



# **In-Store Digital Display Guidelines**

May 2026

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# Overview

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In-store media is a rapidly growing content space that blends various elements of digital and display media.

Creating effective in-store content requires careful consideration of several factors, including:

- Customer Experience**
- Content & Animation**
- Legibility**
- Creative Templates**
- Accessibility**
- Media Standards**



# Kroger Media Standards

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Our Kroger Media Standards ensure that digital in-store screen 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 in-store experience for our customers.

# Kroger Media Standards

## Tone of Voice

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- 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 page 7 for additional disclaimer details, if a savings or promotion is being advertised.

# 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)

# Creative Guidelines

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

**Time**

**Motion & Animation**

**Transit vs. Dwell**

**Calls to Action**

**Legibility**

**Color Contrast**

**Time Bar**

**Featured Product Overlay (FPO)**



# Animated Content & Length

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## CONTENT MUST BE ANIMATED

**How much or how subtle is determined by your brand and customer experience.**

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Design with the consumer in mind - content will be viewed quickly, and interactions will be brief.

### Keep messaging concise:

**Short, impactful messages are the most effective in this environment.**

**Use animation strategically: Animations should capture attention without being overly intense or distracting.**

Avoid repurposing TV spots; instead, create optimized content that can be easily understood in just a few seconds.

## Content Length

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Recognize that customers have limited time to engage with your content.

**Your creative should be exactly 12 seconds.**

Use your 12 seconds differently based on the environment—break messages into quick bursts in transit areas, or tell a continuous story in dwell zones.



# Transit vs. Dwell Areas

Tailor your approach based on the audience's level of engagement in each area.

**Consider the viewing environment:**

## Transit Areas

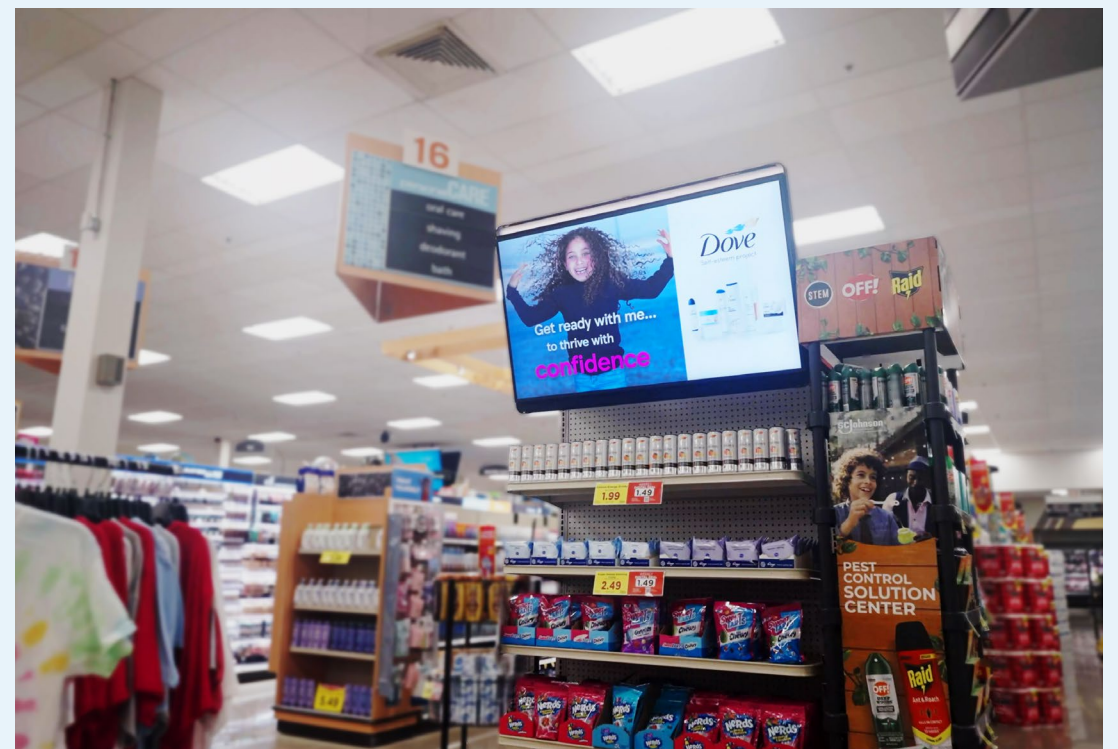
**Content should be quick, bold, and digestible at a glance.**

*(example: store entrances, main aisles, endcaps of departments)*

## Dwell Areas

**Content can be more detailed, offering extended storytelling opportunities.**

*(example: checkout lanes, deli counters, pharmacy waiting areas)*



# Messages & Accessibility

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## Campaign Message

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Ensure campaign messages are clear and actionable to effectively guide customer decisions.

**Leverage our Featured Product Overlay (FPO) to organize key elements such as:**

- Aisle location (Find in Aisle 12)
- Product details (Name, Pack Shot & Price)

## Legibility

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Content should be legible from a distance of **5–10 feet** and in some cases from above the line of sight.

Use **clear, high-contrast text** and visuals to enhance readability.



## Visual Accessibility

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Ensure all on-screen creative meets best-in-class accessibility standards.

Follow WCAG (Web Content Accessibility Guidelines) standards for contrast and color best practices.

**\*\*To check your color contrast, you can visit:**

[webaim.org/resources/contrastchecker/](https://webaim.org/resources/contrastchecker/)

[www.ada.gov/resources/web-guidance/](https://www.ada.gov/resources/web-guidance/)

# Time Bar

Accessibility is a core value of our business, and the Time Bar is a key visual aid designed to support this commitment.

