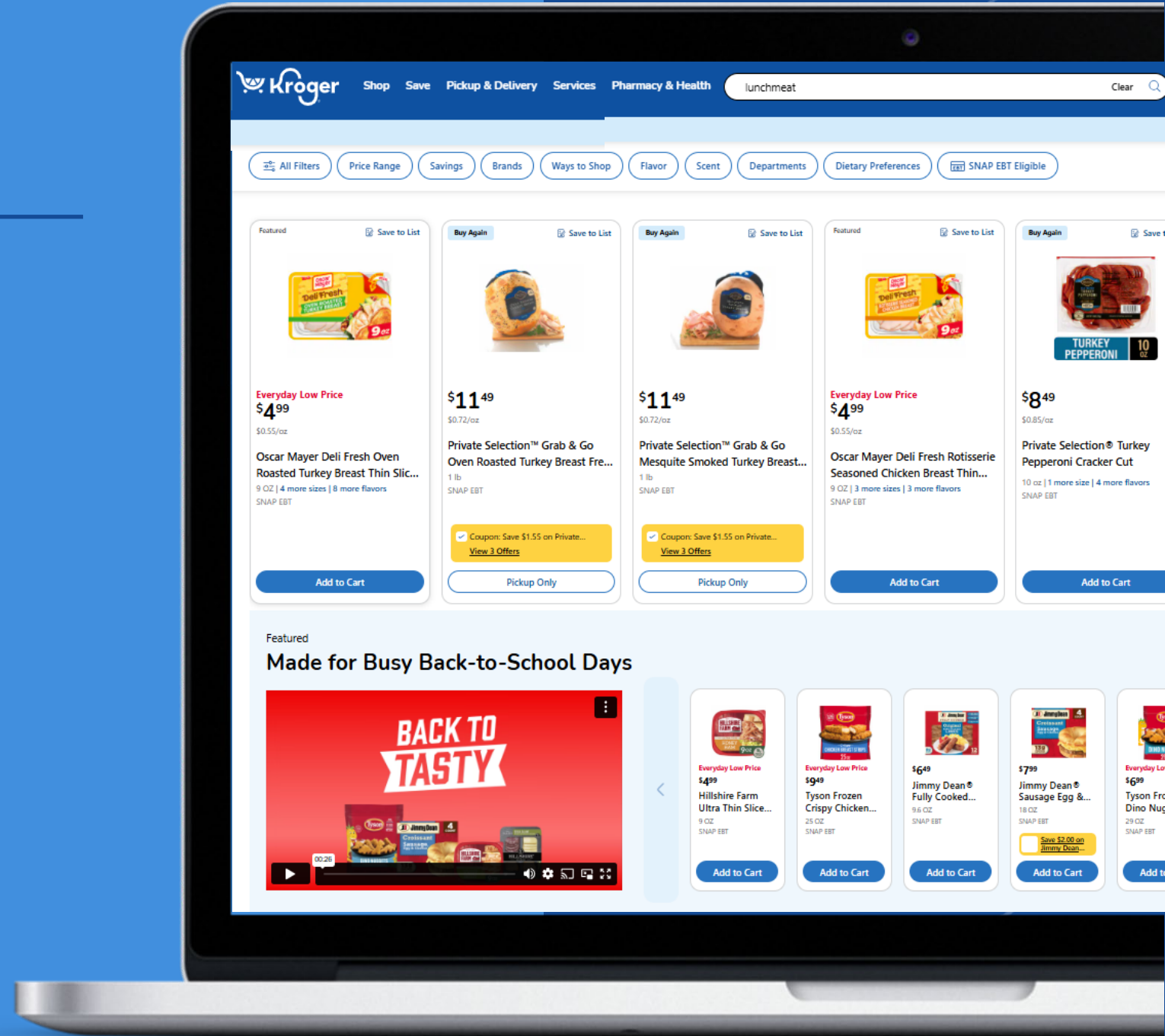
The purpose of the Onsite Video is to increase product visibility with high intent shoppers and drive brand awareness—with the end goal of turning browsers into buyers.



