



# KROGER PRECISION MARKETING SPEC SHEET

VERSION 5 | 3/2025

# 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

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)

# META

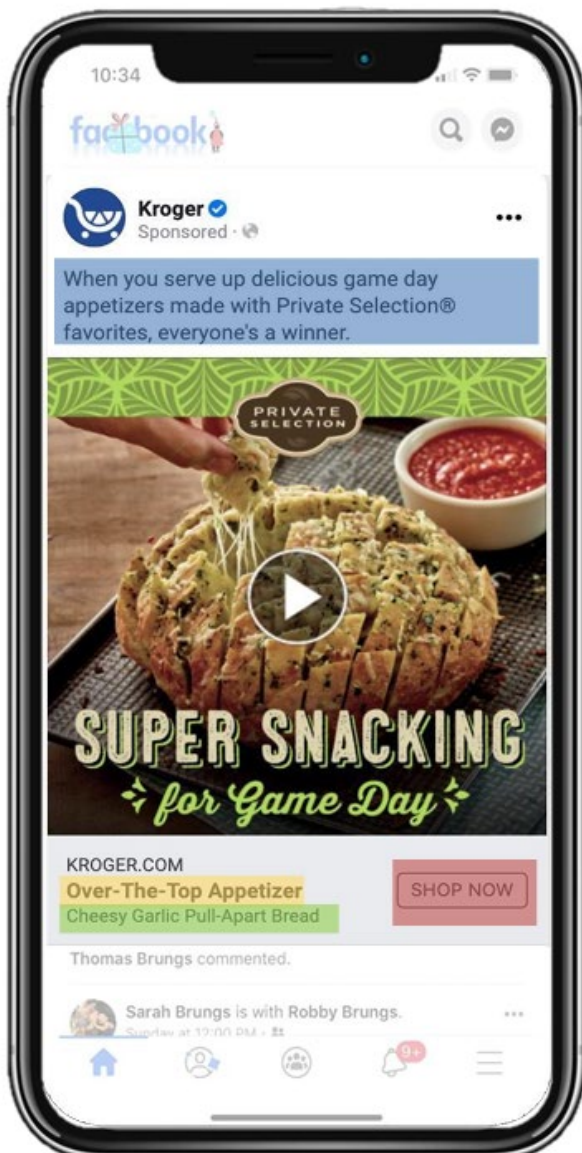
## Creative Overview

Ad Type	Creative Specs	Copy Specs
<b>In-Feed Static Photo</b>	<ul style="list-style-type: none"> <li>Ratio: 1:1 (square) recommended</li> <li>Resolution: At least 1080 x 1080 pixels, 1440 x 1440 pixels recommended</li> <li>PNG or JPG</li> <li>Image specs will be used to execute on Stories, but the image will not be optimized for the full screen. Click here for examples. If you would like to provide Story optimized creative in addition to In-Feed Image specs, see “Story” section below.</li> <li><a href="#">In-Feed Static Best Practices</a></li> </ul>	<ul style="list-style-type: none"> <li><b>Primary Text:</b> 50-125 characters recommended</li> <li><b>Headline:</b> 27 characters recommended (27+ characters will be truncated)</li> <li><b>Description:</b> 30 characters</li> </ul>
<b>In-Feed Video</b>	<ul style="list-style-type: none"> <li>Ratio: 1:1 (square) recommended</li> <li>Resolution: At least 1080 x 1080 pixels, 1440 x 1440 pixels recommended</li> <li>MP4, MOV or GIF</li> <li>Video Sound: Optional but recommended</li> <li>Video Captions: Optional but recommended</li> <li>Video Duration: 1 second to 241 minutes</li> <li>In-Feed Video specs will be used to execute on Stories, but the video will not be optimized for the full screen. <a href="#">Click here for examples</a>. If you would like to provide Story optimized video creative in addition to In-Feed video specs, see “Story” section below.</li> <li><a href="#">In-Feed Video Best Practices</a></li> </ul>	<ul style="list-style-type: none"> <li><b>Primary Text:</b> 50-125 characters recommended</li> <li><b>Headline:</b> 40 characters recommended (27+ characters will be truncated)</li> <li><b>Description:</b> 30 characters</li> </ul>
<b>In-Feed Carousel</b>	<ul style="list-style-type: none"> <li>Both image &amp; video: 1:1 (square)</li> <li>At least 1080 x 1080 pixels</li> <li>PNG, JPG, MP4, MOV or GIF</li> <li><a href="#">Carousel Best Practices</a></li> <li><b>If you are executing a Carousel with Stories ad, please reference the <a href="#">Carousel Requirements</a> before you move forward.</b></li> </ul>	<b>Carousel Only</b> <ul style="list-style-type: none"> <li><b>Primary Text:</b> 80 characters recommended</li> <li><b>Headline:</b> 45 characters recommended, 45+ will be truncated)</li> <li><b>Description:</b> 18 characters</li> </ul>
<b>Stories</b>	<ul style="list-style-type: none"> <li>Ratio: 9:16</li> <li>Resolution: At least 1080 x 1920 pixels, 1440 x 2560 pixels recommended</li> <li>Consider leaving roughly 14% (250 pixels) of the top and 20% (340 pixels) of the bottom of the video free from text and logos to avoid covering key UI elements such as the call-to-action.</li> <li>Video Duration: 1 second to 2 minutes</li> <li><a href="#">Stories Best Practices</a></li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