## Purpose:

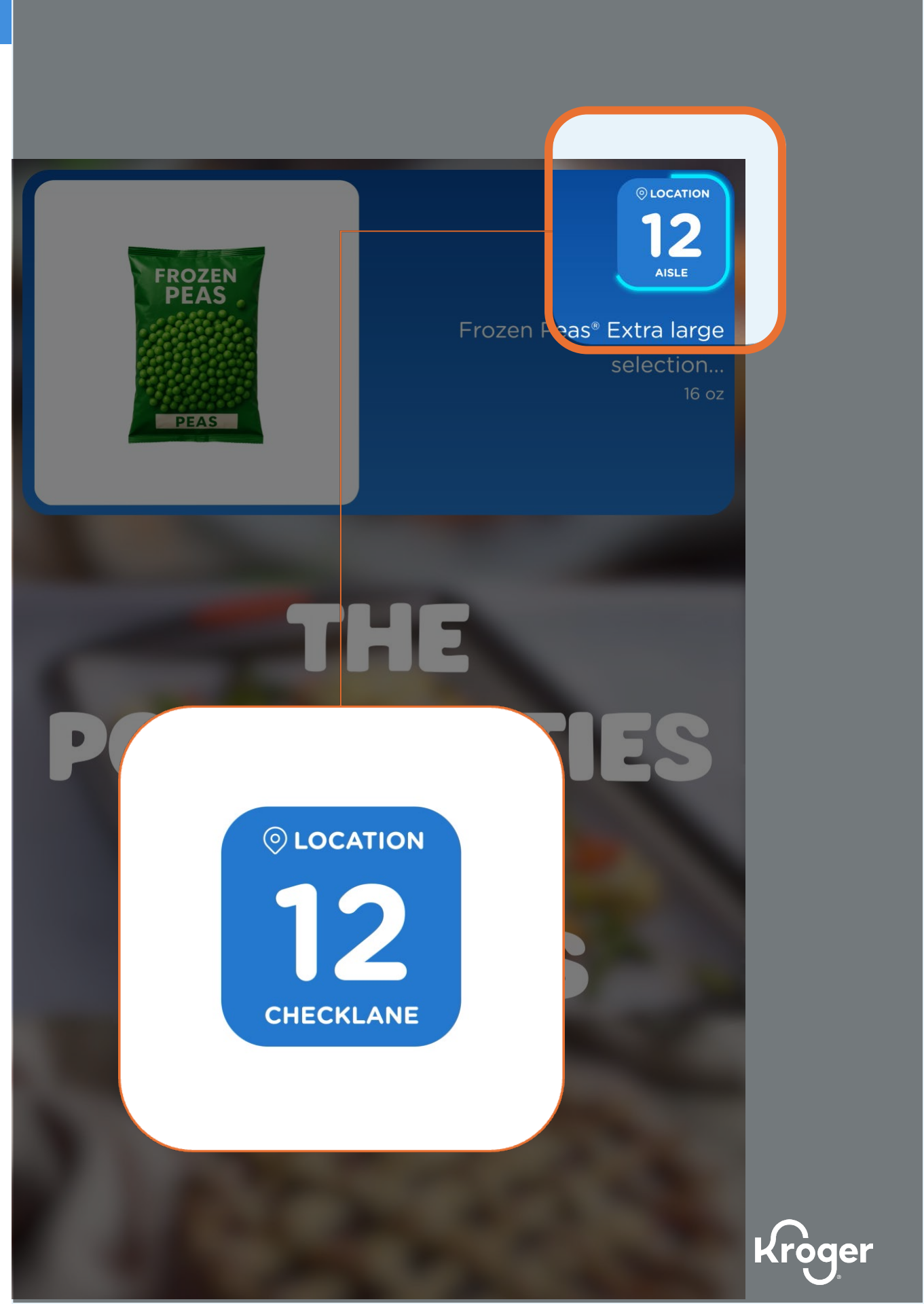
The Time Bar informs customers that the content on screen is available for a limited duration. This intuitive element helps set expectations and ensures customers have a clear understanding of how long they have to engage with the content.

## Key Features:

- **Clarity:** A straightforward visual indicator that aligns with accessibility best practices.
- **Customer-Friendly:** Empowers shoppers to prioritize viewing content without feeling rushed.
- **Consistency:** Ensures a uniform experience across all screens in the network.

By incorporating the Time Bar into our screens, we make content accessibility clear and inclusive, enhancing the overall customer experience.

**Please note:** Suppliers are not responsible for adding the time bar to their creative. The time bar will automatically be added to your creative within our feeds.



# Featured Product Overlay (FPO)

## Featured Product Overlay (FPO)

Featured Product Overlays (FPO) are versatile templates designed to highlight key takeaways for in-store customers. As shoppers move through their journey, these layouts provide a consistent format, making it easier to locate and absorb essential messages. The FPO is not the entire creative, rather, it is an additional overlay added to your flat art creative.

Ensure the FPO locations are free from branding or artwork in these areas.

**At a minimum, aisle location, product name, and packshot will always be an overlay feature,** while pricing will be flexible complements to the creative.

