



KROGER CREATIVE
KPM SPEC SHEET

VERSION 2.0 | 08.2019

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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

DISPLAY

CO-BRANDED DIGITAL BANNER ADS

SPECIFICATIONS

Dimensions: 160x600; 300x250; 300x600; 320x50; 728x90

Resolution: 72 dpi

Animated Ad Format: HTML5

Animation Run Time: 15 sec (max of 3 loops)

Static Ad Format: .jpg or .gif

File Size: < 150 kb

Includes CTA: Yes

GUIDELINES

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.

Must provide static back-up images for banners/divisions.

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

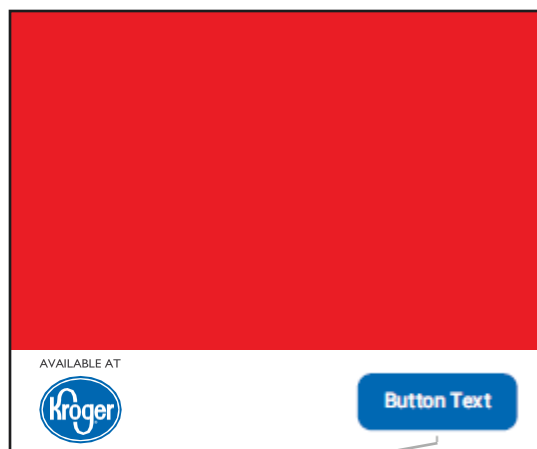
Folder: One folder for each creative version

Subfolders: One folder for each creative size

Within subfolders: All versions for each division banner

ANIMATED TECHNICAL SPECS

To be provided separately.



