2023

Kroger Digital Coupons – Guidelines and Structure

Paula M Owens

Kroger Co.

2/27/2023

Table of Contents:

Process

Digital Coupons are offered through our Banners' websites, mobile optimized site, and mobile app.

- CPG/Manufacturer general coupons are set up directly with Inmar.
  - Inmar email for submissions: krogerteam@inmar.net
- Kroger (All Divisions) and promotional event coupons are set up through Kroger.
  - Kroger Digital Coupons email for submissions: digitaloffers@kroger.com
- Best Customer Communication (BCC) coupons are set up through 84.51°.
  - Kroger Precision Marketing Cara.Pratt@84.51.com

Setup

- General Pool Digital Coupons <u>must be</u> submitted at least 2 weeks prior to start date.
  - Submissions with less than a 3 day timeline need approval from melodee.james-aasen2@kroger.com.
- Digital Coupons can be activated in any (or all) Kroger divisions as long as the product is carried.
- Offer types allowable without Kroger approval:
  - Dollar(s) Off
  - Percent Off
  - Buy One Get One (identical items only)
  - Fixed Retail
    - Proposed complex digital offers should be emailed to Category Manager for approval. Complex offers will not be set up by Inmar without approval from Kroger.
- Simple, single-purchase requirement offers resonate best with customers
- Multiple products can exist on a single Digital Coupon as long as:
  - All items fall under the same brand
  - All items fall under the same commodity
  - Kroger Digital Promotions Manager has given approval
- Transaction Limit can be 1, 3, 5, or unlimited (in some cases). This is the number of redemptions allowable in a single transaction.
  - Unlimited transaction cases: Percent off, Fuel Points
  - When the limit is 3 or 5, the purchase requirement description should include the verbiage "Use up to (3 or 5) times in a single transaction."
- Maximum plays per coupon can be 1 or unlimited. This is the number of times the coupon can be used during the duration of the coupon timeframe.
- If the coupon can be downloaded prior to the redemption start date, list the redemption dates in the purchase requirement description.

Downloads

- Unless noted, Digital Coupons are downloadable and redeemable one time per household.
- Digital Coupons that Kroger is promoting via the weekly ads, social media, banner sites, mobile apps, email, or any other marketing tool <u>cannot</u> have a download limit.
- Everyday, general pool digital coupons may have download limits.

UPC Requirements

- Coupon cannot consist of more than 200 UPCs.
- Provide the UPCs' first 11 digits only.
    - 1 digit prefix, 5 digit manufacturer's code, 5 digit product code
    - No check digits or dashes
    - The UPC in the example to the right would be entered as 98765432109
- UPCs that exist in the same Rules Based Pricing (RBP) group as any of the provided redemption UPCs will also be used in the setup of the coupon in an effort to reduce Customer issues with redemption.
    - UPCs added to the coupon through RBP will be communicated to the CPG prior to the start date of the coupon for all BCC campaigns.

Key Contacts

- Digital Coupons: Paula Owens paula.owens2@kroger.com
    - Submit to digitaloffers@kroger.com
- Paper/Electronic Coupons: Terri Heidinger terri.heidinger@kroger.com
    - Submit to thresholdoffers@kroger.com
- Best Customer Communications Coupons: Miska Spaulding Miska.spaulding@8451.com
- Kroger Precision Marketing: Christine Foster Christine.foster@8451.com
- Inmar: Mary Levander mary.levander@inmar.com or krogerteam@inmar.com
- Ocado/Storeless Markets: Jason Still jason.still@kroger.com
- Weekly Digital Deals: Jeremy Peterson jeremy.peterson@kroger.com

Coupon Creative Style Guide

- Image must be submitted in JPEG or PNG format as a separate attachment at the time the offer form is submitted.
- Image must be in focus, on a white background and include product shot only.
    - Kroger approval is needed for all exceptions (i.e. if a product image cannot clearly represent the item).
- Image dimensions - 500 pixels high by 500 pixels wide; 300 dpi.

- o BCC campaigns require images to be at least 900 pixels high by 900 pixels wide; 300 dpi due to direct mail version.
- o File size should not exceed 1mb.