1. Aisle Number, Price, Pack Shot, Product Title
2. Aisle Number, Pack Shot, Product Title

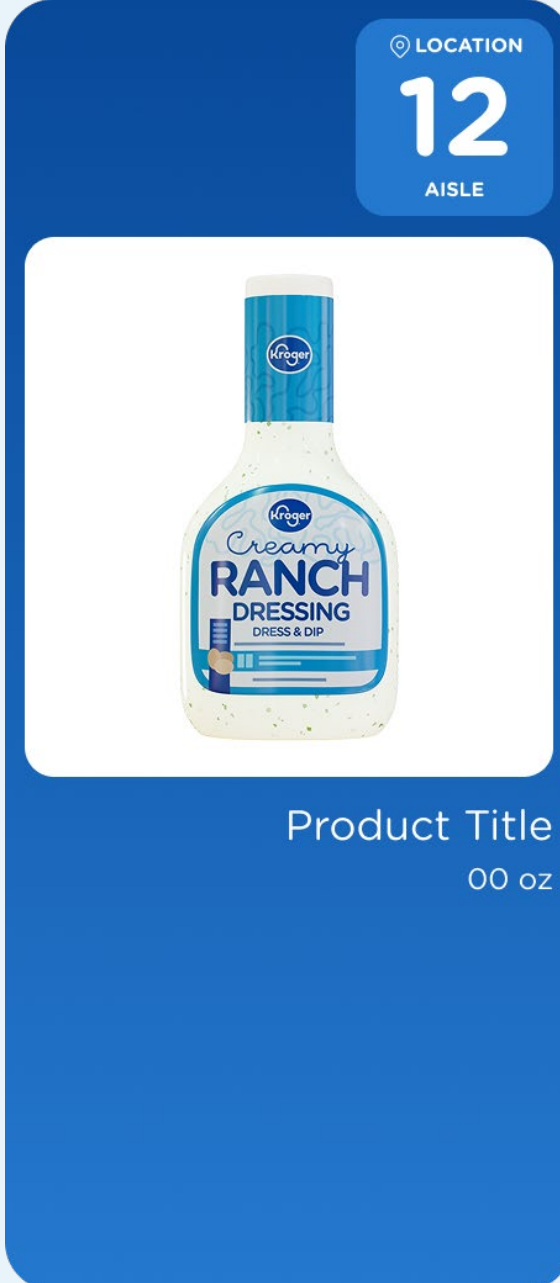


LOCATION  
**12**  
AISLE




**\$0.00**  
WITH CARD

Product Title  
00 oz



LOCATION  
**12**  
AISLE

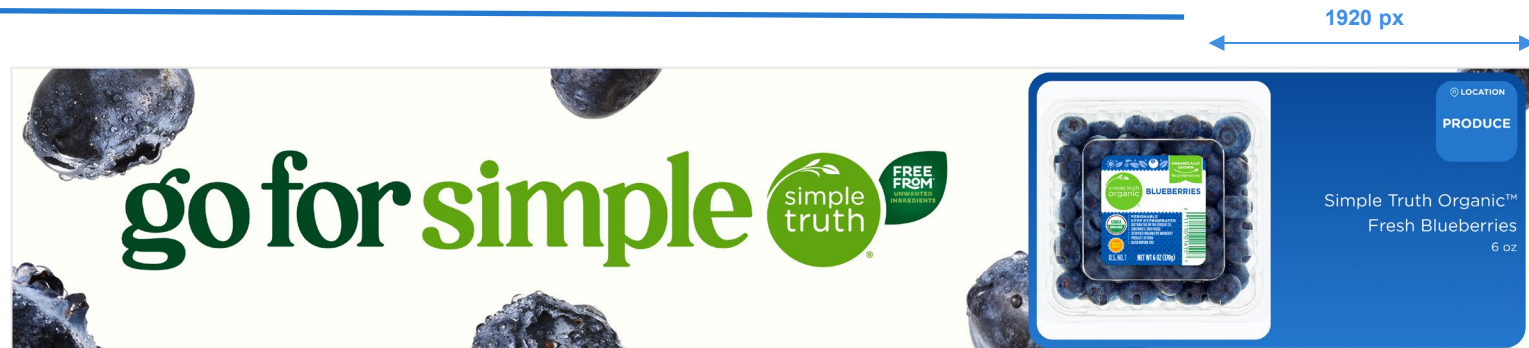


Product Title  
00 oz

# Featured Product Overlay (FPO) Placement

## Exclusion Zone

The aisle locator is always positioned in the top right corner of the display. Each screen has its own size area dedicated to the aisle locator for optimal readability. To avoid overlapping and obscuring of any information, avoid having important content in this area.



