



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

PINTEREST

IMAGE

File Type: PNG or JPG

Max File Size: 32MB

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.

VIDEO (Standard Width)

File Type: .mp4, .mov or .m4v

Encoding: H.264 or H.265

Max File Size: 2GB

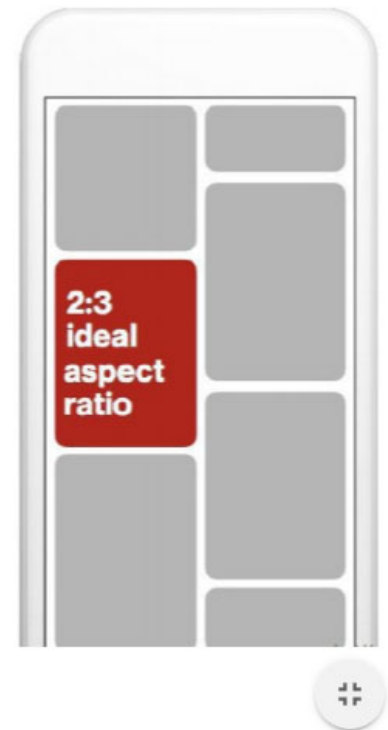
Video Length: 4 seconds to 60 seconds (recommended 6-15 seconds)

Creative Versions: 1 to 2 versions

Aspect Ratio: Shorter than 1:2 (width:height), taller than 1.91:1

Recommended Aspect Ratio: 1:1, 2:3 or 9:16

*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)



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.
6. Include an Actionable CTA in the Text Overlay of the Creative- Short, actionable phrases to drive engagement or conversion