BUTTON

Height: 30 px

Corner Radius: 8 px

Button Color: #0068B3

Font: Roboto Medium

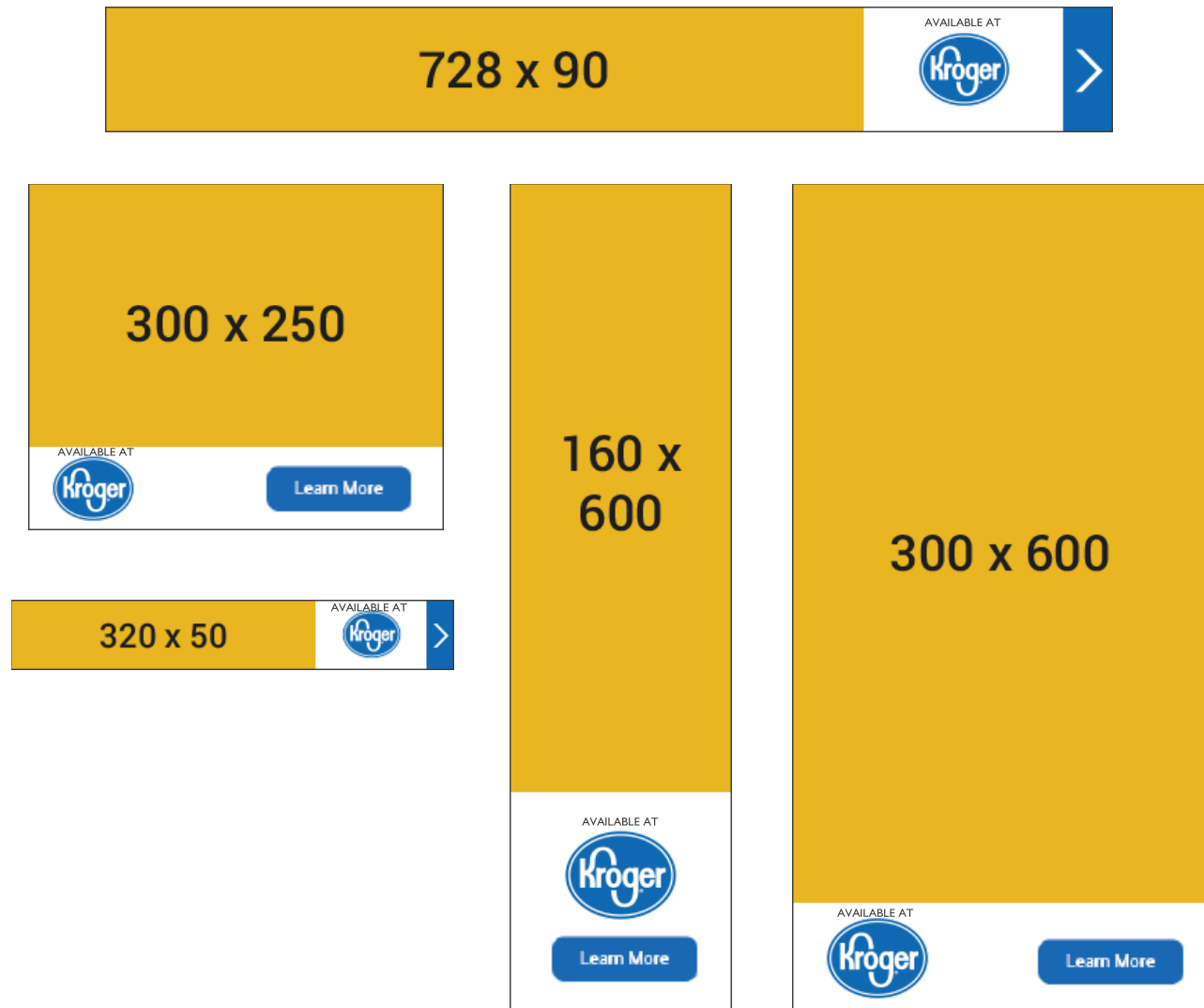
Case: Initial Case

Font Color: #FFFFFF

Character Limit: 25

DISPLAY

CO-BRANDED BANNER BAR - USAGE & SPECS



CTA BUTTON - DISPLAY

Corner Radius: 8 px

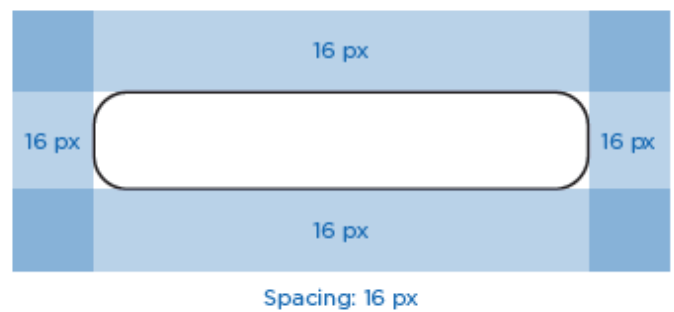
Padding: 10 px

Font: Roboto Medium, 12 px

Case: Initial Case

Font Color: #1D1E1F

Character Limit: 25



ADDITIONAL EMAIL COPY GUIDELINES

Reference Page 2 for Kroger Tone of Voice Guidelines.

Instead of mentioning a specific store in copy, use the code xBannerdisplaynamex. This will automatically populate with Kroger, Fred Meyer, QFC, etc.

Do not stylize or format text in headlines or calls to action (no bolding, italicization or underlining).

Email Subject Lines:

Subject Line should call out the deal and savings amount without being deceptive (e.g. if it's a BOGO don't say "Free Product for You")

No taglines, registered trademarks or special characters allowed in the subject line.
(Initial Case)

Examples: Special Savings on Pure-Squeezed Juice / Special Savings on Ethically Sourced Chocolate/
Savings on Organic Craft Yogurt / A Special Offer on a Delicious Dinnertime Classic

Email Preheader Text:

A short line of copy teasing the savings, which will appear under the subject line in most inboxes. Product names, taglines and registered trademarks are permitted. (Sentence Case)

Examples include: Exclusive offer for 100% orange juice. / Exclusive offer on premium chocolate. / Special savings to scoop up. / Savings on fast, flavorful rice.

EMAIL MODULE

IMAGE

Dimensions: 550 x 310

Resolution: 72 dpi

File Format: .jpg

File Size: 80kb min; 120kb max
(robust photography)



COPY

Subject Line Character Limit (Including Spaces): 20

Subject Line Copy: Initial Case

Headline Character Limit (Including Spaces): 30

Headline Copy: Initial Case

Body Character Limit: 135

Body Copy: Complete Sentences (Sentence Case)

CTA Link Character Limit: 20

CTA Copy: Lead Caps

Lorem Ipsum Dolor Sit Amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin sed ipsum laoreet, posuere libero sed volutpat.

Call to Action ›



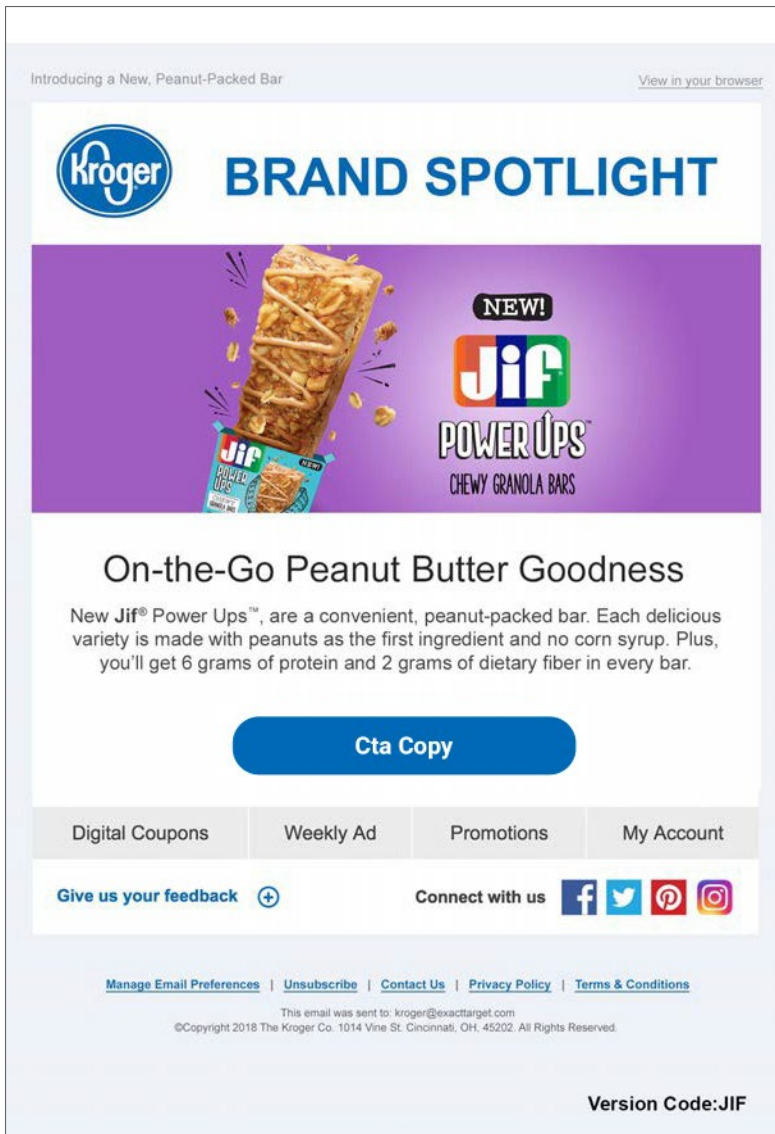
EMAIL MODULE EXAMPLE

Boost Music Programs

Turn Up The Flavor[®] with unique Lay's[®] flavors. Lay's is proudly supporting the Save the Music Foundation with a \$100K donation.