<b>Collection (Image)</b>	<ul style="list-style-type: none"> <li>Ratio: 1:1 (1.91:1 to 4:5 are supported but may be masked to 1:1)</li> <li>Resolution: At least 1080 x 1080 pixels</li> <li>JPG or PNG</li> <li><a href="#">Collection Best Practices (Image)</a></li> </ul>	<ul style="list-style-type: none"> <li><b>Primary Text:</b> 90 characters recommended, max 125</li> <li><b>Headline:</b> 40 characters recommended (25+ characters will be truncated)</li> </ul>
<b>Collection (Video)</b>	<ul style="list-style-type: none"> <li>Ratio: 1:1 (1.91:1 to 4:5 are supported but may be masked to 1:1)</li> <li>Resolution: At least 1080 x 1080 pixels</li> <li>MP4, MOV or GIF</li> <li><a href="#">Collection Best Practices (Video)</a></li> </ul>	<ul style="list-style-type: none"> <li><b>Primary Text:</b> 90 characters recommended, max 125</li> <li><b>Headline:</b> 40 characters recommended (25+ characters will be truncated)</li> </ul>
<b>Product Carousel</b>	<ul style="list-style-type: none"> <li>No creative needed; this ad type utilizes product images from the Product Feed</li> <li>Provide at least 100+ UPCs</li> </ul>	<ul style="list-style-type: none"> <li><b>Primary Text:</b> 90 characters recommended, max 125</li> <li><b>Headline:</b> each card defaults to product name</li> </ul>
<b>Reels</b>	<ul style="list-style-type: none"> <li>Ratio: 9:16 recommended (1.91:1 to 4:5 also supported)</li> <li>Resolution: At least 1080 x 1920 pixels, 1440 x 2560 pixels recommended</li> <li>Video Captions: Optional, but recommended</li> <li>Video Sound: Optional, but strongly recommended</li> <li>Video Duration: 1 second to 15 minutes</li> <li>Consider leaving roughly 14% of the top and 30% of the bottom, and 6% on each side of your asset free from text, logos, or other key creative elements to avoid covering them with the profile icon or call-to-action.</li> <li>MP4, MOV, GIF Recommended</li> </ul>	<ul style="list-style-type: none"> <li><b>Primary Text:</b> 40 characters recommended</li> <li><b>Headline:</b> 55 characters (This only applies to androids)</li> </ul>

# Assets Required for Submission

- Creative files (do not need to be bannerized)
- Please confirm UPCs in Prism are reflective of UPCs in the creative files
- Completed Copy Doc from KPM site

## Creative Overview



**Primary Text: 90 Characters recommended**  
Include product and/or brand name(s), CTA, and language that aligns with campaign objectives.

**Headline: 25 Characters Recommended**  
Brief landing page title or description, coupon mention, CTA

**Link Description: 30 Characters (18 Max for Carousel)**  
Keep short. Might be truncated depending on platform the ad is being viewed on.

