



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)

SUGGESTED CTA WORDING

Preferred

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

PANDORA

Pandora Audio and Companion Banner Ads

SPECIFICATIONS

Web/Mobile Audio: :15 secs or :30 secs; Max File Size: 5 mb; Animated Creative Accepted: NO; File Type: .mp3

Web Audio Tile: 500x500; Max File Size: 100k; Animated Creative Accepted: NO; File Type: .jpg

Web Audio Banner: 300x600 or 300x250; Max File Size: 100k; Animated Creative Accepted: YES; File Type: Static = .jpg or Animated = HTML5 (non-rich media/no sound, 3x loop, 15s max time)

Mobile Audio Banner: 300x250; Max File Size: 100k; Animated Creative Accepted: YES; File Type: Static = .jpg or Animated = HTML5 (non-rich media/no sound, 3x loop, 15s max time)

Web/Mobile Banner includes CTA: YES

GUIDELINES

Audio creative must mention ability to purchase advertised item/brand at applicable Kroger banners

For example: Find at your local Kroger store or Purchase at your local Fry's store

Must include "Banner Bar" on all ads.

Banner logos must include the following text: Available At, New At, or Exclusively At.

Must include 1 px border (#000000).

Must include click tag for functional click-thru.

FILE NAME CONVENTION

KPM_mediaLiveDate-

YYMM_MFN_clientname_CV{creativeVersionNumber}_{division}_{templateSize}.jpg

For Example:

KPM_1908_Kroger Private Selection_CV1_Kroger_300x250.jpg

ORGANIZATION OF FINAL FILES

Zip: All Campaign Files

Folder: One folder for each creative version

Subfolders: One folder for each creative size

Within subfolders: All versions for each division banner



BUTTON

Height: 30 px

Corner Radius: 20 px

Padding: 10 px

Kroger Version Button Color: #FFFFFF

Banner Version Button Color: #084999

Font: Gotham Rounded Bold, 12px

Case: Initial Case

Kroger Version Font Color: #084999

Banner Version Font Color: #FFFFFF

Character Limit: 25