1920 px

Entry Billboard 3 Screen

go for simple **simple truth** FREE FROM UNWANTED INGREDIENTS

Simple Truth Organic™ Fresh Blueberries 6 oz

LOCATION PRODUCE



Example creative

go for simple **simple truth** FREE FROM UNWANTED INGREDIENTS

Simple Truth Organic™ Fresh Blueberries 6 oz

\$4.99 WITH CARD

LOCATION PRODUCE



1920 px

Entry Billboard 5 Screen

go for simple **simple truth** FREE FROM UNWANTED INGREDIENTS

Simple Truth Organic™ Fresh Blueberries 6 oz

LOCATION PRODUCE



Example creative

go for simple **simple truth** FREE FROM UNWANTED INGREDIENTS

Simple Truth Organic™ Fresh Blueberries 6 oz

\$4.99 WITH CARD

LOCATION PRODUCE

Bunker 1 Screen

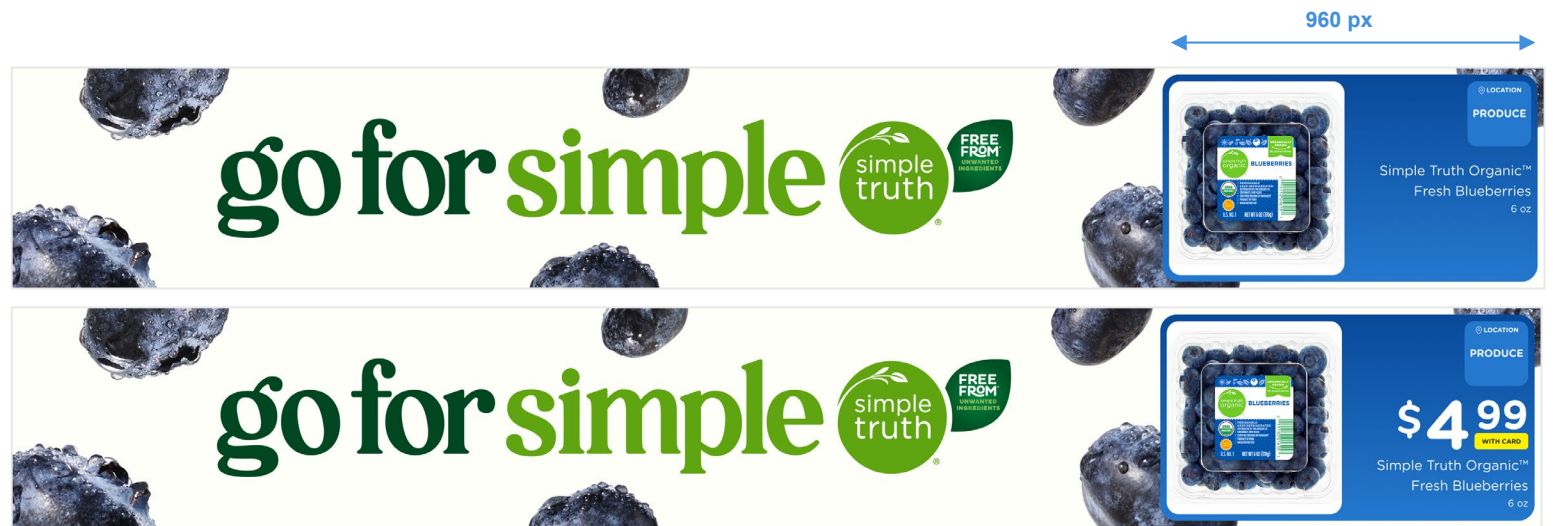
Exclusion Zone



Example creative

Bunker 2 Screen

Exclusion Zone



Example creative

End Cap

Exclusion Zone



Example creative

Frozen Sidecap

Exclusion Zone



# Placements

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Our 6 in-store screen placements consider customer experience, category sales, incremental supplier revenue, and store operations.

**Entry Billboard**

**Meat & Seafood Bunker**

**Frozen Side Cap**

**Endcaps**

**Health & Beauty Care Endcap**

**Pharmacy Standee**



# File Requirements

## Full HD 1080p Content

Parameter	Recommended Value
Codec	H.264 ( codec_name = h264 )
Frame Rate	30 FPS
Time Base	1/30000
Avg Bitrate	12Mbps to 15 Mbps
Pixel Format	yuv420p
Audio	None
Size	Max 200MB

If utilizing creative services, recommended formats include (but are not limited to):



### Video Assets

- Pre-production files
- After Effects
- MPEG-4(MP4)
- H.264 (x264)
- TVC



### Static Assets

- Photoshop (.psd)
- Illustrator (.ai)
- Digital Media
- KV/Print

### Naming Convention

If utilizing creative services, please follow the below naming convention:

Breakdown > SFPRJManufacturer\_Account Name\_Brand Name\_2-digit month 2-digit year\_CPG\_Instore\_Placement Name

Example > **SFPRJ1420954\_The Kroger Co\_Private Selection\_0725\_CPG\_InStore**

# Entry Billboard

 Transit Area | Zone: Billboard

- Entry Billboard 1 Screen
- Entry Billboard 3 Screen
- Entry Billboard 5 Screen

## Content Strategy

- Utilize the wide ad space for cross-category or non-endemic ads.
- Focus on broad, inclusive messaging for a strong first impression.
- Avoid sensitive or niche topics (e.g., alcohol or baby-specific content).
- Keep messaging brand-safe and family-friendly.
- Tie in storewide promotions like loyalty programs or seasonal events.

## Creative Recommendations

- Use bold visuals and short, clear messaging.
- Ensure large, legible text for easy reading at a distance.
- Highlight strong brand or promotional imagery with broad appeal.
- Add subtle animations to grab attention without distracting.



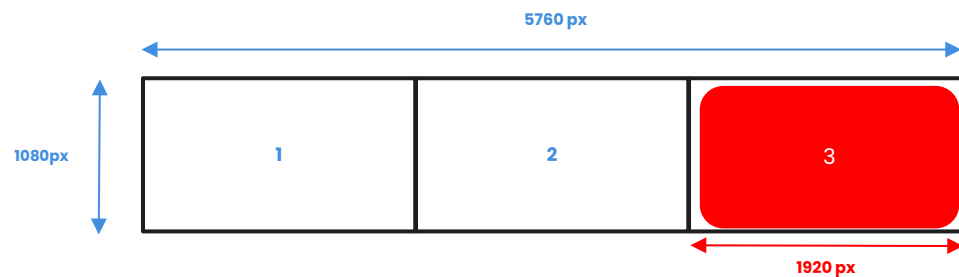
# Entry Billboard

## File Setup

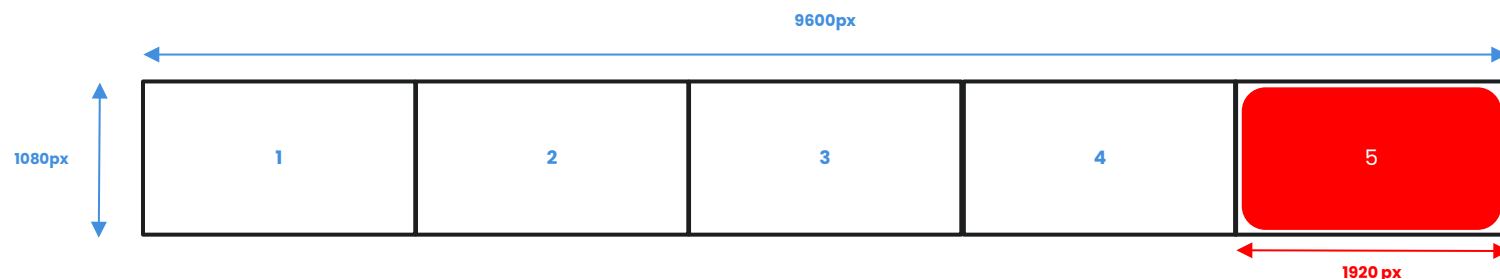
### Entry Billboard 1 Screen



### Entry Billboard 3 Screen



### Entry Billboard 5 Screen



Screen sizing specifications may vary based on the store floorplan.

Every piece of content will include an FPO.

The exclusion zone is where this will go.

When designing for multi-screen use the whole space as your canvas – do not repeat a single screen design.



### Full HD 1080p Content

Parameter	Recommended Value
Codec	H.264 ( codec_name = h264 )
Frame Rate	30 FPS
Time Base	1/30000
Avg Bitrate	12Mbps to 15 Mbps
Pixel Format	yuv420p
Audio	None
Size	Max 200MB

### Files Submission Checklist

- 1 x Entry Billboard 1 Screen setup
- 1 x Entry Billboard 3 Screen setup
- 1 x Entry Billboard 5 Screen setup
- Have you considered the exclusion area
- Sound removed
- Size below 200MB
- Frame Rate is 30FPS

# Meat & Seafood Bunker

 Dwell Area | Zone: Bunker

- Meat & Seafood Bunker 1 Screen
- Meat & Seafood Bunker 2 Screen

## Content Strategy

- Focus on proteins, grilling, and cooking tips.
- Encourage meal inspiration (pairing meats/seafood with seasonings, sauces, and side dishes).
- Avoid vegetarian/vegan messaging or contradictions
- Exclude religious messaging that may conflict with cultural sensitivities, especially regarding alcohol or pork in certain regions.
- (e.g., “plant-based” ads), though discretion is advised for plant-based brands.