**Call to Action (CTA) Button**

# META

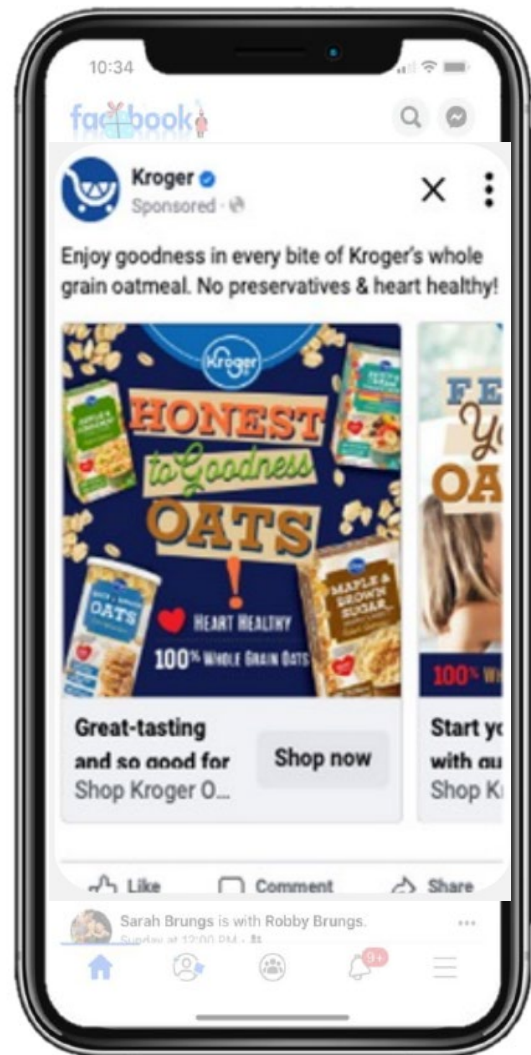
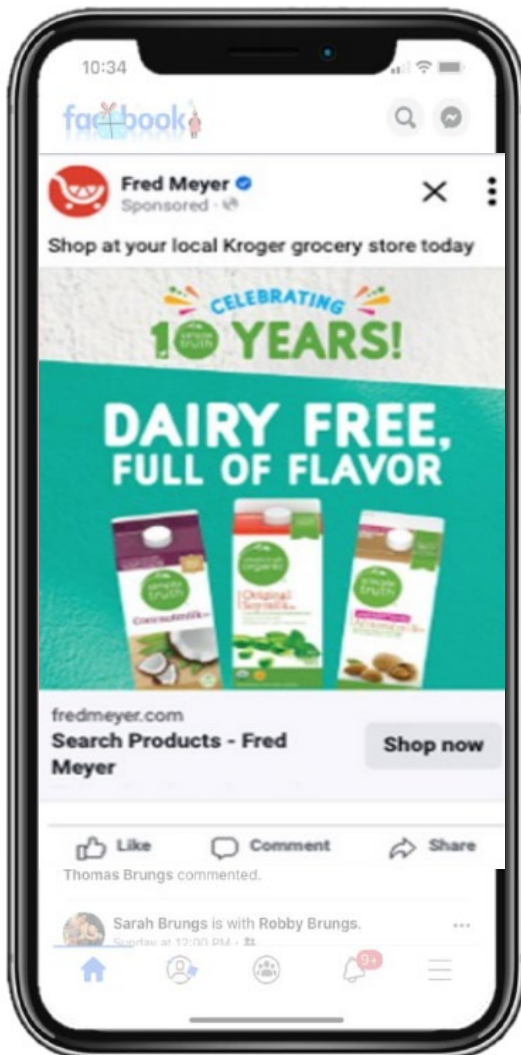
## Call to Action Buttons on Meta

### Recommended CTA Button Options (Awareness)

- Learn more
- Shop now

### Recommended CTA Button Options (Consideration)

- Learn more
- Shop now
- Get offer (Recommend for coupons only)



