



Video Style Guide CPG Edition

06/27/19

Video Best Practices

Overall subject matter should represent authentic and real situations that are believable and true to life, while still offering unexpected elements and providing an uplifting, entertaining experience for viewers.

Talent

Talent selections should include both age and ethnic diversity while capturing a real-life look (talent should not appear to be an obvious actor or model). Casting should emphasize natural, attractive, "everyday" people we'd all want to shop with.

Wardrobe and Props

Talent should wear solid colors or large patterns that do not compete with the background of the set. Avoid small patterns and colors that will blend in with the surroundings. Props should avoid specific textures, colors and patterns proprietary to other brands.

Sets

Sets should be warm and inviting (natural lighting is always a plus). Avoid any settings, scenes or actions that could be construed as unpleasant or unsanitary (everything should look and feel appealing to the viewer).

Supers

Use fonts, colors and sizes that are easy to read against backgrounds. Keep supers short and to the point, ideally remaining on screen for 1.5 - 2 seconds for ease of readability.

Music

Music should be uplifting and upbeat. Avoid anything too jarring (e.g. intense guitar riffs) or too mellow (we never want viewers to feel bored).

Video Best Practices

Tone of Voice

The Kroger tone of voice is the "thoughtful host," connecting with and welcoming customers through casual, conversational and upbeat messaging. Wherever possible, CPG video scripts should be written to work with our tone of voice.

- Copy should be a suggestion, rather than a direction. Instead of "selling" copy, i.e., directives like "stock up" or "buy," use softer language, i.e., "you can try," "discover," "...will help you," "enjoy," etc.
- Avoid writing copy in a way that assumes a customer can be identified by lifestyle, activities, demographics or sex.
- Avoid provocative statements.
- Focus on brand/product/event attributes while avoiding competitive language that degrades another brand or product carried by Kroger, including marketed commodities, such as milk, and services provided by Kroger.
- Do not direct Customers to websites, phone numbers, etc.

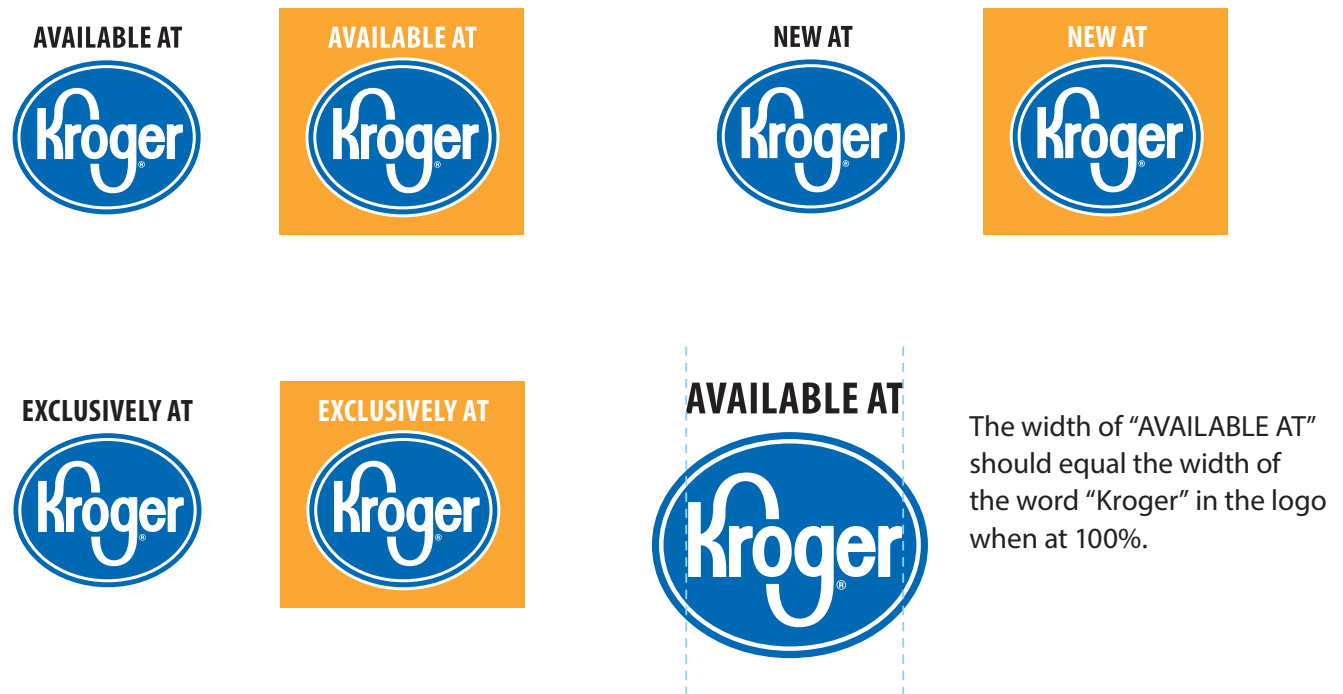
Best Practices

Kroger Product/CPG Videos

When used in a product/CPG video, “AVAILABLE AT” is the preferred wording to denote that a product can be found at a Kroger store.

If a product is new to the market and has never been offered elsewhere, or if it is being offered at Kroger for the first time, “NEW AT” may be used instead of “AVAILABLE AT.”

Ensure that all imagery and copy adheres to Kroger guidelines for brand expression.



The width of “AVAILABLE AT” should equal the width of the word “Kroger” in the logo when at 100%.

Whenever possible, “AVAILABLE AT,” “NEW AT” and “EXCLUSIVELY AT” should be all caps in Myriad Pro Condensed Bold and centered above the logo.