## Creative Recommendations

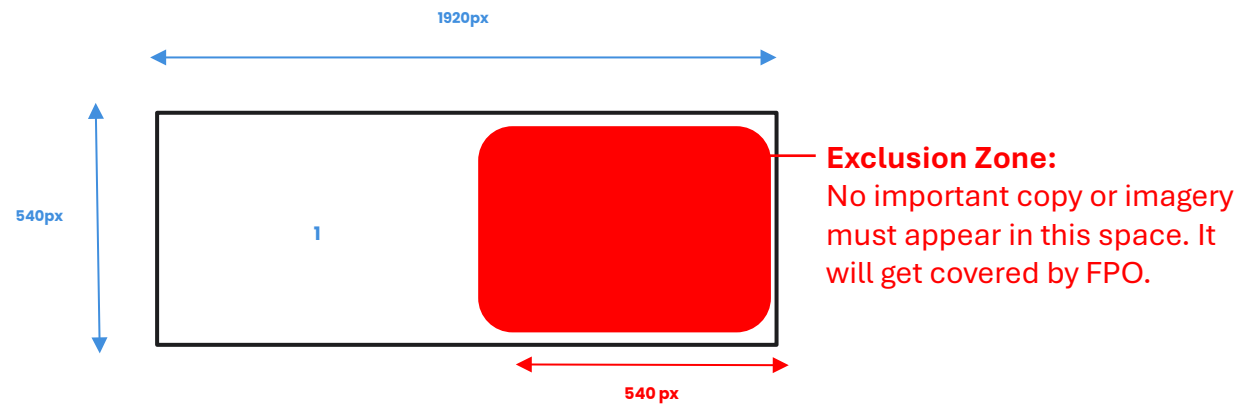
- Feature appetizing imagery of meats and seafood in meal settings.
- Include simple recipe instructions or cooking tips.
- Keep text minimal, using bold fonts to highlight deals or key benefits.



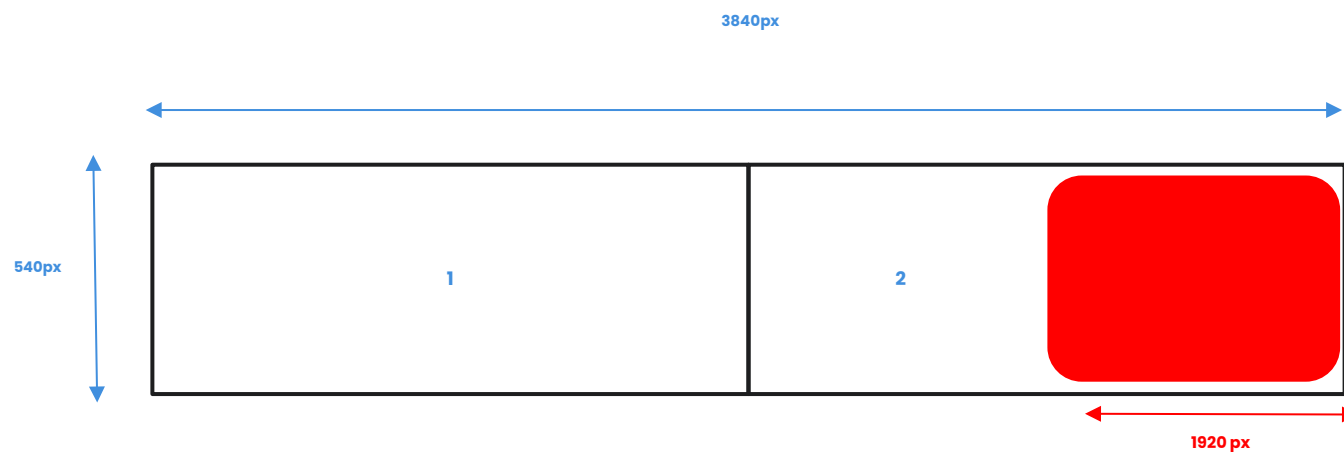
# Meat & Seafood Bunker

## File Setup

### Meat & Seafood Bunker 1 Screen



### Meat & Seafood Bunker 2 Screen



Screen sizing specifications may vary based on the store floorplan.

Every piece of content will include an FPO.

The exclusion zone is where this will go.

When designing for multi-screen use the whole space as your canvas – do not repeat a single screen design.



### Full HD 1080p Content

Parameter	Recommended Value
Codec	H.264 ( codec_name = h264 )
Frame Rate	30 FPS
Time Base	1/30000
Avg Bitrate	12Mbps to 15 Mbps
Pixel Format	yuv420p
Audio	None
Size	Max 200MB

### Files Submission Checklist

- 1 x Meat & Seafood Bunker 1 Screen setup
- 1 x Meat & Seafood Bunker 2 Screen setup
- Have you considered the exclusion area
- Sound removed
- Size below 200MB
- Frame Rate is 30FPS

# Frozen Side Cap

🕒 Transit Area | Zone: Side Cap

## Content Strategy

- Focus on frozen foods and relevant cross-shops (e.g., condiments, sides).
- Avoid non-complementary content (e.g., pharmacy/health claims, HBC items).
- Cross-merchandising is welcome if it supports meal solutions or easy meal planning.

