



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

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: 1200 x 920 (Retina)

Resolution: 72 dpi

File Format: .jpg

File Size: under 200kb

(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

B_Hero_460

Avant Garde Demi 60pt

body copy_gotham rounded 32pt_#58585b

avant garde_demi 36pt



Last Chance! Unleash Pet Savings

Pamper your pet for less before time runs out! Save \$15 instantly when you spend \$45 on select favorites for your furry one, through November 12.

[Shop the Savings](#)

Module Example