Save $1.50 on 2
Private Selection Frozen Paniers
When you buy TWO (2) Private Selection
Frozen Paniers, any variety (2 ct)

Exp 04/28/2019

Load to Card

- All coupon instruction copy should be clearly listed on the Digital Offer Form.
- Suppliers may include copyright symbols on their Digital Coupon's Short Description & Purchase Requirement Description but not trademark phrases.

Acceptable	Unacceptable
Product® is a registered trademark of Company ©Company, 2011. ©2011 Product and Sub-brand® are registered trademarks of Company.	**All ®/TM are ©Company. All rights reserved.** o Necessary changes: ~~All ®/TM are~~ ©Company. All rights reserved **®/TM are owned by Company.** o Necessary changes: [Name of specific element]® is owned by Company. **©2012 Company, owner of the trademarks. All rights reserved.** o Necessary changes: ©2012 Company. ~~owner of the trademarks.~~ All rights reserved. ***OR*** a specific element must be named, i.e., ©2012 Company, owner of Product®. All rights reserved.

Coupon Copy Guide

- Short Description
  - Multiple quantity in Short Description should be in number format only (ex. "Save $X.XX on 2 BRAND Products").
  - 100 character limit

- Purchase Requirement Description
  - Quantity in Purchase Requirement Description should be written in CAPS followed by the numeral in parenthesis, i.e. TWO (2).
  - Size range should be in parenthesis in the Purchase Requirement Description with measurement abbreviated, period after abbreviation, dash between size range, i.e. (7-9 oz.).
    - Liquid products should be measured in fluid ounces (fl oz.).
  - Limit exclusions whenever possible. If there are necessary exclusions, they must be clear to the customer in the Purchase Requirement Description.
    - Are any sizes excluded, i.e. sample sizes, 2 packs?
    - Are seasonal items excluded?
    - Are organic items excluded?
    - Are any varieties excluded, i.e. any economy lines or elite lines with the same brand name?
  - Included varieties should be listed in Purchase Requirement Description and match what customer sees on packaging
  - If there are no exclusions, purchase requirement description must read "any variety or size" for offers containing more than one UPC. Offers containing one UPC do not need to list the variety.
  - Any legal or directional copy needs to go in the disclaimer section. No promotional copy allowed. Please seek approval before including directional copy in the Purchase Requirement Description, i.e. Located in the Produce Department.
  - Offers that can play up to 3 or 5 times per transaction should read "Use up to (3 or 5) times in a single transaction." in the purchase requirement description.
  - 1000 character limit

- Legal Copy/Long Description verbiage for off basket offers
  - Offer is non-transferrable. $X.XX purchase is after all discounts are applied and excludes Alcohol, Tobacco Products, Fuel, Money Orders, Western Union, Green Dot Cards, Money Paks, Taxes, Postage Stamps, Gift Cards/Certificates, Lottery, Promotional Tickets, Prescriptions and Customer Care Center Services. Exclusions apply; see store for complete list. Void if reproduced, transferred or where taxed, prohibited or restricted by law.

Coupon Type: Dollars Off

- Short Description:

Single Purchase Requirement: Save [Value] on [Brand] [Item]

Multiple Purchase Requirement: Save [Value] on [Quantity in Number Format] [Brand] [Item]

Pickup/Delivery: Save [Value] on [Brand] [Item] with Pickup and Delivery Order

- Purchase Requirement Description:

when you buy [Quantity written in CAPS plus number in parenthesis] [Brand] [Item] [variety] [(size)]. [Excludes].

Pickup/Delivery: when you buy [Quantity written in CAPS plus number in parenthesis] [Brand] [Item] [variety] [(size)]. [Excludes]. Offer valid only on Pickup and Delivery orders. Not valid on in-store purchases or Ship orders.

Dollars Off Example:

Save $3.00
on Home Chef Meal Kit
When you buy ONE (1) Home Chef Meal Kit.