Creative Guidelines

By following these guidelines, you can create content that optimizes context, accessibility, and visual clarity, ensuring an impactful and engaging experience for our online customers.

Submission and intake for Promoted Product Carousels that include video as an option are conducted via the [Kroger Ad Platform](#). If a video component is included, anticipate a brief delay in launch to ensure videos meet specs.



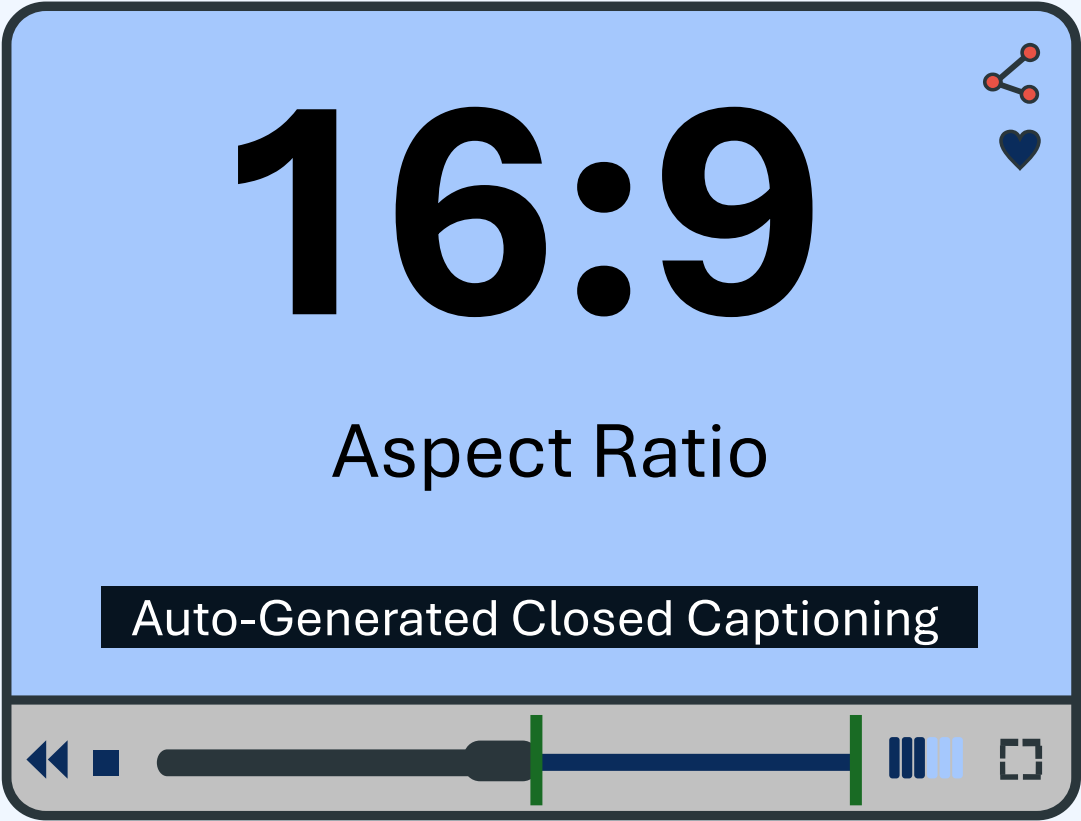
Creative Requirements

Parameter	Requirement
Aspect Ratio	16:9
Dimensions	1920 x 1080 Pixels
Maximum File Size	500 MB
Accepted Formats	Recommended: .mov or .mp4 .asf, .wmv, .flv, .3gp, .3g2, .avi,.mpg, .webm
Bit Rate	2-5 Mbps
Length	Video : 5-60 Seconds (Recommended to be between 15-30 secs)
Copy	<i>Header:</i> 45 max characters. Title Case. <i>Subtext (optional):</i> 55 max characters. Sentence Case.
Static Thumbnail Image	16:9 ratio (1920 x 1080 pixels) .jpg (NO .png files, no transparent backgrounds) Max file size 5 MB
Captions*	If spoken dialogue is encompassed within the Video, captions are required. These can be curated by Vimeo’s auto caption science (driven by AI) or manually uploaded with a .vtt or .srt file.
Audio Description*	Audio file types: .aac, .m4a, .wav, .mp3 Audio file size: 20MB (or less) Audio Description track should not be longer than the length of the video. Required for all videos.
Guidelines (subject to change)	- No play button overlay in video or image - No specific banner logos - No savings messages (e.g., Save \$1 off) - No competing retailer or brand language - No Text within the video should be positioned along the bottom of the screen to reserve space for captions - CTA is optional, but not recommended

