



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

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_KRO_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

See page 8



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

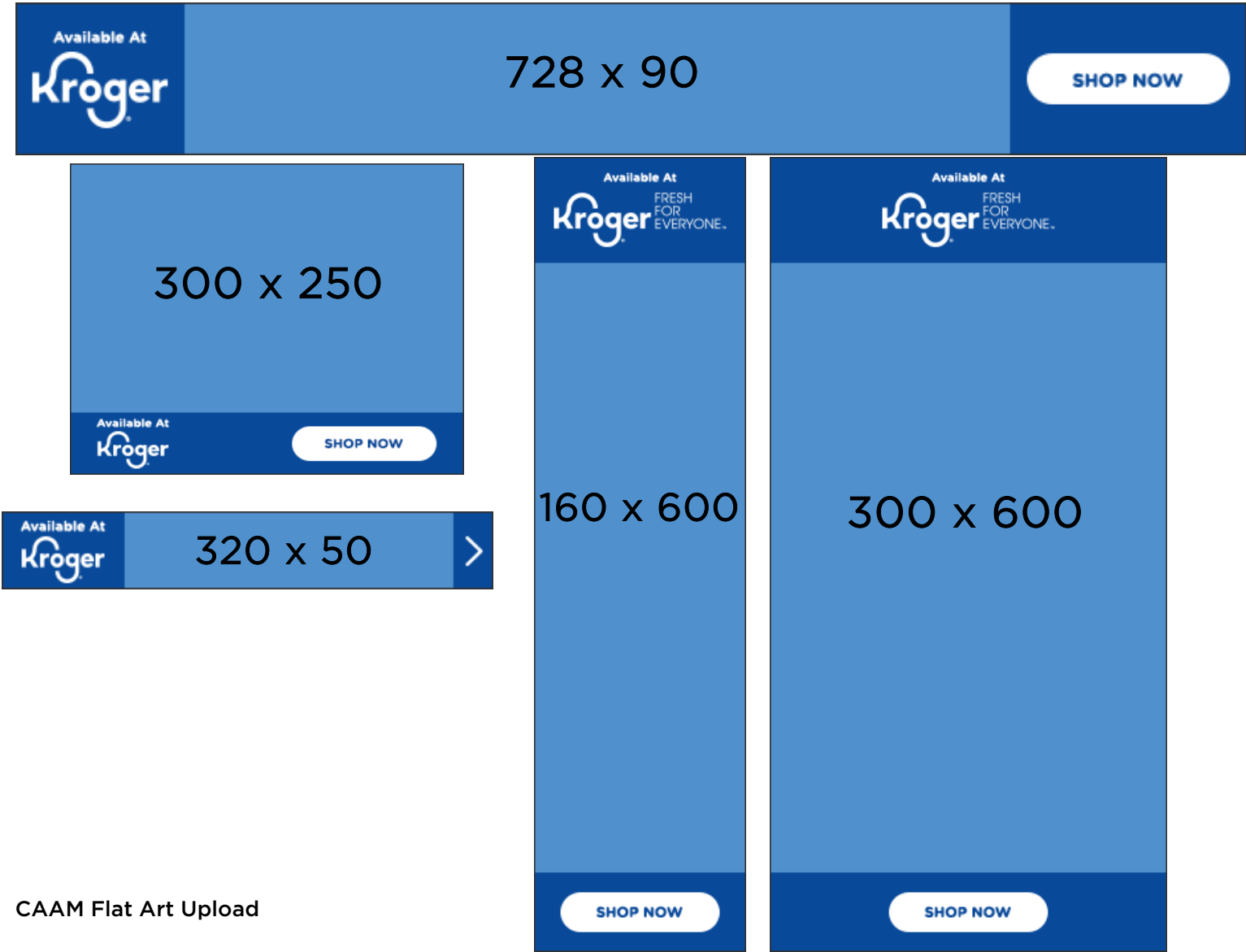
Kroger Version Font Color: #084999

Banner Version Font Color: #FFFFFF

Character Limit: 25

DISPLAY

CO-BRANDED BANNER BAR - USAGE & SPECS



CAAM Flat Art Upload

All flat art files should be built at 72 DPI. Please build creative to the flat art file size specs listed below. DO NOT include the Call to Action or Banner logo -they will be provided by CAAM. While our template sizes are shown at 100% (the final banner size), the flat art file size is built at 200% to ensure high quality creative can be reviewed by 84.51°.

