KROGER PRECISION MARKETING SPEC SHEET

VERSION 2.0 | 11.2019

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)

Push Notifications

COPY

Headline Copy Character Limit (Including Spaces): 25
Headline Copy: Title Case
Body Copy Character Limit (Including Spaces): 160
Body Copy: Sentence Case

Added	Discount	Handpicked	Offer
Apply	Don't miss	Happy	Premium
Awesome	Earn	Hassle-free	Promo
Back	Ends soon	Hey	Remind
Best	Enjoy	Hurry	Reserve
Better	Exclusive	Indulge	Sale
Book Now	Explore	Latest	Save
Cashback	Grab	Limited	Soon
Celebrate	Free	Midnight	Special
Checkout	Friends	Missed	Today
Coupon Code	Get free	Next	Valid
Deal	Favorites	Now	Win

BEST PRACTICES

- Make it relevant - Only send messages that matter to the user. If the user has previously indicated that they prefer specific content, limit notifications that aren't related to the requested content. One way of ensuring that your users receive relevant notifications is to let them select options or filters during an onboarding flow.

- Use personalization - Personalize notifications to make them more relevant to the user. For example, in a message notification, include the sender's image and address the user directly. Personalization of the in-app content is also important and can lead to greater engagement and retention. Take into account the user's context, and offer them the opportunity to further customize content according to their interests.

- Take the time of day into account - Consider the user's time zones and resulting behavior when planning when to send notifications. Further guard against timing issues by providing one-click alternative actions, such as "read later" or "remind me in an hour". Use notifications for time-sensitive events, but always allow the user to choose when to be notified.

- Prioritize your messaging - Give urgent notifications a high priority so they stand out, but don't overdo it. Also, make use of the notification LED for higher priority notifications on devices that have one.

- Avoid notification fatigue - Be mindful of how many notifications are being sent to the user, and avoid duplicate notifications for the same type of event. Instead, consider updating a previous notification, either by changing some of its values, adding to it, or both.

- Use stack notifications - Aggregate similar messages into a summary, giving the user a stack of notifications that appear as a single card. Users can then expand the stack to view the details from each notification separately. This will help ensure they aren't overwhelmed with content and don't become inclined to turn notifications off.

- Use a distinct icon - Ensure users can quickly identify notifications from your app by adding your app's distinct icon or logo to the notification.

THINGS TO CONSIDER WHEN DEVELOPING PUSH NOTIFICATIONS

- Determine your objectives. Notifications aren't just useful to boost short-term open rates. Also consider using them as part of a long-term user engagement and retention strategy.

- Consider whether push notifications are the best option for achieving your objectives or whether in-app messages or emails may be better channels.

- Check if you're sending the same message through multiple channels at the same time and consider whether they are all necessary.

- Segment your users into appropriate categories based on your objectives so that you can send the most relevant messages to each segment. Create segments by user persona and interest. Consider offering users the option to subscribe to segment message topics.

- Make sure you provide users with the benefit of opting in to notifications and the choice to opt out.

- Create relevant notification messages for each segment of users.