



PUSH

A push notification is a brief message sent by an application or website to a user's device, typically appearing on the lock screen or as a banner. It allows organizations to deliver timely updates, alerts, or reminders directly to users, even when they are not actively using the app or site.

HEADLINE

Should communicate the primary benefit or message. Limit 35 characters, including spaces. Use title case.

When possible, begin the headline with the offer or savings amount (e.g., \$1.50 Off Kroger Brand Ice Cream). Our testing has shown that “\$X Off” language in headlines outperforms “Save \$X” language.

BODY COPY

Use complete sentences. Limit 120 characters, including spaces.

CALL TO ACTION (CTA)

CTAs should be integrated with the body copy and should include an instruction for the customer to tap to take action (e.g., Tap to shop now.). Follow sentence case like the rest of the body copy.

If the push links to a coupon offer, use the CTA "Tap to clip coupon."

EMOJIS

Emojis should be used only in a headline. Use a maximum of two emojis per push. To ensure the best compatibility, we recommend using emojis from the Emoji Version 13.0 list or earlier: <https://emojipedia.org/emoji-13.0/>

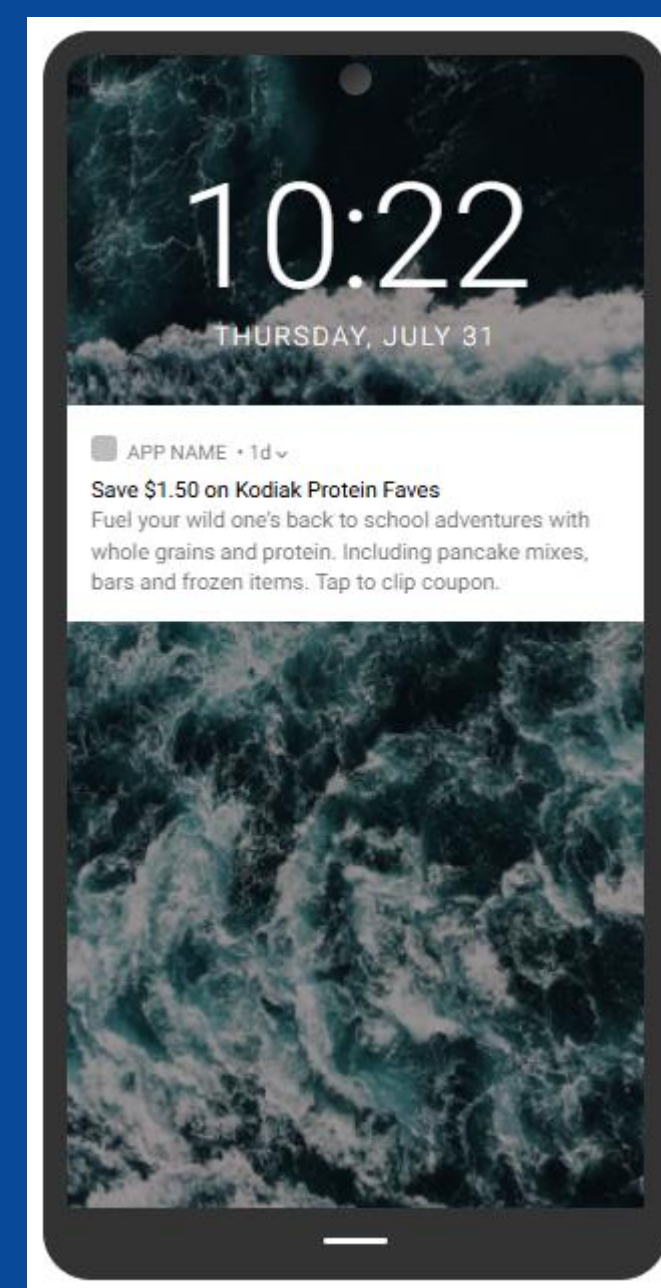
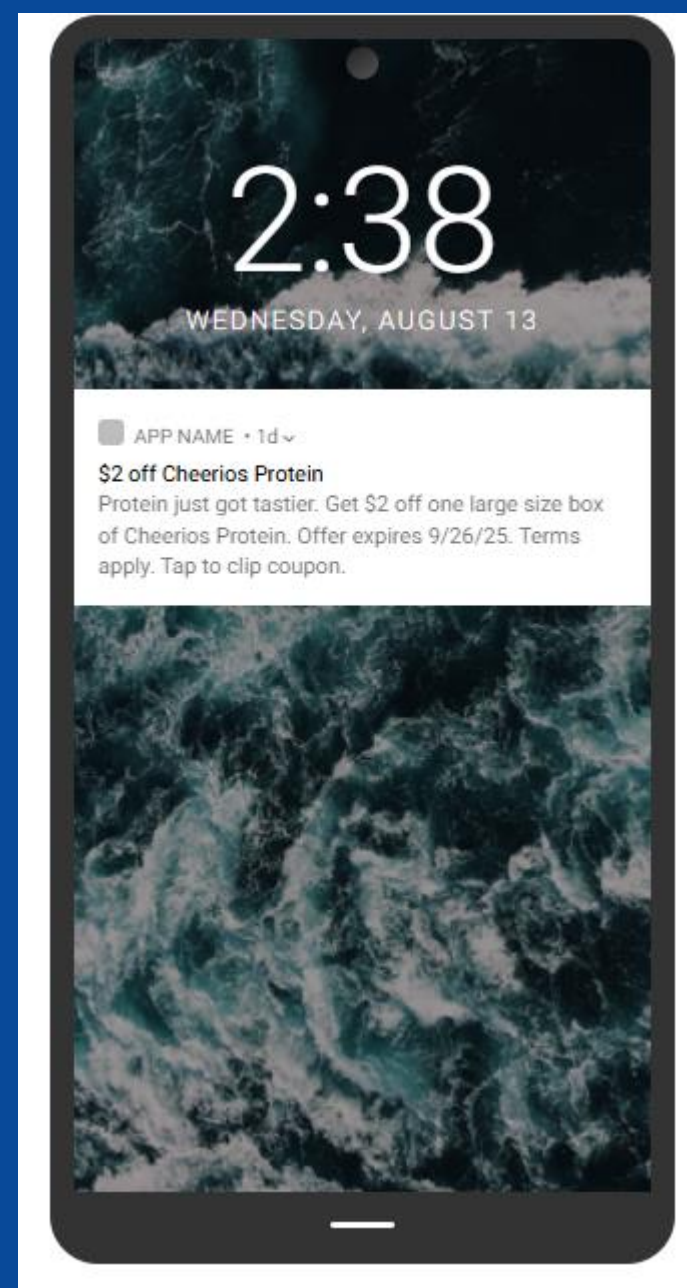
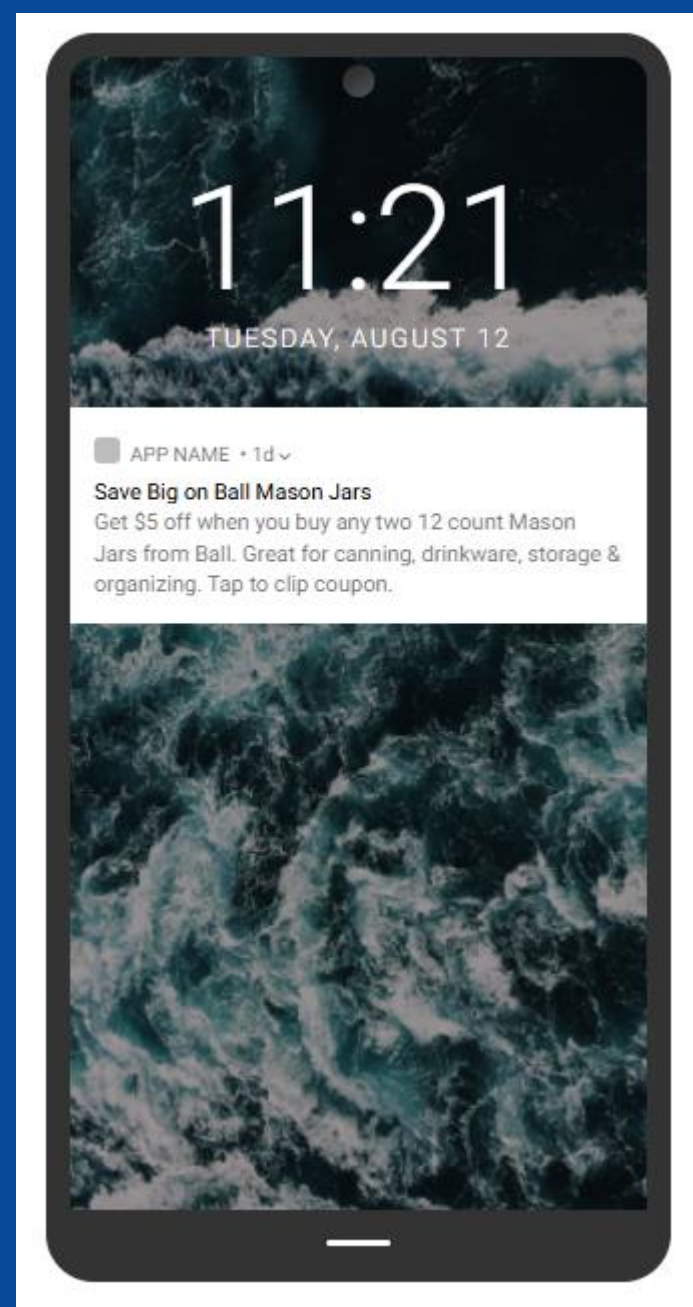
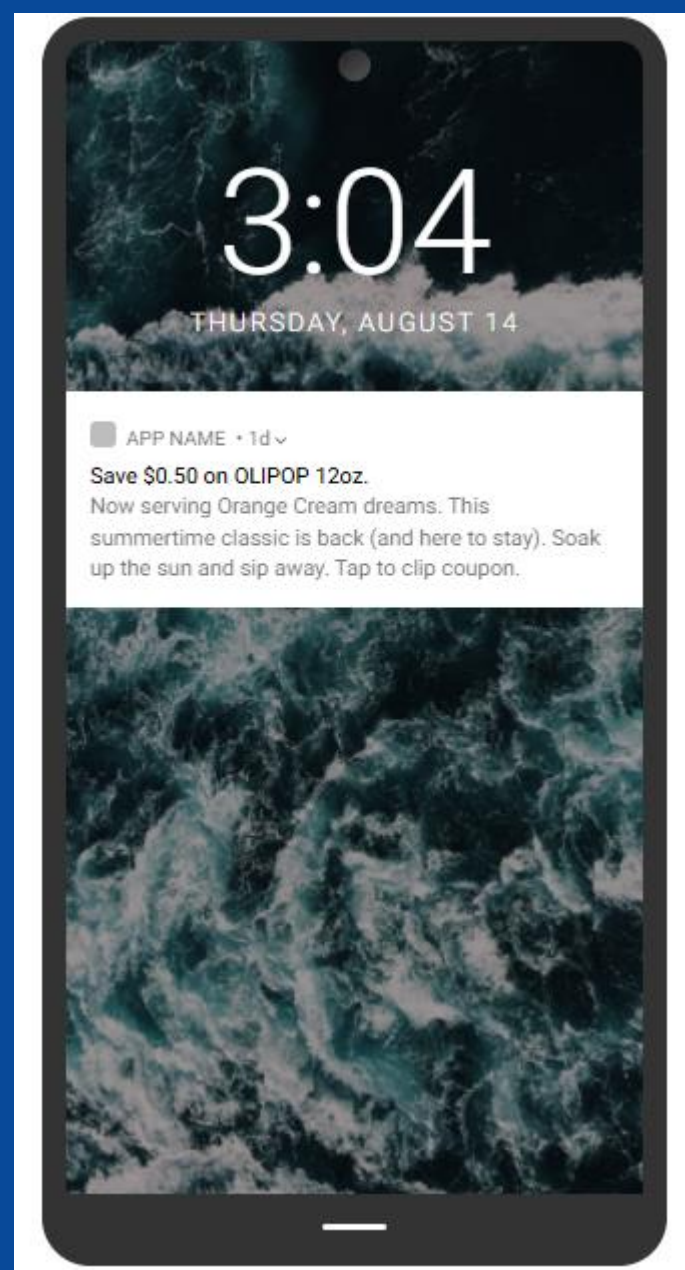
Best Practices: All Copy

- 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 using line breaks; copy will render differently on different devices and forced breaks can create formatting issues.





PUSH EXAMPLES





APPENDIX





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

Albertsons 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)

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)