



Brand Shop Technical Specs
Version 9.5.19

Best Practices:

- Please keep in mind the main objective of Brand Shops when developing creative:
 - To drive digital engagement by encouraging sales/conversion
- Brand shops act as an “always on” landing page to showcase brands.
 - These pages are not a good location to showcase weekly promos, or products only relevant to certain divisions or stores.
- Each brand shop received one URL that will be used for the entire year. This cannot be changed.
- All creative requires Kroger Digital Site Merchandising Experience approval.
- Creative and supporting click-thru destinations may only be changed out during planned page refreshes.
 - Therefore, only include creative messaging that is applicable to the entire refresh period so as to not mislead the customer (i.e. don't advertise a Buy 5, Save \$5 promo that is only live for 1 week if your refresh lasts 3 months).
- Avoid use of the Kroger logo since these pages are enterprise-wide. Can use “Kroger Family of Stores” instead.
- Driving off banner.com is not permitted.
- Calling out external websites in creative is not permitted.
- Inclusion of social media hashtags, handles, or linking off onto a social platform is not permitted.
- No gamification or sweepstakes should be included on the page.
- Cannot version page by store level or division.
 - Entire banners can be excluded, if absolutely necessary (i.e. Dillons, Gerbes, Fry's, etc).
 - Divisions that are not included in brand shops – Roundy's, F4L, Foods Co, Payless, Owens.
- Only include products that have good distribution across the enterprise in-store AND online. At least one product must display in each division/banner on any product carousel/list
- We should only be using coupon landing pages developed by YouTech if the coupon has the be gated. However, it must include a “back” button in the header image to direct customers back to the brand shop. This is usually done in the form of a “Shop Now” CTA button. ***These pages are an additional cost!***

KPM Brand Shop Containers

Hero Image (static)
Desktop: 1600x350, Mobile: 640x266
Specs: pg. 4

Text Only Module - Brand Introductory Copy
Creative Specs: limit to 785 characters, ~140 words; Header Text + Copy Text only

Coupon Grid/Carousel
Will pull in coupons in the General Coupon Pool based on coupon ID or coupon brand
filter Link Destination: links directly to coupon on banner.com
Specs: pg. 15

See All (optional)

Coupon Card

Coupon Card

Coupon Card

Coupon Card

Coupon Card

Category Icons
Link destination: curated product lists
Max. 6 across
Specs: pg. 9

Logo/Pack Shot
330x330

Brand/Category/
Subpage Name
(optional)

Logo/Pack Shot
330x330

Brand/Category/
Subpage Name
(optional)

Logo/Pack Shot
330x330

Brand/Category/
Subpage Name
(optional)

Logo/Pack Shot
330x330

Brand/Category/
Subpage Name
(optional)

Logo/Pack Shot
330x330

Brand/Category/
Subpage Name
(optional)

Logo/Pack Shot
330x330

Brand/Category/
Subpage Name
(optional)

Large eSpot
Link Destination: Product list, recipe, article, YT landing page, coupon
Desktop: 1600x304, Mobile: 640x200
Specs: pg. 5

Product Carousel
File Asset Type: Excel with UPCs (min. 20 items, max. 150 items) or brand filter
Specs: pg. 11

Shop All

Product Card

Product Card

Product Card

Product Card

Product Card

Product Card

Dual eSpot Left
Link Destination: Product list, recipe, article, YT landing page, coupon
Desktop: 795x304, Mobile: 640x200
Specs: pg. 6

Dual eSpot Right
Link Destination: Product list, recipe, article, YT landing page, coupon
Desktop: 795x304, Mobile: 640x200
Specs: pg. 6

Dual eSpot
Link Destination: Product list, recipe, article, YT landing page, coupon
Desktop: 795x304, Mobile: 640x200
Specs: pg. 6

Teaser Copy
Less than 100 words provided in copy doc that builds on eSpot
Specs: pg. 6