**Captions and Audio Description are mandated by Kroger to meet AA WCAG compliance requirements.*

Max 45 Character Header

Max 55-character subtext (optional)



:15 :30

As a best practice, keep videos between :15 to :30 seconds

Video Best Practices



Length

Videos should be short and to the point.



Content

Highlight important details with visuals rather than narrative. Your brand product (s) should be easy to spot. Creative should be seasonally relevant.



Thumbnail Image

Showcase your logo and product.
Keep it clean and simple.



Headline & Subtext

Utilize these copy elements to grab shopper attention and reiterate key product and brand details.

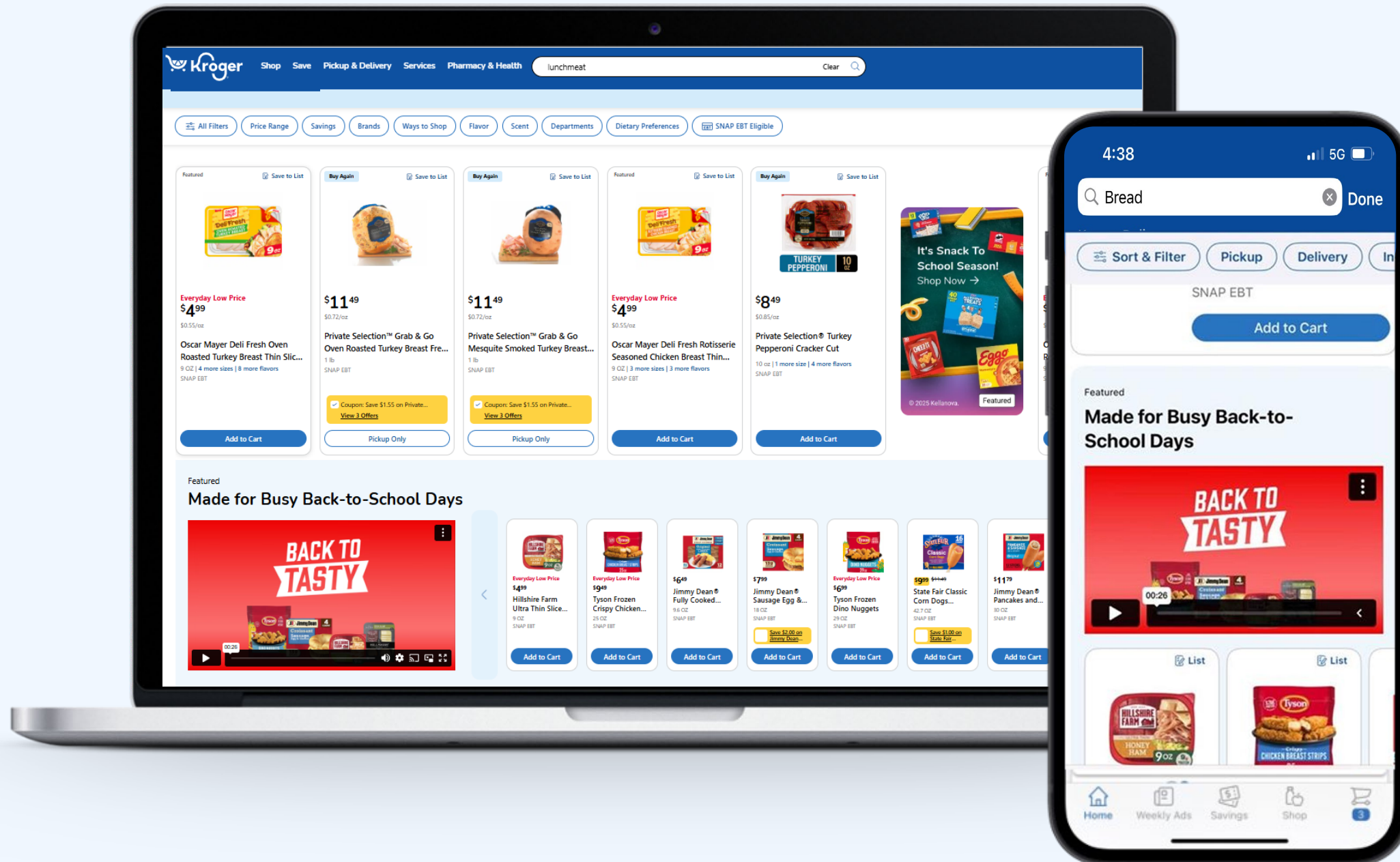
Featured

Made for Busy Back-to-School Days



Example Creative

Onsite Video Carousel



Kroger Media Standards

Our Kroger Media Standards ensure that our online content is both appropriate and beneficial for all audiences. These standards cover tone of voice, restrictions on competing retailer language, and accessibility best practices. Please review these guidelines carefully, as they are essential to delivering the best possible online experience for our customers.

Kroger Media Standards

Tone of Voice

- Instead of “selling” copy, e.g., directives like “stock up” or “buy,” use softer language, e.g., “you can try,” “discover,” “...will help you,” “enjoy,” etc. Kroger is merely presenting information to our shoppers, rather than persuading them to purchase.
- Avoid messaging or imagery that assumes a shopper can be identified by lifestyle, activities, demographics or sex.
- Avoid provocative statements or imagery, including nudity/revealing clothing, sexual references, violence, strong language, illegal drugs, religious references, disparaging or demeaning content and crude or tasteless language/imagery.
- Focus on brand/product/event attributes while avoiding competitive language that degrades another brand, product or service offered by Kroger.
- Do not direct shoppers to competing retailer websites, phone numbers, etc.
- Avoid naming Kroger specifically, due to versioning.
- Do not include copyrights or disclaimers, unless legally necessary (documentation required). When legally necessary, limit to 125 characters. Refer to [KPM Policies](#) for more information.

Kroger Media Standards