Exp 09/14/2021

Load to Card

Coupon Type: Buy X Get Y

"Free with Purchase" header auto-populates

- Short Description:

    Same Items: Buy [Quantity in Number Format] [Brand] [Item], Get [Quantity in Number Format] FREE

Different Items: Buy [Quantity in Number Format] [Brand 1] [Item 1], Get [Quantity in Number Format][Brand 2] [Item 2] FREE

Pickup/Delivery: Buy [Quantity in Number Format] [Brand] [Item], Get [Quantity in Number Format] FREE with Pickup or Delivery Order

- Purchase Requirement Description:

Same Items: Buy [Quantity written in CAPS plus number in parenthesis] [Brand] [Item] [variety] [(size)] and Get Your [SECOND (2nd), THIRD (3rd) or FOURTH (4th)] Free. [Excludes].

*If greater than 3 additional items for free, change to "and Get [Quantity written in CAPS plus number in parenthesis] Free.

Different Items: Buy [Quantity written in CAPS plus number in parenthesis] [Brand 1] [Item 1] [variety] [(size)], Get [Quantity in Number Format] [Brand 2] [Item 2] [variety] [(size)] Free. [Excludes].

Pickup/Delivery: Buy [Quantity written in CAPS plus number in parenthesis] [Brand] [Item] [variety] [(size)] and Get Your [SECOND (2nd), THIRD (3rd) or FOURTH (4th)] Free. [Excludes]. Offer valid only on Pickup and Delivery orders. Not valid on in-store purchases or Ship orders.

BXGY Example:

Free with Purchase
Buy 3 Bags of Chips, Get 1 Pepsi FREE
Buy THREE (3) Bags of Lays, Doritos, Tostitos or Cheetos (XL or XXL), Get ONE (1) Pepsi, any variety (12pk cans) Free.

Exp 10/31/2021

Load to Card

Coupon Type: Buy X Get $ Off Y

- Short Description:

  Buy [Quantity in Number Format] [Brand 1] [Item 1], Get [Value] off [Brand 2] [Item 2]

  Pickup/Delivery: Buy [Quantity in Number Format] [Brand 1] [Item 1], Get [Value] off [Brand 2] [Item 2] with Pickup or Delivery Order

- Purchase Requirement Description:

  Buy [Quantity written in CAPS plus number in parenthesis] [Brand 1] [Item 1] [variety] [(size)], Get [Value] off [Brand 2] [Item 2] [variety] [(size)]. [Excludes].

  Pickup/Delivery: Buy [Quantity written in CAPS plus number in parenthesis] [Brand 1] [Item 1] [variety] [(size)], Get [Value] off [Brand 2] [Item 2] [variety] [(size)]. [Excludes]. Offer valid only on Pickup and Delivery orders. Not valid on in-store purchases or Ship orders.

Coupon Type: Buy X Get % Off Y

- Short Description:

  Buy [Quantity in Number Format] [Brand 1] [Item 1], Get [Percentage] off [Brand 2] [Item 2]

  Pickup/Delivery: Buy [Quantity in Number Format] [Brand 1] [Item 1], Get [Percentage] off [Brand 2] [Item 2] with Pickup and Delivery Order

- Purchase Requirement Description:

  Buy [Quantity written in CAPS plus number in parenthesis] [Brand 1] [Item 1] [variety] [(size)], Get [Percentage] off [Brand 2] [Item 2] [variety] [(size)]. [Excludes].

  Pickup/Delivery: Buy [Quantity written in CAPS plus number in parenthesis] [Brand 1] [Item 1] [variety] [(size)], Get [Percentage] off [Brand 2] [Item 2] [variety] [(size)]. [Excludes]. Offer valid only on Pickup and Delivery orders. Not valid on in-store purchases or Ship orders.

Coupon Type: Free

"Free" title text auto-populates

- Short Description:

  FREE [Brand][Item]

  Pickup/Delivery: FREE [Brand][Item] with Pickup and Delivery Order

- Purchase Requirement Description:

  Receive [Quantity written in CAPS plus number in parenthesis] FREE [Brand] [Item] [variety] [(size)]. [Excludes]. Available in most stores.