# META

## Overall Best Practices

- Show off your product, service, or brand. People scroll through Meta & Instagram quickly. Show what you're selling, your brand, or your logo to communicate your message efficiently.
- Focus on a single focal point in your creative. If there's too much going on in your creative, it may be tough for someone to understand the message you're trying to convey.
- Video designed for sound-on, although no sound is permitted just not recommended
- Consolidate your message to 15 seconds or less (if video).
- Meta Copy (not recommended on Story Ads):
  - What to Include:
    - In the primary text: Product and/or brand name(s), CTA, and language that aligns with campaign objectives.
    - In the headline: Brief landing page title or description, coupon mention, CTA.
    - Do not include a [retailer](#) in the copy, image OR audio
      - (i.e., "Fresh, minty toothpaste now available at [King Soopers.](#)")



**Short & Powerful**  
Incorporate brand identity early and grab attention fast



**Frame for Mobile**  
Assets that are framed for square and vertical formats



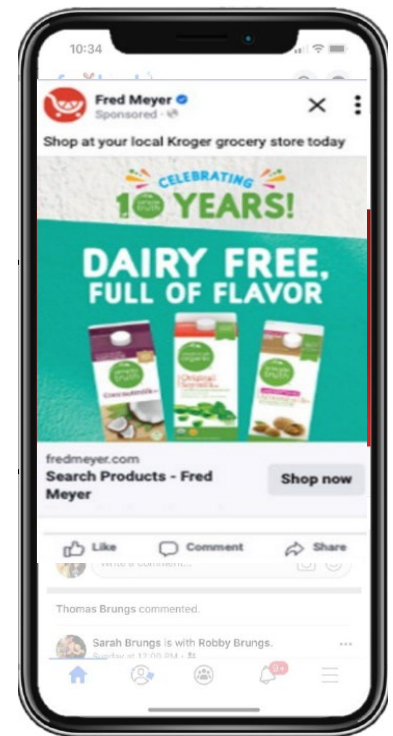
**Less is More**  
Creating fewer (but better) assets gets more impact



## Meta In-Feed Static Photo

In-feed photo ads offer a clean and simple way to feature engaging imagery and copy. If you have a tangible product to promote, image ads are a great way to make it stand out.

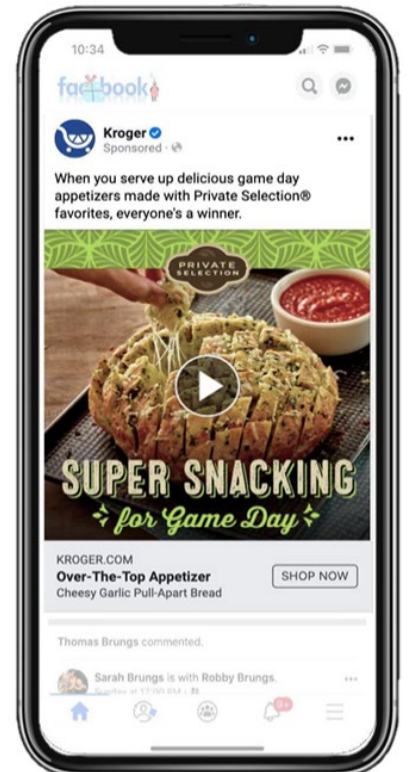
- Use high-resolution images, at least 1080 x 1080px.
- Show off your product, service, or brand. People scroll through Meta & Instagram quickly. Show what you're selling, your brand, or your logo to communicate your message efficiently.
- Avoid too much text on the image itself. We've found that images with less than 20% text perform better, though there is no limit on the amount of text that can exist in your ad image.
- Focus on a single focal point in your image. If there's too much going on in your image, it may be tough for someone to understand the message you're trying to convey.



## Meta In-Feed Video

Meta video ads allow you to quickly capture a user's attention and show unique features of a product or tell your brand story.

- Recommend gif/video ads whenever possible over image ads as the Meta platform prioritizes ads with movement in them.
- Keep videos short, making sure that the most pertinent information is in the first 1-3 seconds of the video i.e. brand name, product, logo, content idea, etc. Shorter videos (15 seconds or less) are recommended.
- Put the most compelling part of your video at the very beginning to grab interest. We suggest you do this within the first 3 seconds.
- Design for sound on but know that people may choose to watch videos with sound off in many situations, like public places. Use text, graphics, and captions whenever possible.