KROGER MASTERBRAND TEMPLATE

Template Size	Flat Art File Size
320 x 50 px	428 x 100 px
160 x 600 px	320 x 920 px
728 x 90 px	976 x 180 px
300 x 600 px	600 x 920 px
300 x 250 px	600 x 400 px

DISPLAY

CO-BRANDED DIGITAL BANNER ADS – HTML 5 SPECS

Creative assets are uploaded to DoubleClick Campaign Manager in order to traffic display campaigns. This particular ad serving program has set requirements for developing HTML5 assets. Please keep the following in mind when developing creative:

- Please do not send PSD files, we are unable to use these.
- Please provide static back up assets for all banners/divisions.
 - Static back up assets must be .jpg, .jpeg, or .gif files.
 - Static back up assets must not be animated.
- HTML assets cannot use local or session storage
- Each creative HTML asset must be individually zipped and contain the following:
 - Must include a click tag for a functional click-thru
 - The URL should be <https://www.kroger.com>
 - Due to time demands, we are unable to fix incorrect clicktags. When clicktags are not formatted correctly, the creative will be sent back for revision.
 - Must be able to load into an iFrame
 - Any other assets referenced by the HTML file, including:
 - Javascript file(s)
 - Images
- Please zip the files before sending, do not send unzipped files.
- Do not include any of the following within the zipped HTML asset:
 - Any other zipped files
 - No unreferenced files (including Thumbs.db)
 - Static files, unless specifically referenced by the HTML file

A sample HTML5 .zip file is available for download [here](#).

All files, once received, are checked using DoubleClick Campaign Manager's HTML5 Validator, available [here](#).

DISPLAY

NATIVE ADS

ADVERTISER NAME/LOGO

Either the Advertiser name **OR** logo must be provided to be displayed on the ad. You do not need to provide both especially if your name is your logo.

Maximum Advertiser Name Characters: 25

Minimum Logo Size: 100x100

Maximum Logo Size: 200x200

Maximum Logo File Size: 1200kb

Logo Aspect Ratio: 1:1

Logo Color Model: RGB

CREATIVE IMAGE

Advertiser must provide an image to promote their product and/or brand message.

Minimum Image Size: 1200x627

Maximum Image Size: 2000x1200

Image Format: JPEG or PNG

Maximum Image File Size: 1200kb

Image Aspect Ratio: 1:1

Image Color Model: RGB

TEXT

Advertiser must provide text to accompany their creative image. Please download the Native Creative Template from our website to input your text prior to sending it to your assigned Campaign Manager. The Kroger banner name must appear in either the headline or body copy. Instead of versioning out the text for each banner, include "BANNER NAME" where you would like it to appear, and we will version it out in our system.

Headline Maximum Characters: 25

Body Text Maximum Characters: 90

Call to Action Maximum Characters: 15

DISPLAY

IN-IMAGE ADS

Display ad sizes (728x90 and 300x250) can be repurposed to be used in an in-image placement. Final creative submitted for the display ad campaign will be sent to be used for in-image unless custom creative development is requested and approved.

In some cases, custom in-image creative can be developed by the service provider. If custom creative development has been approved, the Advertiser is responsible for providing the following:

Hi-Res Layered PSD Files

- Background pattern or color
- Logo
- Tagline & Font
- Call to Action
- Campaign Artwork

Any additional creative direction on the look/tone/feel of the artwork should also be provided.