Shop Now ›

NO OFFER TEMPLATE



SUBJECT LINE TEXT (SL)

Character Limit (Including Spaces): 50

Copy: Initial Case

PRE-HEADER TEXT (PHT)

Character Limit (Including Spaces): 60

Copy: Sentence Case

HERO IMAGE

Dimensions: 1200x440 px

File Format: .jpg

File size: > 200k

COPY

Headline Character Limit (Including Spaces): 30

Headline Copy: Initial Case

Body Character Limit (Including Spaces): 225

Body Copy: Complete Sentences (Sentence Case)

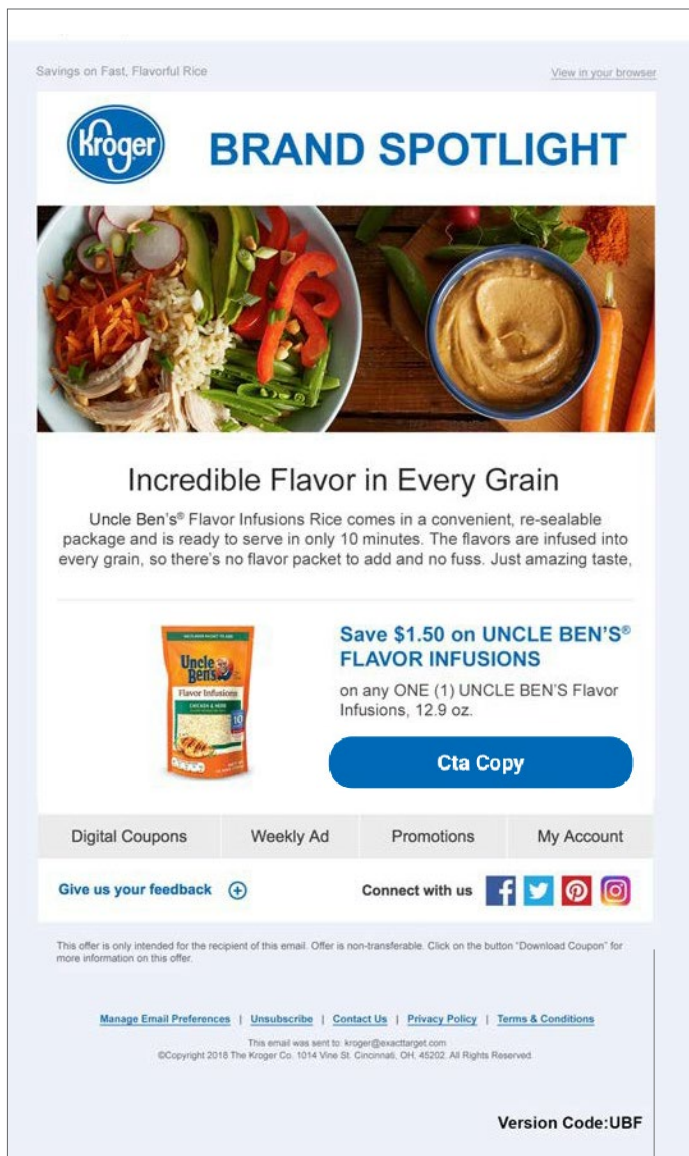
CTA

Only use CTA if linking to a shoppable page or other destination. CTA copy can be changed.

CTA Character Limit: 20

CTA Copy: Lead Caps

SINGLE OFFER TEMPLATE



EMAIL EXAMPLE

SUBJECT LINE TEXT (SL)

Character Limit (Including Spaces): 50

Copy: Initial Case

PRE-HEADER TEXT (PHT)

Character Limit (Including Spaces): 60

Copy: Sentence Case

HERO IMAGE

Dimensions: 1200x440 px

File Format: .jpg

File size: > 200k

COPY

Headline Character Limit (Including Spaces): 30

Headline Copy: Initial Case

Body Character Limit (Including Spaces): 225

Body Copy: Complete Sentences (Sentence Case)

OFFER PRODUCT IMAGE

Dimensions: 550x310 px

Resolution: 72 dpi

File Format: .jpg

File Size: 80kb min; 120kb max (robust photography)

