



KROGER PRECISION MARKETING SPEC SHEET

VERSION 2.0 | 2.2020

TONE OF VOICE

Do not include copyrights or disclaimers, unless legally necessary (documentation required).

Brand and/or manufacturer logo can be featured, unless it is part of an enterprise campaign, in which case, the campaign logo will take priority.

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"

CTA must be simple and clear. See Appendix for suggested CTA wording. Include digital coupon savings in headline, where applicable.

Avoid copy that references item location within the store.

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 "Get the Coupon" CTA. This helps prime our Customer to take the next step and load the offer to their card.

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

Get the Coupon

Alternatives

Check Out Savings

Get the Savings

Get Your Coupon

Redeem Now

Redeem Savings

Save Big

Save Now

Score Your Coupon

See Coupon Savings

Start Saving

View Your Saving

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

Facebook

Photo Ads- Facebook/Instagram

*If including an Instagram placement, it is highly encouraged copy and image are identical across platforms (with the exception of technical spec differences)

Design Recommendations

- File type: jpg or png
- Image ratio: 1.91:1 to 4:5
- Recommended resolution: Upload the highest resolution image available.
- Images that consist of more than 20% text may experience reduced delivery.
- Text: 90 characters recommended (125 character limit)
- Instagram Text: Two rows of text will display

With Link:

- Image ratio: 1.91:1 to 1:1
- Recommended resolution: at least 1080 x 1080px
- Headline: 25 characters
- Link Description: 30 characters

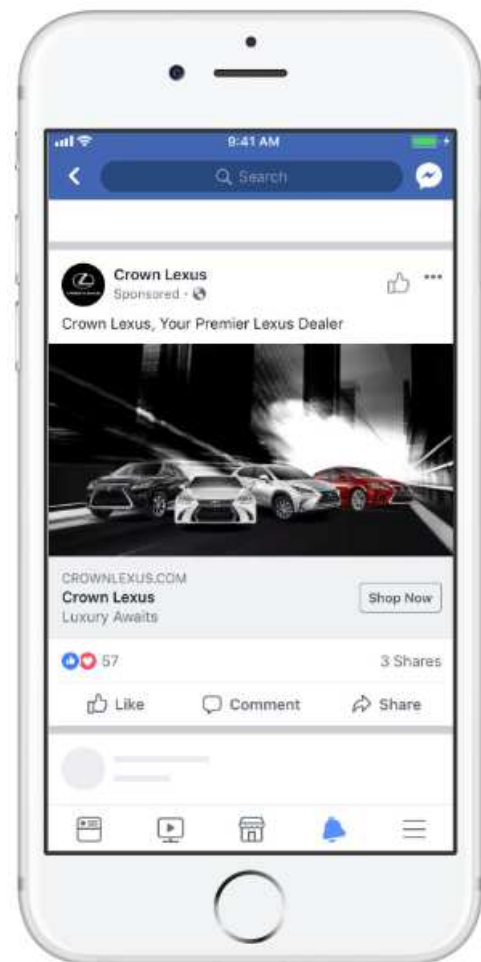
Technical Requirements

Desktop

- Minimum Aspect Ratio: 400x500
- Single Image Ad: 1280x720 pixels
- Image Aspect Ratio: 191x100

Mobile

- Minimum Aspect Ratio: 400x500
- Single Image Ad: 1280x720 pixels
- Image Aspect Ratio: 191x100
- Instagram Max Width: 500 pixels



Facebook

Carousel Ads

Design Recommendations

The carousel format allows you to showcase up to 10 images or videos within a single ad, each with its own link. With more creative space within an ad, you can highlight different products, showcase specific details about one product, service or promotion, or tell a story about your brand that develops across each carousel card.

- Minimum number of cards: 2
- Maximum number of cards: 10
- Image file type: jpg or png
- Video file type: see video section
- Video maximum file size: 4GB
- Video length: up to 240 minutes
- Video thumbnail: see video section
- Image maximum file size: 30MB
- Recommended resolution: at least 1080 x 1080px
- Recommended ratio: 1:1
- Text: 90 characters recommended (125 character limit)
- Headline: 25 characters
- Link Description: 20 characters
- Images that consist of more than 20% text may have delivery issues

Technical Requirements: Aspect Ratio Tolerance: 3%



Facebook

Video Ads- Facebook/Instagram

*If including an Instagram placement, it is highly encouraged copy and image are identical across platforms (with the exception of technical spec differences)

Design Recommendations

Upload the highest resolution source video available without letter or pillar boxing (No black bars). Most file types are supported. However, we recommend H.264 compression, square pixels, fixed frame rate, progressive scan, and stereo AAC audio compression at 128kbps+.

- Video Ratio: 9:16 to 16:9
- Video Thumbnail: 1200 x 675 pixels, 16:9 ratio
- Recommended Resolution: Upload the highest resolution video available that meets file size and ratio limits.
- Video File Size: 4GB Max
- Video Length Minimum: 1 second
- Video Length Maximum: 240 Minutes
- Instagram Video Length Maximum: 120 seconds
- Video Captions: Optional but recommended
- Video Sound: Optional but recommended
- Text: 90 characters recommended (125 character limit)
- Instagram Text: Two rows of text will display
- Video thumbnail images that consist of more than 20% text may experience reduced delivery.
- Vertical videos (with aspect ratio taller than 4:5) may be masked to 4:5

With Link:

- Headline: 25 characters
- Link Description: 30 characters

Instagram Mobile Technical Requirements:

- Maximum Video Duration: 120 seconds
- Video & Thumbnail Minimum Width: 500 pixels
- Maximum Video File Size: 30 MB
- Video Aspect Ratio
 - Minimum Aspect Ratio: 400x500
 - Maximum Aspect Ratio: 191x100
 - Aspect Ratio Tolerance: 0.01