## Creative Recommendations

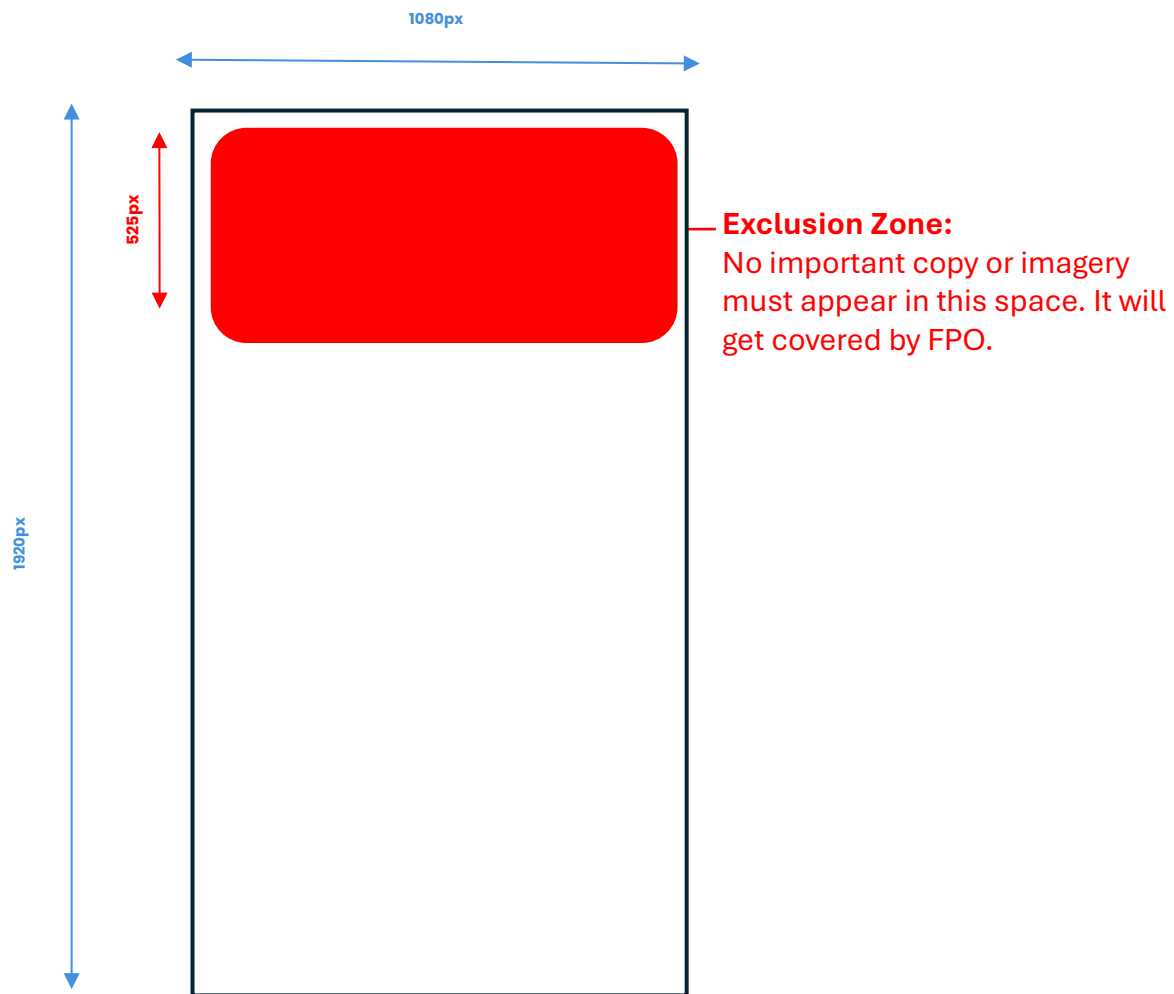
- Use vibrant visuals showcasing product packaging for quick recognition in freezers.
- Highlight convenience, quick meals, and healthy freezer options.
- Keep messaging short and bold, using finished dish photography to enhance appeal.



# Frozen Side Cap

## File Setup

### Frozen Side Cap



Screen sizing specifications may vary based on the store floorplan.

Every piece of content will include an FPO.

The exclusion zone is where this will go.

When designing for multi-screen use the whole space as your canvas – do not repeat a single screen design.



### Full HD 1080p Content

Parameter	Recommended Value
Codec	H.264 ( codec_name = h264 )
Frame Rate	30 FPS
Time Base	1/30000
Avg Bitrate	12Mbps to 15 Mbps
Pixel Format	yuv420p
Audio	None
Size	Max 200MB

### Files Submission Checklist

- 1 x Frozen Side Cap setup
- Have you considered the exclusion area
- Sound removed
- Size below 200MB
- Frame Rate is 30FPS

# Endcaps

 **Transit Area** | **Zones:** Household / Dry Grocery / Beverage

- **Dry Grocery Endcap**
- **Beverage Endcap**
- **Household Endcap**

## Content Strategy

- Focus on dry grocery and snacks (e.g., cereals, chips, pantry staples).
- Cross-shop suggestions with sauces, dips, and beverages are acceptable.
- Avoid contradictory messaging (e.g., heavy alcohol promotion in a family snack area).

## Creative Recommendations

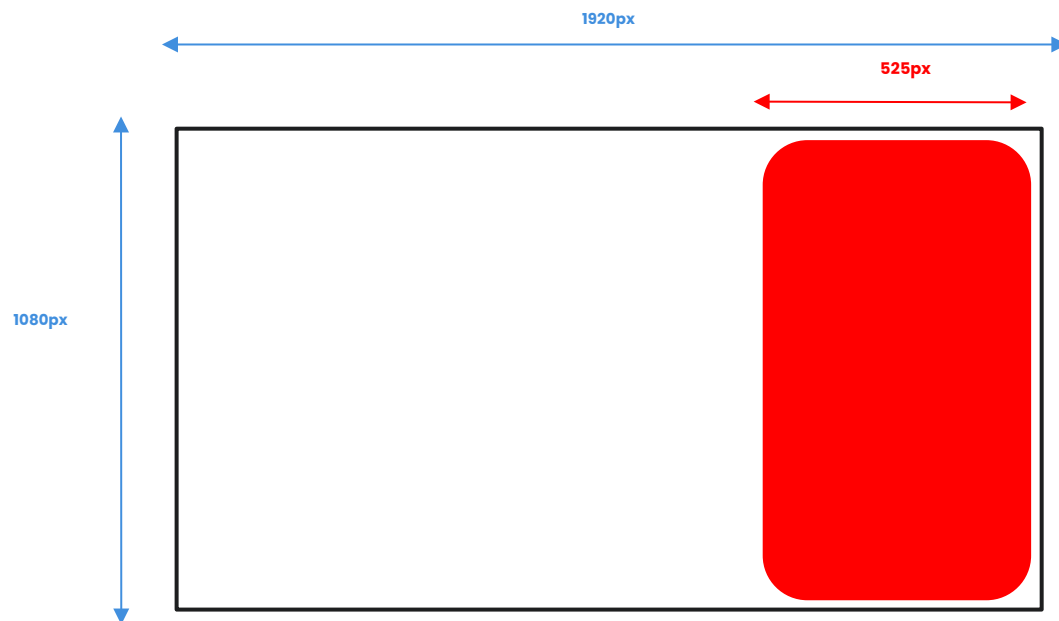
- Use pop-out product visuals for quick recognition.
- Incorporate easy recipes or snacking ideas to drive impulse purchases.
- Design with bold, fun visuals that appeal to on-the-go shoppers.