OFFER COPY

Headline Character Limit (Including Spaces): 30

Headline Copy: Initial Case

Body Character Limit: 135

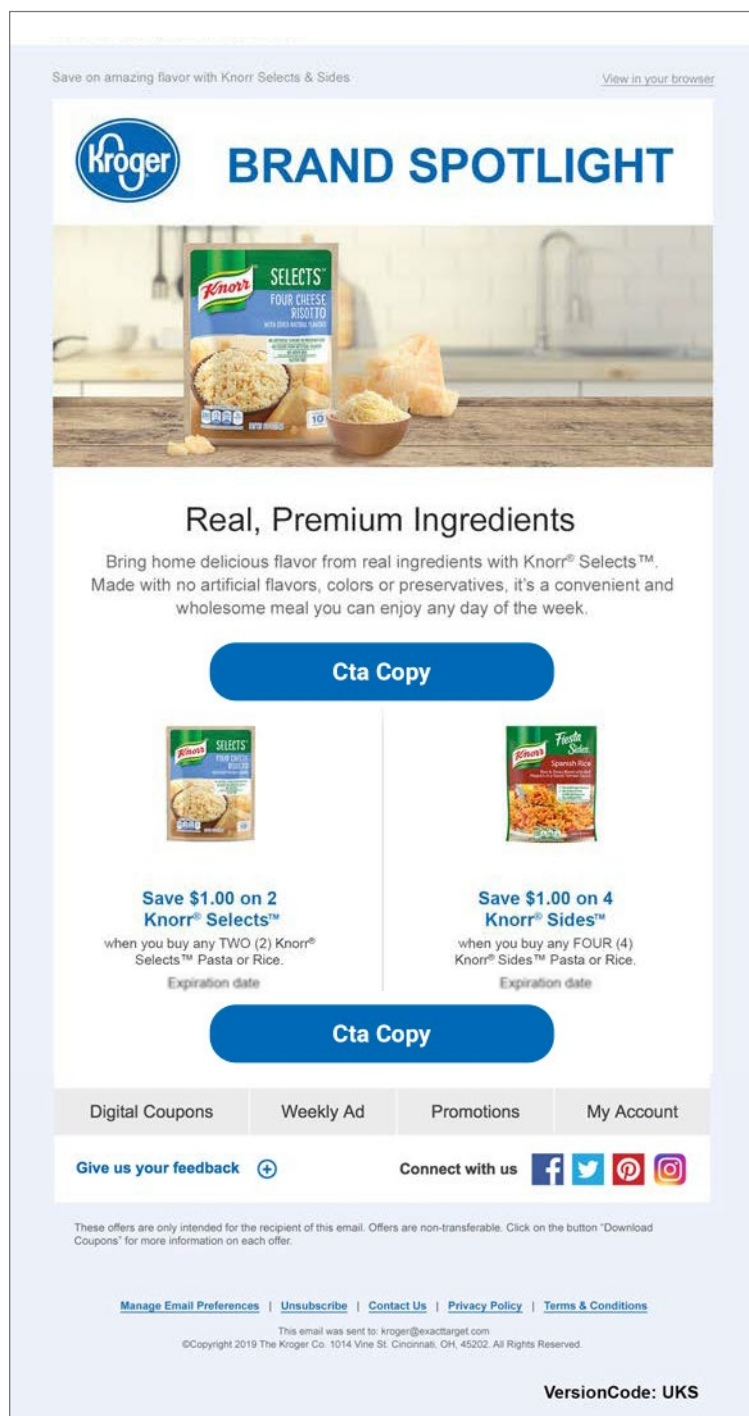
Body Copy: Complete Sentences (Sentence Case)

CTA Character Limit: 20

CTA Copy: Lead Caps

Standard legal is required. Please do not edit.

TWO OFFER TEMPLATE



SUBJECT LINE TEXT (SL)

Character Limit (Including Spaces): 50

Copy: Initial Case

PRE-HEADER TEXT (PHT)

Character Limit (Including Spaces): 60

Copy: Sentence Case

HERO IMAGE

Dimensions: 1200x440 px

File Format: .jpg

File size: > 200k

COPY

Headline Character Limit (Including Spaces): 30

Headline Copy: Initial Case

Body Character Limit (Including Spaces): 225

Body Copy: Complete Sentences (Sentence Case)

OFFER PRODUCT IMAGE

Dimensions: 260x260 px

Resolution: 72 dpi

File Format: .jpg

File Size: 80kb min; 120kb max (robust photography)

OFFER COPY

Headline Character Limit (Including Spaces): 30

Headline Copy: Initial Case

Body Character Limit: 135

Body Copy: Complete Sentences (Sentence Case)

CTA Character Limit: 20


CTA Copy: Lead Caps


Standard legal is required. Please do not edit.

EMAIL EXAMPLE

THREE OFFER TEMPLATE





Elevate Your Summer and Save with these Favorites [Download Coupons](#)

 **BRAND SPOTLIGHT**




Inspired Fare to Delight the Senses
No matter the occasion, Private Selection® helps you serve amazing meals effortlessly. Enjoy these special savings on summer favorites.





Cta Copy

 <p>Save \$1.00 on Private Selection™ Seasoning Rub on the purchase of ONE (1) Private Selection™ Seasoning Rub, any variety</p>	 <p>Save \$0.75 on Private Selection™ Gourmet Potatoes on the purchase of ONE (1) Private Selection™ Gourmet Potatoes</p>
 <p>Save \$0.85 on Private Selection™ Hot Dogs on the purchase of ONE (1) package of Private Selection™ Hot Dogs, any size, any variety</p>	 <p>Thank you for shopping with us!</p>

Cta Copy

Digital Coupons Weekly Ad Promotions My Account

[Give us your feedback](#) 

Connect with us    

These offers are only intended for the recipient of this email. Offers are non-transferable. Click on the button "Download Coupon" for more information on these offers.

