



KROGER PRECISION MARKETING SPEC SHEET

VERSION 2.0 | 6.2020

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"
- > Avoid mentioning specific product pricing unless approved by a Category Manager

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

STATIC AND TARGETED 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

NO white backgrounds or borders



Mobile

640 x 150px

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



Sponsorship Tag

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

Featured

Button Attributes

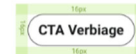
Corner Radius
20px radius on all buttons

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



Button Size

Desktop Spot
48px Standard Button



Mobile Spot
40px Height Compact Button



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 Feature Tag for On-Site Ads -they will be provided by CAAM. Also please AVOID white backgrounds and the use of borders within the creative. 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°.

Static OSA Ad Dimensions	
Template Size	Flat Art Size
640x150px - Mobile	1280x300px
1600x200px - Desktop	3200x400px

Targeted OSA Ad Dimensions	
Template Size	Flat Art Size
640x150px - Mobile	1280x300px
1280x300px - Mobile App	
1600x200px - Desktop	3200x400px
3200x400px - Tablet App	
624x1132px - Home Screen iOS	624x1132px

In-Store Targeted Onsite Ads

Because in-store mode can only be triggered if a shopper is in/near the store, there are specific guidelines below to ensure we are not confusing the shopper or hindering their experience.

CREATIVE - No Pickup/Ship/Delivery modality message; cannot call out promotion unless confirmed by Category Manager; in-store location should be broad and applicable for all divisions reached (for example: product now located in produce section vs. product now located in aisle 8)

CLICKTHROUGH - Clickthrough must be app friendly and therefore only product lists should be used at this time (no brand shops)

HOME PAGE ICON AD

IMAGE

Dimensions: 330 x 330

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