# Endcaps

## File Setup

## Seasonal Overhead



Screen sizing specifications may vary based on the store floorplan.

Every piece of content will include an FPO.

The exclusion zone is where this will go.

When designing for multi-screen use the whole space as your canvas – do not repeat a single screen design.



## Full HD 1080p Content

Parameter	Recommended Value
Codec	H.264 ( codec_name = h264 )
Frame Rate	30 FPS
Time Base	1/30000
Avg Bitrate	12Mbps to 15 Mbps
Pixel Format	yuv420p
Audio	None
Size	Max 200MB

## Files Submission Checklist

- 1 x Seasonal Overhead setup
- Have you considered the exclusion area
- Sound removed
- Size below 200MB
- Frame Rate is 30FPS

# Health & Beauty Care Endcap

 Transit Area | Zone: Endcap

## Content Strategy

- Focus on health, beauty, and personal care categories (e.g., hair care, skincare, cosmetics).
- Maintain a wellness and self-care angle; avoid promoting snacks, sugary sodas, or unhealthy items.
- No alcohol-related content in this zone.

## Creative Recommendations

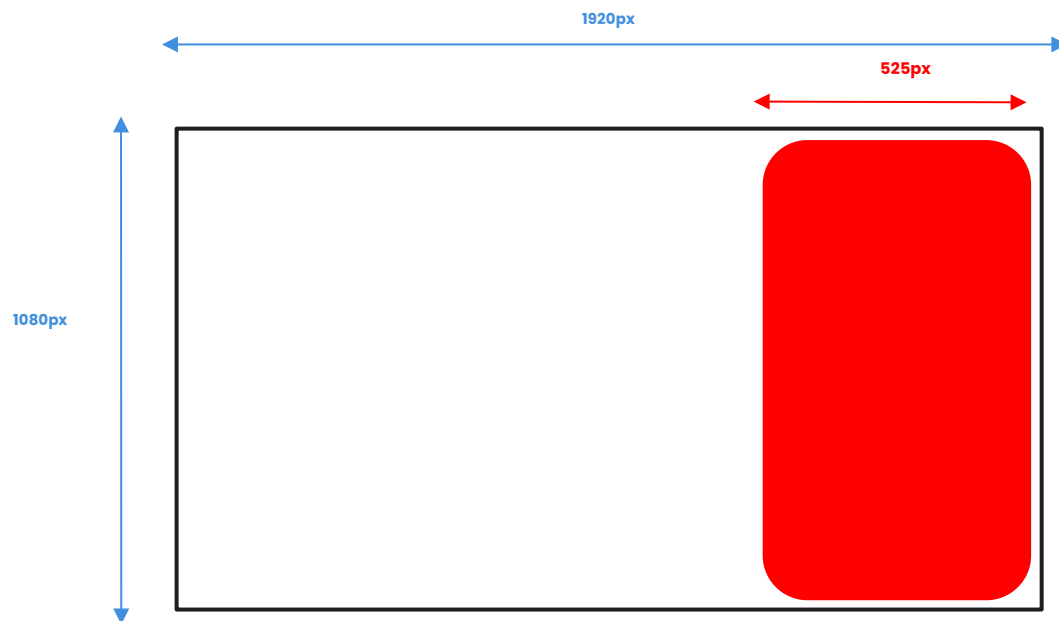
- Use a clean, modern, and aspirational design featuring people using the product or relevant before-and-after visuals.
- Highlight key product benefits (e.g., moisturizing, anti-aging, revitalizing).
- Keep text minimal, letting lifestyle imagery communicate the message.



# Health & Beauty Care Endcap

## File Setup

## Seasonal Overhead



Screen sizing specifications may vary based on the store floorplan.

Every piece of content will include an FPO.

The exclusion zone is where this will go.

When designing for multi-screen use the whole space as your canvas – do not repeat a single screen design.



## Full HD 1080p Content

Parameter	Recommended Value
Codec	H.264 ( codec_name = h264 )
Frame Rate	30 FPS
Time Base	1/30000
Avg Bitrate	12Mbps to 15 Mbps
Pixel Format	yuv420p
Audio	None
Size	Max 200MB

## Files Submission Checklist

- 1 x Health & Beauty Care Endcap setup
- Have you considered the exclusion area
- Sound removed
- Size below 200MB
- Frame Rate is 30FPS

# Pharmacy Standee

 Dwell Area | Zone: Floor Stand

## Content Strategy

- Focus on Kroger pharmacy offerings tied to the Rx/health calendar (e.g., cold & flu season, allergy season).
- Avoid promoting high-sugar or "unhealthy" products in this area.
- No alcohol or baby-related content to maintain relevance.
- Ensure messaging aligns with a health and wellness tone consistent with pharmacy standards.