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SUBJECT LINE TEXT (SL)

Character Limit (Including Spaces): 50

Copy: Initial Case

PRE-HEADER TEXT (PHT)

Character Limit (Including Spaces): 60

Copy: Sentence Case

HERO IMAGE

Dimensions: 1200x440 px

File Format: .jpg

File size: > 200k

COPY

Headline Character Limit (Including Spaces): 30

Headline Copy: Initial Case

Body Character Limit (Including Spaces): 225

Body Copy: Complete Sentences (Sentence Case)

OFFER PRODUCT IMAGE

Dimensions: 300x300px

Resolution: 72 dpi

File Format: .jpg

File Size: 80kb min; 120kb max (robust photography)

OFFER COPY

Headline Character Limit (Including Spaces): 30

Headline Copy: Initial Case

Body Character Limit: 135

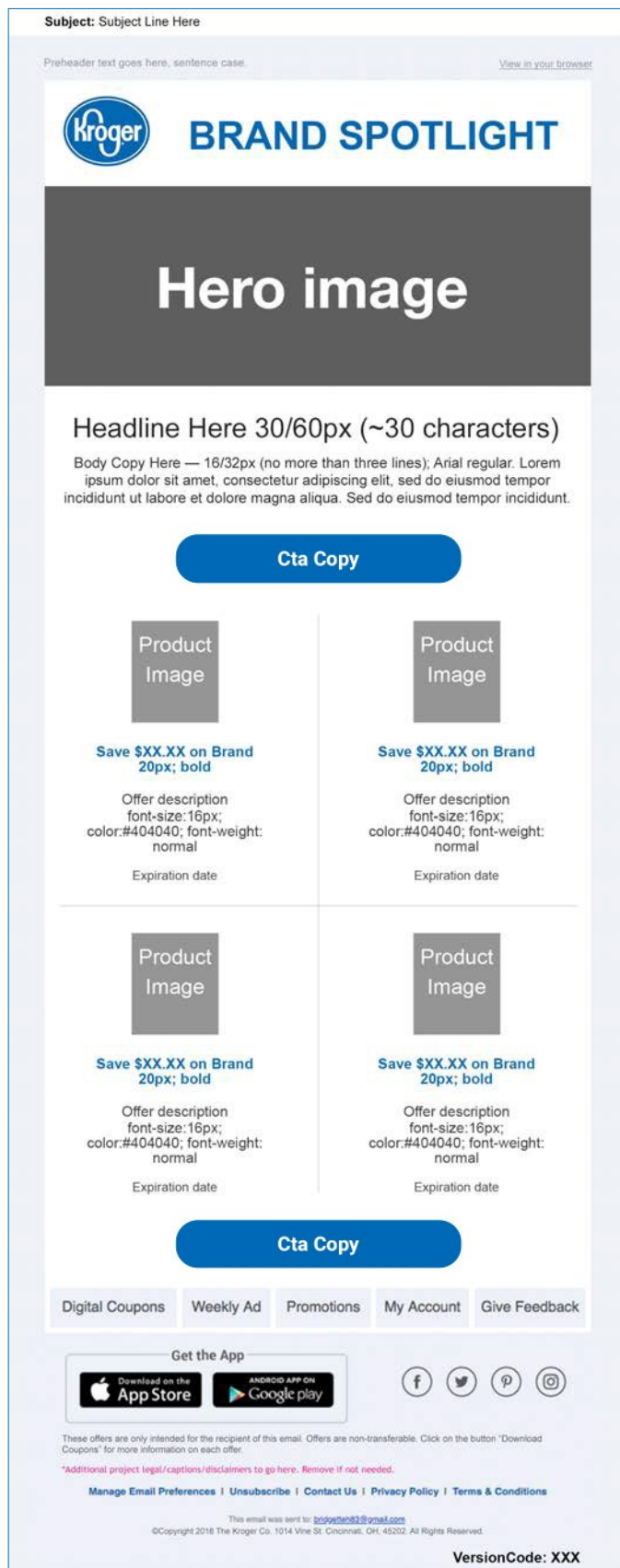
Body Copy: Complete Sentences (Sentence Case)

CTA Character Limit: 20

CTA Copy: Lead Caps

Standard legal is required. Please do not edit.

FOUR OFFER TEMPLATE



SUBJECT LINE TEXT (SL)

Character Limit (Including Spaces): 50

Copy: Initial Case

PRE-HEADER TEXT (PHT)

Character Limit (Including Spaces): 60

Copy: Sentence Case

HERO IMAGE

Dimensions: 1200x440 px

File Format: .jpg

File size: > 200k

COPY

Headline Character Limit (Including Spaces): 30

Headline Copy: Initial Case

Body Character Limit (Including Spaces): 225

Body Copy: Complete Sentences (Sentence Case)

OFFER PRODUCT IMAGE

Dimensions: 300x300px

Resolution: 72 dpi

File Format: .jpg

File Size: 80kb min; 120kb max (robust photography)

OFFER COPY

Headline Character Limit (Including Spaces): 30

Headline Copy: Initial Case

Body Character Limit: 135

Body Copy: Complete Sentences (Sentence Case)

CTA Character Limit: 20

CTA Copy: Lead Caps

Standard legal is required. Please do not edit.

EMAIL EXAMPLE

LANDING PAGE TEMPLATE

SINGLE OFFER

Desktop image should allow for the coupon thumb area to fall on the right hand side.

Dimensions: Variable height x 1000px wide
File Format: .jpg

Only use CTA if linking to a shoppable page. Otherwise, the button can be removed.

Kroger My Store: 5080 Delhi Pike, Cincinnati, OH | Find a Store

What are you looking for today?

My Account Sign Out

Departments Savings Order Online My Prescriptions Explore Community Shopping List

Home > Digital Coupons FAQ | My Preferences |

Digital Coupons

Browse All Coupons My Coupons Print my coupon list

✓ All Coupons (221) All Coupons Savings Available: \$323.40

Flavor WITHOUT THE FUSS Shop Now

FPO Save \$XX.XX¢
Product Name
Coupon Details Here
Exp xx/xx/xxxx
Load to Card

Note: Our digital coupons appear in the digital coupons section of our website or app up to 48 hours prior to being delivered to your inbox. Therefore, you may have already loaded (or even redeemed) the coupons shown here. Any coupons that have already been redeemed are not shown here.

