



KROGER PRECISION MARKETING SPEC SHEET

VERSION 3.0 | 5 . 2025

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

AUDIO

Audio and Companion Banner Ads

AUDIO SPECIFICATIONS

Web/Mobile Audio: :15 secs or :30 secs; Max File Size: 5mb; Animated Creative Accepted: NO; File Type: .mp3

Web Audio Banner: 300x600 or 300x250; Max File Size: 100kb; Animated Creative Accepted: YES; File Type: Static = .jpg (or .psd if leveraging creative support to bannerize art) or Animated = .gif. **Creative Support does **not** bannerize animated assets.*

Mobile Audio Banner: 300x250; Max File Size: 100kb; Animated Creative Accepted: YES; File Type: Static = .jpg (or .psd if leveraging creative support to bannerize art) or Animated = .gif (non-rich media/no sound, 3x loop, 15s max time). **Creative Support does **not** bannerize animated assets.*

Web/Mobile Banner includes CTA: YES

CREATIVE REQUIREMENTS

Audio creative must mention ability to purchase advertised item/brand at applicable Kroger banners

For example: Find at your local Kroger store or Purchase at your local Fry's store

Must include "Banner Bar" on all ads.

Banner logos must include the following text: Available At, New At, or Exclusively At (reference PSD template)

Must include 1 px border (#000000).

Must include click tag for functional click-thru.

NOTE: Animated assets will need to be bannerized by the client. Creative Support is unable to bannerize any animated assets.

AUDIO

Audio and Companion Banner Ads

ORGANIZATION OF FINAL FILES

Zip: All Campaign Files

Folder: One folder for each creative version

Subfolders: One folder for each creative division banner

Within subfolders: All sizes for each division banner

Using our PSD templates for 500x500, 300x250, 300x600:

- Do not flatten the artwork
- Do not delete any layers
- Please drop your creative into the image area group to maintain the rounded corner mask

COMPANION BANNER TEMPLATE



BUTTON

Height: 30 px

Corner Radius: 20 px

Padding: 10 px

Kroger Version Button Color: #FFFFFF

Banner Version Button Color: #084999

Font: Gotham Rounded Bold, 12px

Case: Initial Case

Kroger Version Font Color: #084999

Banner Version Font Color: #FFFFFF

Character Limit: 25