## Creative Recommendations

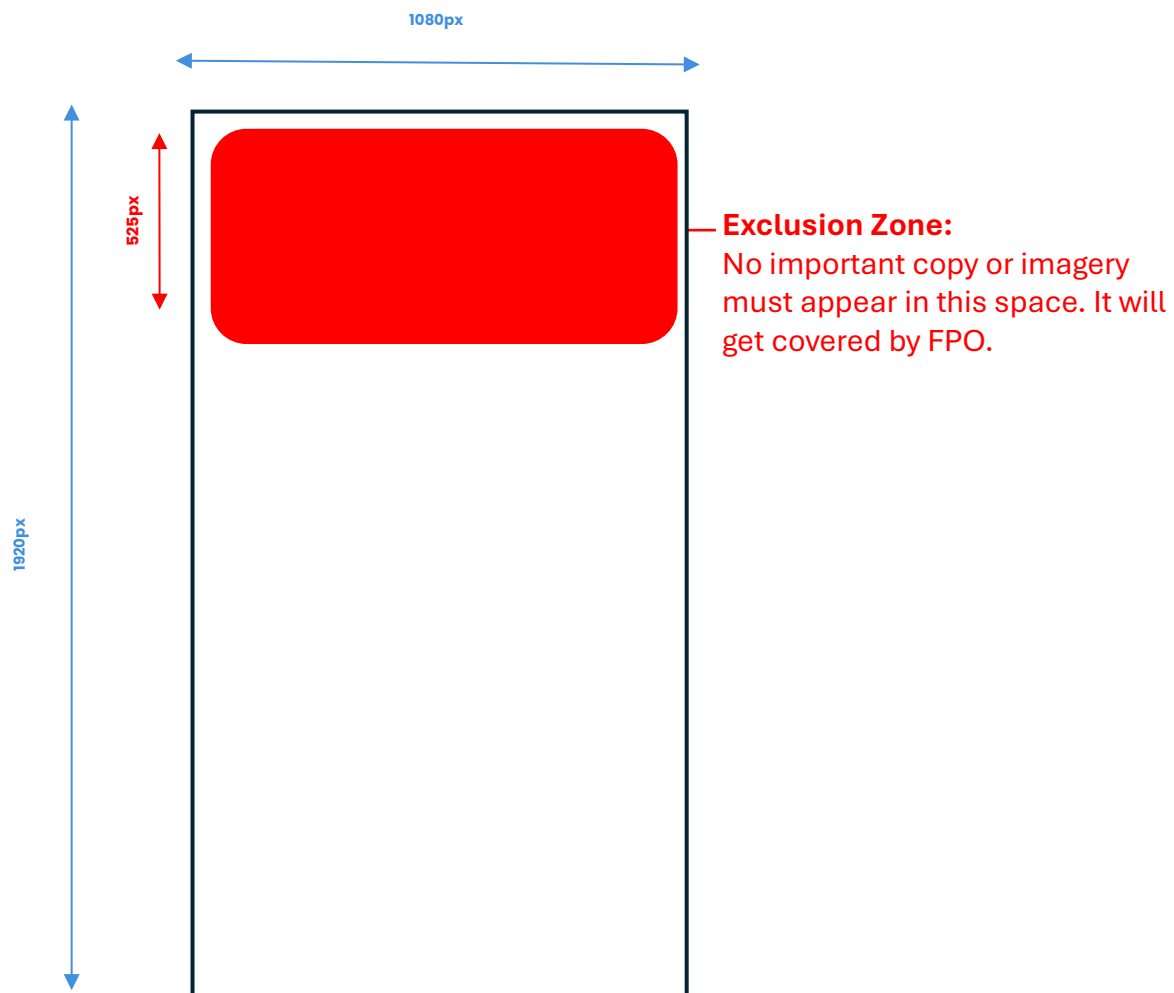
- Use a clean, professional design that highlights health benefits, solutions, or tips.
- Keep text minimal, but ensure key health messages stand out
- (e.g., "Stay Healthy This Flu Season," "Ask Your Pharmacist").
- Incorporate soothing color palettes and straightforward imagery (e.g., smiling people, health-related icons).



# Pharmacy Standee

## File Setup

### Pharmacy Standee



Screen sizing specifications may vary based on the store floorplan.

Every piece of content will include an FPO.

The exclusion zone is where this will go.

When designing for multi-screen use the whole space as your canvas – do not repeat a single screen design.











### Full HD 1080p Content

Parameter	Recommended Value
Codec	H.264 ( codec_name = h264 )
Frame Rate	30 FPS
Time Base	1/30000
Avg Bitrate	12Mbps to 15 Mbps
Pixel Format	yuv420p
Audio	None
Size	Max 200MB

### Files Submission Checklist

- 1 x Pharmacy Standee setup
- Have you considered the exclusion area
- Sound removed
- Size below 200MB
- Frame Rate is 30FPS

# Screen and Creative Summary

Unit	File Requirements	Upload Files	Notes	Example
Entry Billboard Single	1920x1080	<ul style="list-style-type: none"> <li>Standard view</li> </ul>	1 x 50"	
Entry Billboard 3 Screen	5760 x 1080	<ul style="list-style-type: none"> <li>Standard view</li> </ul>	3 x 50"	
Entry Billboard 5 Screen	9600 x 1080	<ul style="list-style-type: none"> <li>Standard view</li> </ul>	5 x 50"	
Meat and Seafood Bunker 2 Screen	3840x540	<ul style="list-style-type: none"> <li>Standard view</li> </ul>	2 x 37" screen	
Meat and Seafood Bunker 1 Screen	1920 x 540	<ul style="list-style-type: none"> <li>Standard view</li> </ul>	1 x 37" screen	
End Caps	1920 x 1080	<ul style="list-style-type: none"> <li>Standard view</li> </ul>	1 x 50" screen	
Frozen End Cap	1080 x 1920	<ul style="list-style-type: none"> <li>Standard view</li> </ul>	1 x 98" screen	
Pharmacy Standee	1080 x 1920	<ul style="list-style-type: none"> <li>Standard view</li> </ul>	1 x 43" QM	

## General File Requirements

- 30 frames per second.
- 12 seconds in duration.
- Max 200Mb in file size.
- H.264 ( codec\_name = h264 )
- No audio

Thank **K**you