Must use Rewards Card or Shopper's Card to get savings. Each coupon may only be redeemed once per household. Do Not Double. Offer Valid only in the Kroger Co. Family of Stores, excluding Food 4 Less. Void if Reproduced, Transferred or where Taxed, Prohibited or Restricted by Law. Minimum spend requirement is after all discounts are applied and exclusions apply; see store for details.

Would you prefer to receive your personalized offers by mail? Call Customer Service at 1-866-221-4141 to change the way you receive qualifying offers. If you wish to create or edit your online Kroger profile, please [click here](#).

About the Company
About the Company
Advertise With Us
Careers
Community
Express HR
Investor Relations
Kroger Real Estate
News Room
Vendors & Suppliers

Community
Gerbes Community
Rewards
Bringing Hope to the Table
Sharing Courage
Honoring Our Heroes
Salvation Army
Sustainability

Customer Service
FAQs
Account Registration
Contact Us
Customer Comments
Digital Coupons Policy
My Prescriptions FAQs
Recall Alerts
Feedback

Online Services
Deli/Bakery Ordering
Digital Coupons
Gift Card Mall
Join Our Customer Panel
Mobile App
Monthly Newsletter
Subscription
Receipt Survey Invitation
Recipes
Request a Donation
Shopping List
Store Locator
Weekly Ad

Get the Card
Learn More
Save on Fuel
Earn Free Groceries
Manage My Card

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Desktop Landing Page Version Code:UBF

DESKTOP EXAMPLE

MOBILE LANDING PAGE TEMPLATE

SINGLE OFFER

Mobile image will need to be supplied
second size/crop for mobile execution.

File Format: .jpg

Dimensions: Variable height x 640px wide



Only use CTA if linking to a
shoppable page. Otherwise,
the button can be removed.

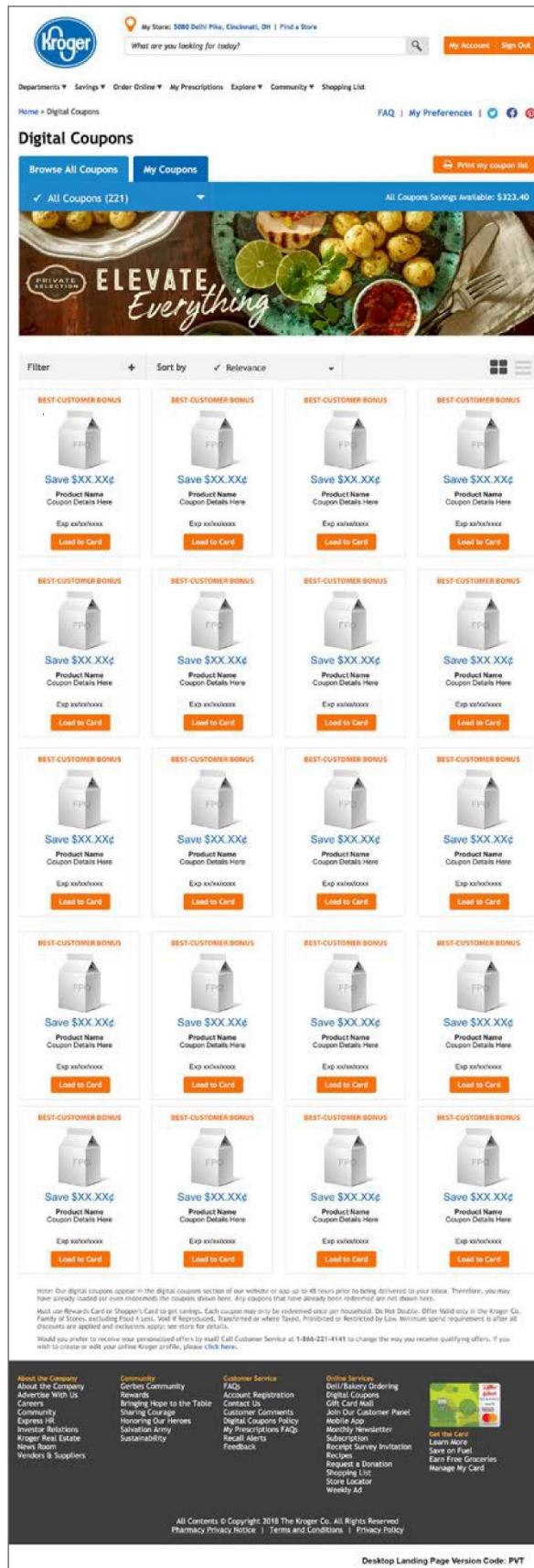
MOBILE LANDING PAGE EXAMPLE

LANDING PAGE TEMPLATE

MULTIPLE OFFER

Dimensions: Variable
height x 1000px wide
File Format: .jpg

Coupons can stay FPO.