  Pickup/Delivery: Receive [Quantity written in CAPS plus number in parenthesis] FREE [Brand] [Item] [variety] [(size)]. [Excludes]. Available in most stores. Offer valid only on Pickup and Delivery orders. Not valid on in-store purchases or Ship orders.

Free Example:

Free
FREE Kroger Deluxe Ice Cream
Receive ONE (1) FREE Kroger Deluxe Ice Cream (48 fl oz). ($2.99 maximum value)

Exp 09/18/2021

Load to Card

Coupon Type: Points

- Short Description:

  Purchase Requirement: Earn [Quantity in Number Format] Fuel Points

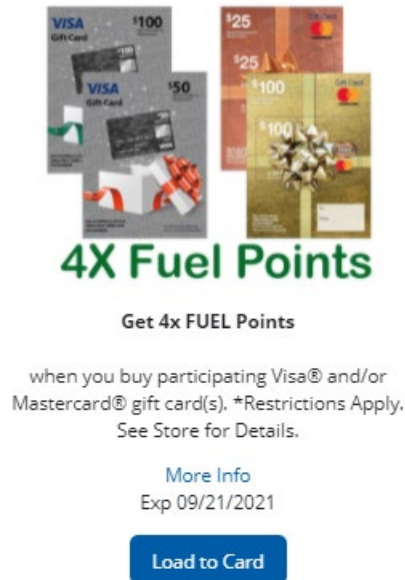 No Purchase Requirement: Receive [Quantity in Number Format] Fuel Points

- Purchase Requirement:

  When you buy [X, i.e. participating gift cards]. [Excludes].

When you spend [Value] on your next grocery purchase. [Excludes].

When you buy [Quantity written in CAPS plus number in parenthesis] [Brand] [variety] [size]. [Excludes].

Points Example:

Get 4x FUEL Points

when you buy participating Visa® and/or Mastercard® gift card(s). *Restrictions Apply. See Store for Details.

More Info
Exp 09/21/2021

Load to Card

Coupon Type: $ off Basket

- Short Description:

  By Commodity: Save [Value] on [Commodity]

  By Department: Save [Value] on [Department] purchase

  By Visit: Save [Value] on your purchase

  Pickup/Delivery: add "with Pickup and Delivery Order"

- Purchase Requirement Description:

  By Commodity: When you spend [Value] or more on [Commodity]. [Excludes].

  By Department: When you spend [Value] or more in the [Department]. [Excludes].

  By Visit: On your next shopping visit.

  Pickup/Delivery: add "Offer valid only on Pickup and Delivery orders. Not valid on in-store purchases or Ship orders."

Save $1.00 on Fresh Vegetables in Produce Dept.

when you spend $4.00 or more on Fresh Vegetables in our Produce Department

Exp 11/28/2021

Load to Card

Coupon Type: Percent Off

- Short Description:

  Save [%] off [Brand/Item/Service/Commodity/Department]

  Pickup/Delivery: add "with Pickup and Delivery Order"

- Purchase Requirement Description:

  When you spend [Value] on [Brand/Item/Service/Commodity/Department]. [Excludes].

  Pickup/Delivery: add "Offer valid only on Pickup and Delivery orders. Not valid on in-store purchases or Ship orders.

  Percent Example:

Save 20%
off Potted Orchids
When you buy ONE (1) Potted Orchid, any
size or color.

Exp 09/30/2021

Load to Card

Coupon Type: Fixed Retail

Short Description:

[Value] [Brand] [Item]

Pickup/Delivery: add "with Pickup and Delivery Order"

- Purchase Requirement Description:

when you buy [Quantity written in CAPS plus number in parenthesis] [Brand] [Item] [variety] [(size)]. [Excludes].

Pickup/Delivery: add "Offer valid on Pickup and Delivery orders. Not valid on in-store purchases or Ship orders."

-For 5X use offers, add: "Use up to 5 times in a single transaction."

Fixed Retail Example:

$5.99
$5.99 Simple Truth Nuts
When you buy ONE (1) Simple Truth Nuts (16 oz). Download and redeem the coupon once from September 1-7 only. Use up to 5 times in a single transaction, while supplies last.

Exp 09/07/2021

Load to Card