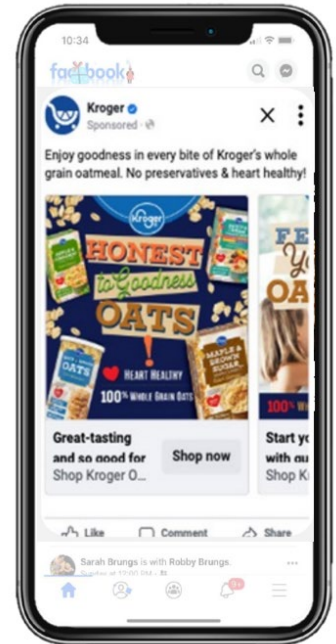
## Meta Carousel Ads

Carousel ads can highlight different products, showcase specific details about one product, service, or promotion. Tell a story about your brand that develops across each carousel card.

- Recommended using for showcasing multiple products.
- Minimum number of cards: 2
- Maximum number of cards: 10
- Ability to have different headline & link descriptions for each carousel unit.
- Tell your story using all the available carousel components. Images and/or videos grab attention, but don't ignore snappy headlines, descriptions and call to action buttons that give context, detail and encouragement.
- Use images and/or videos that are cohesive and engaging. Take images and/or videos from the same shoot or that feel similar to each other. When using videos in your carousel ad, we recommend the square (1:1) aspect ratio for each video

## Meta Carousel w/ Story Ads

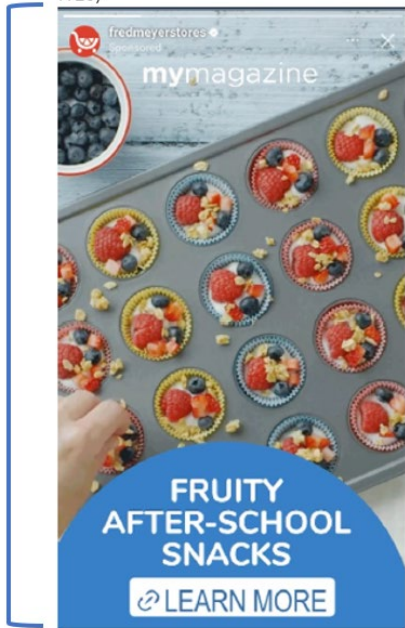
- We strongly recommend also providing story optimized creative (9:16) matching the In-Feed assets.
- To run Carousels on Meta story placements, you must have a minimum of 3 cards and a maximum of 5 cards.
- Note: If only 2 cards are provided, we will only run on Instagram Stories. Facebook Stories requires a minimum of 3 cards, while Instagram only requires 2 cards.
- If more than 5 cards are provided, we will not run on Meta Stories
- Note: Facebook does not support video format for carousel on stories, however, Instagram does. In cases of a video creative being utilized, we will opt to proceed without running on Facebook Stories and limit stories to Instagram only.



## Meta Story Ads

- Keep attention with speed: People consume Stories content much faster than other mediums. We recommend you create ads that capture the audience's attention from the first frame and use speed to keep their attention.
- Land takeaways with text overlays: When using text overlays in Stories, consider carefully what method works best with your creative. Use text to emphasize key messages but keep your focus on one point.
- Pair text with focal point: Ads that include centrally located text, such as "add to cart," at a specific focal point are helpful in driving conversion metrics.
- Video Duration: 1 second to 2 minutes

Recommended: This example shows an ad using the story specs to fill the entire screen (1080 x 1920)



This example shows a story ad that uses the in-feed creative specs that is then optimized for a story placement (1080x1080)



Recommend 250 pixel safe zone on top

**4X FUEL POINTS**  
ON GIFT CARDS  
WITH DIGITAL COUPON\*

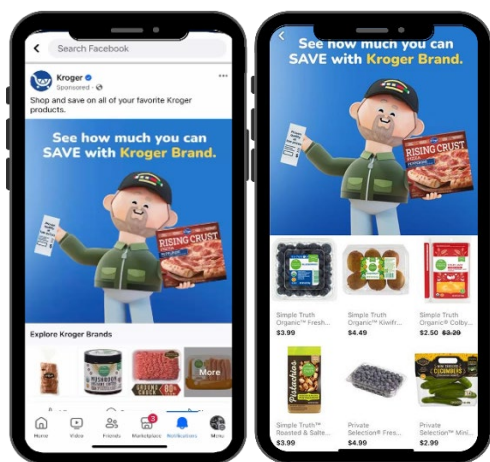


Recommend 340 pixel safe zone on bottom

## Collection Ads

In-feed Collection (Image) is an ad format that encourages people to move from discovery to purchase. When someone taps on the cover image or video from your collection ad in feed, a full-screen [Instant Experience](#) will open and enable them to discover, browse and purchase products.