DESKTOP EXAMPLE; MULTIPLE OFFERS

LANDING PAGE TEMPLATE

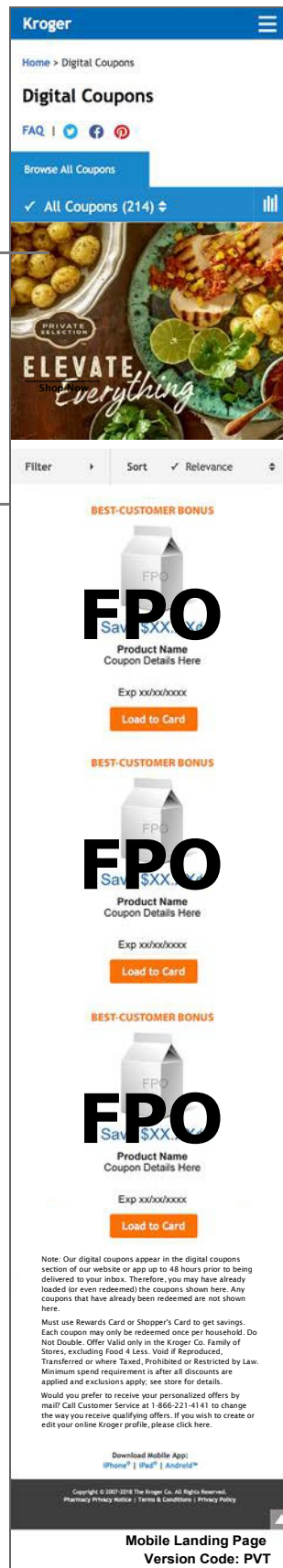
MULTIPLE OFFER

Mobile image will need to be supplied as a second size/crop for mobile execution.

Dimensions: Variable height x 640px wide

File Format: .jpg

The mobile template is the same regardless of the number of coupons. Multiple offers show in a single column for a mobile execution.



MOBILE EXAMPLE; MULTIPLE OFFERS

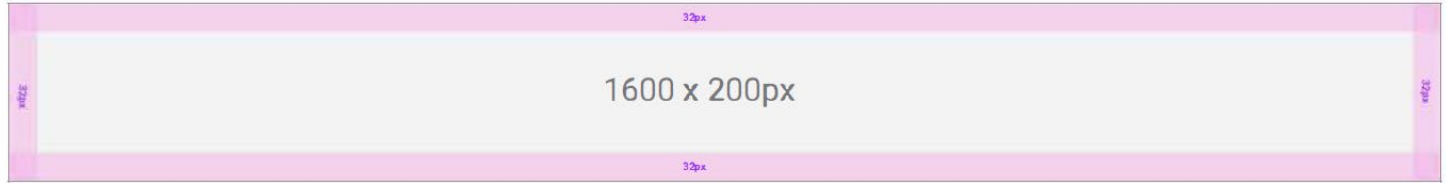
DEPARTMENT PAGE ON-SITE AD

*Please use the provided PSD templates when creating KPM assets

Desktop

1600 x 200px

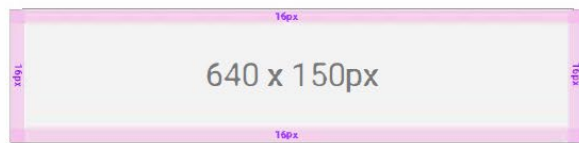
32px padding margin, Copy and CTA button need to stay within the padding



Mobile

640 x 150px

16px padding margin, Copy and CTA button need to stay within the padding



Button Size

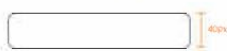
Desktop Spot

48px Standard Button



Mobile Spot

40px Height Compact Button



Button Attributes

Corner Radius

8px radius on all buttons

CTA Font

Roboto Bold 21pt
Color: #1d1e1f

Button Color

Color fill: #ffffff
Border: #1d1e1f 1px stroke

Padding

Padding: 16px

Spacing

16px on L/R of CTA verbiage



Sponsorship Tag

- Sponsorship tag to be applied to all KPM espots
- Tag is supplied in the PSD templates - DO NOT move/resize tag

Featured

Exporting

File Type

PNG

File Size

250kb max file size

PROMOTIONS PAGE ON-SITE AD

IMAGE

Dimensions: 500 x 500

Resolution: 72 dpi

File Format: .jpg or PNG

File Size: 80kb min; 120kb max (robust photography)

COPY

Headline Word Limit: 10

Headline Copy: Initial Case

Body Word Limit: 50

Body Copy: Complete Sentences (Sentence Case)

CTA: Reference Approved CTA List

File Format: Word Document

Example



Up to \$35 in Summer Wellness Savings

Give your body some extra love this summer! Save up to \$35 on essentials for summer health and personal care when you order for pickup or delivery.

[Shop & Save](#)

PROMOTIONS PAGE ON-SITE AD

IMAGE

Dimensions: 300 x 300

Resolution: 72 dpi

File Format: .psd (working files) AND .jpg or PNG

*Include no more than three products in the image - or - single brand logo

COPY

Headline Copy Character Limit (Including Spaces): 30

Headline Copy: Initial Case

File Format: Word Document

Examples



10 for \$10 on School Faves!



20% OFF Home Chef with
Card



Save on Tasty Everyday Wins

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

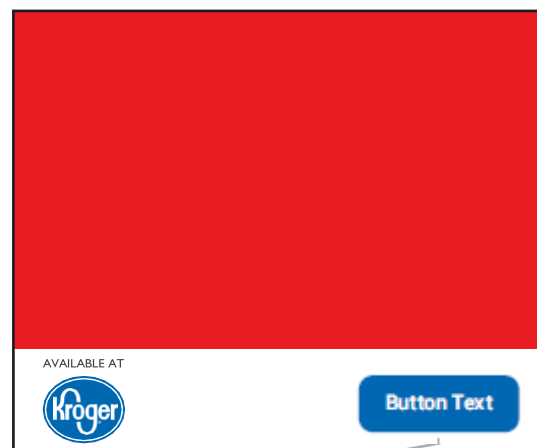
ORGANIZATION OF FINAL FILES

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: 8 px

Button Color: #0068B3

Font: Roboto Medium

Case: Initial Case

Font Color: #FFFFFF

Character Limit: 25

PINTEREST

IMAGE

File Type: PNG or JPG

Max File Size: 10MB

*Creative Versions: 2 to 3 versions preferred

*Must provide all creative versions with individual banner logos for all targeted divisions (Kroger, Bakers, Gerbes, Dillons, City Market, Kings, Fred Meyer, Frys, QFC, Ralphs & Smiths)

**Aspect Ratio: 2:3 (i.e. 1000px wide by 1500 px tall)

** Any pin that has an aspect ratio greater than 2:3 may be cut off at the bottom when shown and may be penalized in the auction.