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.: None
- 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)

FAQs

What's the lead time for Onsite Video Carousels?

- *KPM has a 10-business days lead time in where creative (video + accessibility requirements) are due in the Kroger Ad Platform at a minimum five business days prior campaign start date.*

Do I have to utilize captions?

- *Yes. Captions are required to maintain level AA WCAG compliance. However, you do not have to provide them. If you would like to provide them yourselves, they can be submitted via a .vtt or .srt file within the Kroger Ad Platform. If you do not provide them, and the video contains spoken dialogue, captions will be automatically generated by Vimeo using AI. More information can be found [here](#).*

Why is an Audio Description required?

- *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. As we expand our use of video across Kroger, we require all Video Carousels to include:*
 1. *Closed captions for customers who are deaf or hard of hearing*
 2. *Dubbed audio descriptions for customers who are blind or visually impaired*

These measures ensure that video content is inclusive and accessible to everyone in our community.

What is an Audio Description and how do I make one?

- *The audio description is an audio track providing a description of what is visually happening in the video. It should be the original audio that is dubbed over to include descriptive wording and provide details about the video such as characters, scene changes, products and actions. It should function in a way in which people who cannot see or understand the visual content can hear about it while playing a video and it should not exceed the duration of the actual video. You can read more about it [here](#). If you are looking to outsource the curation of the audio description, here is a Vimeo-approved [guide](#).*

FAQs (cont'd.)

Can creative be updated mid-flight?

- *No. Due to the reporting and measurement nuances mid-flight video edits are not permitted. A new ad group or new campaign will be required if a new video is desired.*
- *Video creative can be adjusted up until the campaign has gone live. Once live, the creative builder will not be accessible. However, thumbnails and creative preview will still be available as view only. Headline and sub header can still be adjusted.*