- Include a **cover image or video** that captures attention: Use an eye-catching image or video to increase interest in your ad and encourage people to click on your products. View the [Ads Guide](#) for preferred aspect ratios and design requirements for each placement.
- **10 UPCs required** but recommend using a large product set of more than 50 products: Include a large product set to increase the variety shown in your ad. When you [pair a catalog](#) with your collection ad, you'll need a minimum of 10 products. A large product set allows the ad delivery system to select the most relevant products from your product set to show, which encourages people to explore more of the products you offer.
  - **If this is a conversion campaign, the minimum UPCs required is 100.**



## Meta In-Feed Collection (Image)

- Use high-resolution images, at least 1080 x 1080px (1:1 square)
- Highlight a variety of products. People scroll through Meta & Instagram quickly. Show what you're selling, your brand, or your logo to communicate your message efficiently.
  - Avoid too much text on the image itself. We've found that images with less than 20% text perform better, though there is no limit on the amount of text that can exist in your ad image.
  - Focus on a single focal point in your image. If there's too much going on in your image, it may be tough for someone to understand the message you're trying to convey.

## Meta In-Feed Collection (Video)

- Use high-resolution video, at least 1080 x 1080px (1:1 square)
- Video Duration: 1 second to 241 minutes
- Recommend gif/video ads whenever possible over image ads as the Meta & Instagram platform prioritizes ads with movement in them.
  - Keep videos short, making sure that the most pertinent information is in the first 1-3 seconds of the video i.e. brand name, product, logo, content idea, etc. Shorter videos (15 seconds or less) are recommended.
  - Put the most compelling part of your video at the very beginning to grab interest. We suggest you do this within the first 3 seconds.
  - Design for sound off. People choose to watch videos with sound off in many situations, like public places. Use text, graphics, and captions whenever possible.

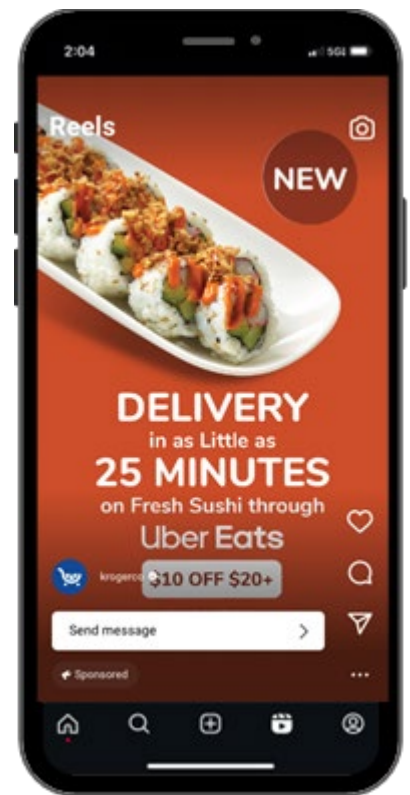
## Reels

Make sure your creative has all of the following:

- Use 9:16 video (1080 x 1920)
  - Short form 7-15s
  - Long form 15-30s+
- Video Duration: 1 second to 15 minutes
- Build in safe zones to ensure text overlays or other key messages aren't covered by Reels UI
- Design for sound on
  - More captivating and more native

Creative Elements - Best Practices

- Land a strong hook & brand in first :02s
- Include human presence/lifestyle content
- Incorporate brand & retailer identify with logos and products
- Design for sound on
  - Voice over or music (play with lo-fi)



## Product Carousel Ads

No creative needed, this ad type utilizes product images from the Product Feed. Automatically deliver relevant product recommendations to people based on their interests, intent and actions with a carousel displaying items from a custom product set featuring UPCs selected by the client. **A minimum of 10 UPCs is required.**

While creative isn't needed we will still need a copy doc with Primary text included, 90 characters recommended, max 125