COPY

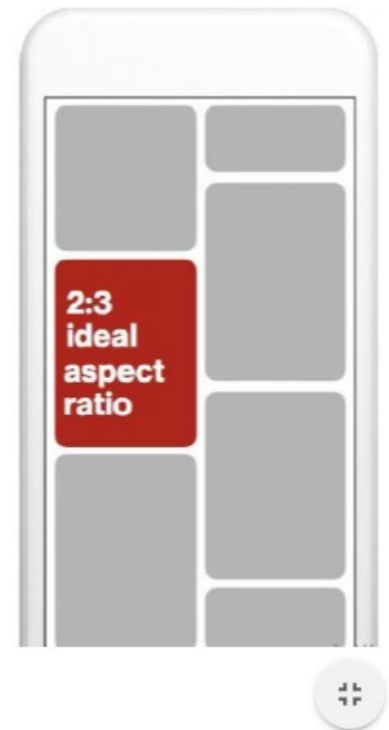
Title Copy Max Character Count: 100

Description Copy Max Character Count: 500

File Type: DOC or DOCX

Bolding, text formatting and line spacing is not an option

Prioritize the first 1-2 sentences (most likely to show up in feed)



CREATIVE BEST PRACTICES

1. Pick eye-catching imagery - Platform users prefer high-quality, vertical images with a 2:3 aspect ratio (ex: 1000 x 1500 pixels)
2. Make the brand the focal point - The focus product should be front and center. Avoid using abstract or lifestyle imagery that doesn't showcase the brand.
3. Provide high-impact experiences - Show consumers how the product fits into their individual lifestyle. Contextualize the brand based on consumer need (examples: a key differentiator, a use-case, and/or functional benefit).
4. Utilize a logo to drive association - Subtly place a logo on every Pin. Avoid the lower right corner, as Pinterest product icons occupy that area.
5. Text overlay provides a stronger story - Text overlay is the copy included on the Pin, making it stand out, providing additional context and enhancing the brand message. Keep text concise so it's easy for people to read on their phones.

Pre-Roll Video

VIDEO

File Type: : .avi, .mov, .mp4, .m4v, .mpeg, .mpg, .oga, .ogg, .ogv, .webm, .wmv

File Size: Video creatives hosted by Bid Manager can be up to 1 GB. Always upload a source file with the highest possible specifications you have available, so that Bid Manager can transcode the asset into as many serving files as possible. However, individual exchanges may have different maximum file sizes, so plan accordingly.

Duration: Video inventory supports a variety of durations up to 90 seconds (e.g. 15, 20,30,60,90 seconds). However, **it is recommended to keep video under 30 seconds** to ensure the best completion rates and most efficient CPMs.

Aspect Ratio: Landscape/horizontal videos must have an aspect ratio of 16:9 (for example, 640 × 360) or 4:3 (for example, 640 × 480). Portrait/vertical videos must have an aspect ratio of 9:16 (for example, 360 × 640) or 3:4 (for example, 480 × 640).

Clickthrough URL: Make sure the creative has a clickthrough URL specified. Note that the clickthrough URL will be opened in a new window.

VIDEO BEST PRACTICES

File Format: .mov or .mp4

Dimensions:

- Landscape/horizontal: 1280 × 720, 1920 × 1080, or 1440 × 1080
- Portrait/vertical: 720 × 1280, 1080 × 1920, or 1080 × 1440
- Square: 720 × 720, 1080 × 1080, 1920 × 1920

Aspect Ratio:

- Landscape/horizontal: 16:9 or 4:3
- Portrait/vertical: 9:16 or 3:4

Codec: H.264

Frame Rate: 23.98 or 29.97

Bitrate: At least 20 Mbps

Length: 15 or 30 seconds

File Size: Up to 1GB (per the DCM file size limit)

Black bars: No

Letterboxing: No

AUDIO BEST PRACTICES

Codec: PCM (preferred) or AAC

Bitrate: At least 192 Kbps

Bit: 16 or 24 bit only

Sample Rate: 48 kHz

Audio Settings: Required

COMPANION BANNER CREATIVE

Banner Size: 20K

File Type: JPG or HTML

Animation Time: 15 seconds

Banner Sizes: 300x250, 728x90, 300x60

Companion Banner 18-24 FPS

VIDEO CONTENT REQUIREMENTS

Ads must be distinguishable from a publisher's content. Ads can't appear as if they are actual content or links on a publisher's site.

Pre-Roll Video

Kroger Logos: All Video must include the Kroger Family Circle of logo's (see below). This should be placed at the end of the video. High res image is available from 84.51°. The logo lock-up should not be manipulated in any manner. Logo lockup should be visible for at minimum 2 seconds of the video.



Prohibited Content: Tobacco, weapons, nudity, defamatory/hate content, illegal activities, profanities, spyware, offers of free gifts, links to quizzes/surveys, misleading claims, references to sex or sexuality