Triple eSpot Left
Link Destination: Product list, recipe, article, YT landing page, coupon
Desktop: 526x304, Mobile: 640x200
Specs. pg. 7

Triple eSpot Middle
Link Destination: Product list, recipe, article, YT landing page, coupon
Desktop: 526x304, Mobile: 640x200
Specs. pg. 7

Triple eSpot Right
Link Destination: Product list, recipe, article, YT landing page, coupon
Desktop: 526x304, Mobile: 640x200
Specs. pg. 7

Skinny eSpot
Desktop:1600x100 , Mobile: 640x200
Specs. pg. 8

Recipe Grid
Will pull in up to 5 recipes from banner.com
Link Destination: links directly to recipe page
Specs: pg. 12

See All (optional)

Recipe Card

Recipe Card

Recipe Card

Recipe Card

Recipe Card

Single Video Container
Video will be embedded on site
Specs: pg. 10

Single Video Container
Creative specs: Provide YouTube URL

Dual Video Container
Videos will be embedded on site
Specs. pg. 10

Dual Video Container
Creative specs: Provide YouTube URL

Dual Video Container
Creative specs: Provide YouTube URL

Dual Video Container + Teaser Copy
Video will be embedded on site
Specs: pg. 10

Dual Video Container
Creative specs: Provide YouTube URL

Teaser Copy
Less than 100 words provided in copy doc

Hero eSpot Specs

TECHNICAL REQUIREMENTS:

- Size – Desktop: 1600x350px
Mobile: 640x266px
- Format: .PNG
- File size less than 200kb

STANDARD USE:

- Mandatory use at the top of the page
- Should help introduce customers to your page and brand
- Link Destination Options: N/A; Static Image

EXAMPLES: **Examples are not to scale*



Large eSpot Specs

TECHNICAL REQUIREMENTS:

- Size – Desktop: 1600x304px
Mobile: 640x200px
- Format: .PNG
- File size less than 200kb
- CTA Button Specifications:

Button Size

Desktop Spot

48px Standard Button



Mobile Spot

40px Height Compact Button



STANDARD USE:

- Can be used anywhere on the page
- Link Destination Options:
 - Product List
 - Recipe or Article on banner.com
 - YouTech Coupon Landing Page (if needs to be gated)
 - General Coupon Pool

EXAMPLES: **Examples are not to scale*



Dual eSpot Specs

TECHNICAL REQUIREMENTS:

- Size – Desktop: 795x304px
Mobile: 640x200px
- Format: .PNG
- Any teaser copy must come in a word doc
- File size less than 200kb
- CTA Button Specifications:

Button Size

Desktop Spot

48px Standard Button



Mobile Spot

40px Height Compact Button



STANDARD USE:

- Can be used anywhere on the page
- Layout Options:
 - 2 dual eSpots side by side
 - 1 dual eSpot + teaser copy
- Link Destination Options:
 - Product List
 - Recipe or Article on banner.com
 - YouTech Coupon Landing Page (if needs to be gated)
 - General Coupon Pool

EXAMPLES: **Examples are not to scale*



Ready for some Fanta? Yass. More Yasss.

Craving something orange and delicious? Totally.

- Bright, bubbly and instantly refreshing
- 100% Natural Flavors
- Caffeine Free
- Perfect size for drinking with meals, on the go, or any time

Triple eSpot Specs

TECHNICAL REQUIREMENTS:

- Size – Desktop: 526x304px
Mobile: 640x200px
- Format: .PNG
- File size less than 200kb
- CTA Button Specifications:

Button Size

Desktop Spot

48px Standard Button



Mobile Spot

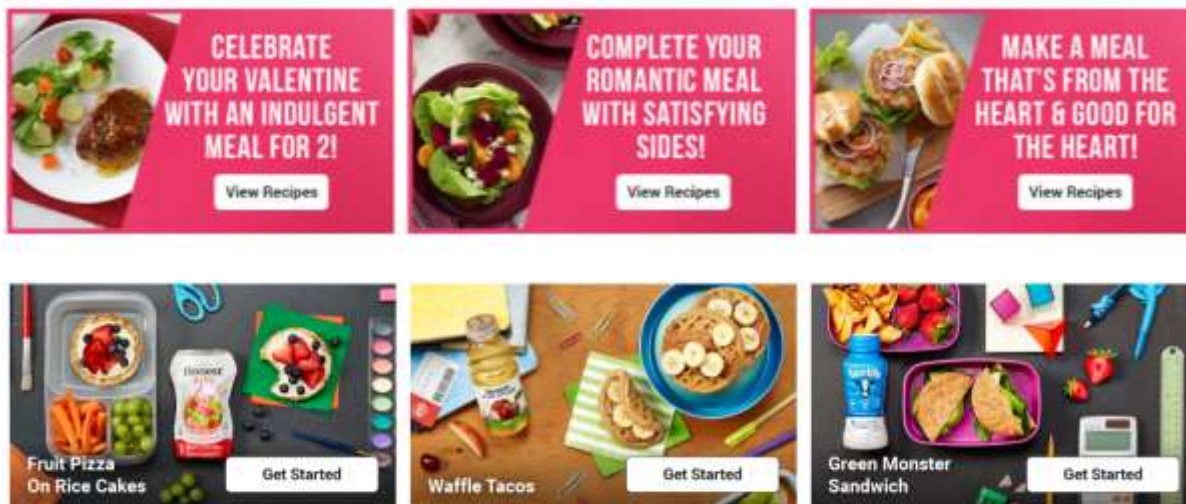
40px Height Compact Button



STANDARD USE:

- Can be used anywhere on the page
- Layout Options:
 - 3 triple eSpots (left, middle, right)
- Link Destination Options:
 - Product List
 - Recipe or Article on banner.com
 - YouTech Coupon Landing Page (if needs to be gated)
 - General Coupon Pool

EXAMPLES: **Examples are not to scale*



Skinny eSpot Specs

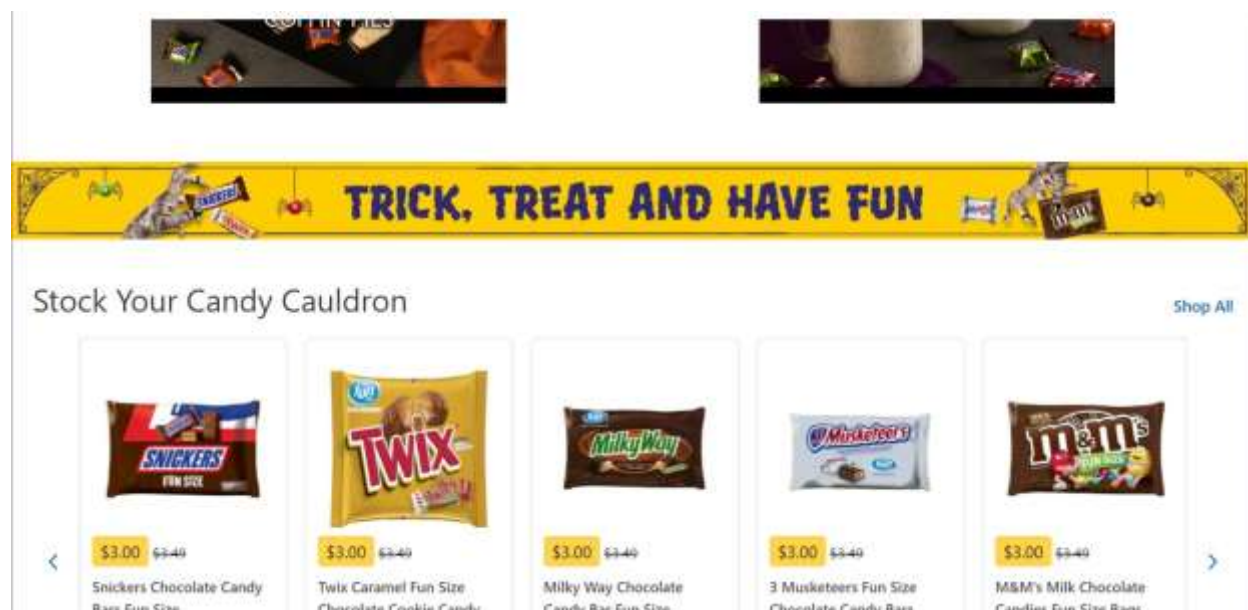
TECHNICAL REQUIREMENTS:

- Size – Desktop: 1600x100px
Mobile: 640x200px
- Format: .PNG
- File size less than 200kb

STANDARD USE:

- Used as a page divider
- Link Destination Options: N/A; Static Image

EXAMPLES: **Examples are not to scale*



Category Icons

** Please use the template included in your Brand Shop specs zip file.*

TECHNICAL REQUIREMENTS:

- Size – 330x330px
- Format: .PNG
- File size less than 200kb

STANDARD USE:

- Used to showcase different category or brands
- Brand logos or a pack shot image
- Link Destination Options:
 - Product List
- Max. 6 across
- Can include optional text below the icon for labeling purposes

EXAMPLES: **Examples are not to scale*

Shop Your Favorite Brands



Shop by Category



Video Containers

** Please reference the Video Style Guide included in your Brand Shop specs zip file.*

TECHNICAL REQUIREMENTS:

- Format: YouTube link
- Any headline/sub-headline copy must come in a word doc
- Video will be embedded on site

STANDARD USE:

- Must be reviewed for approval. If creating a new video for your page, recommend to send a storyboard to 84.51° prior to production to help avoid rework.
- Layout Options:
 - 1 video centered on page
 - 2 videos side by side
 - 1 video + teaser copy
- Link Destination Options: N/A
- Optional Headline/Sub-Headline copy – highly recommended.

EXAMPLES: **Examples are not to scale*



Grab A Thing on the Way to the Thing



Do Ya Wanta Fanta? Yassssssss!

A perfectly delicious, bold orange thing that's packed with bubbly, natural orange flavors.

Grab an orange thing on your way to the thing!

Fanta. It's a Thing.

Fun Recipes to Show Your Pride



Product Carousel

TECHNICAL REQUIREMENTS:

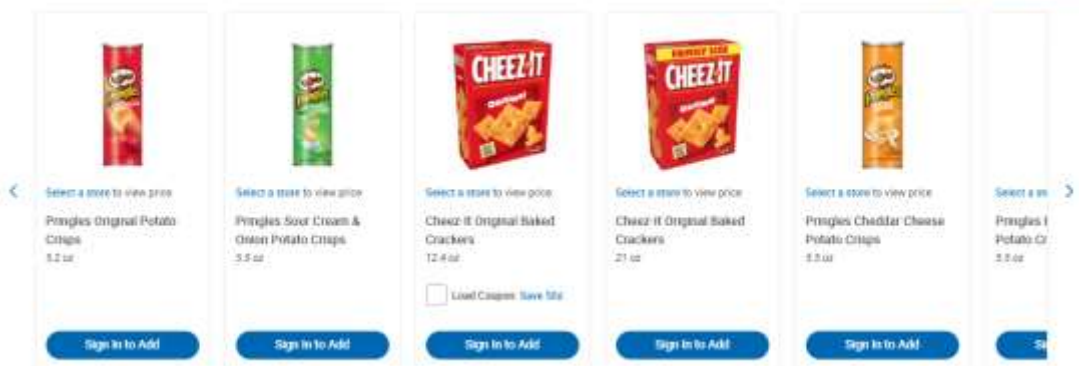
- Format: Excel file with UPC list
- Min. 10 UPCs; Max 150 UPCs – or brand filter
- Title/Headline necessary; sub-copy is optional

STANDARD USE:

- To pull products directly onto the brand shop page to avoid additional clicks in order to drive conversion
- Link Destination Options: Product List

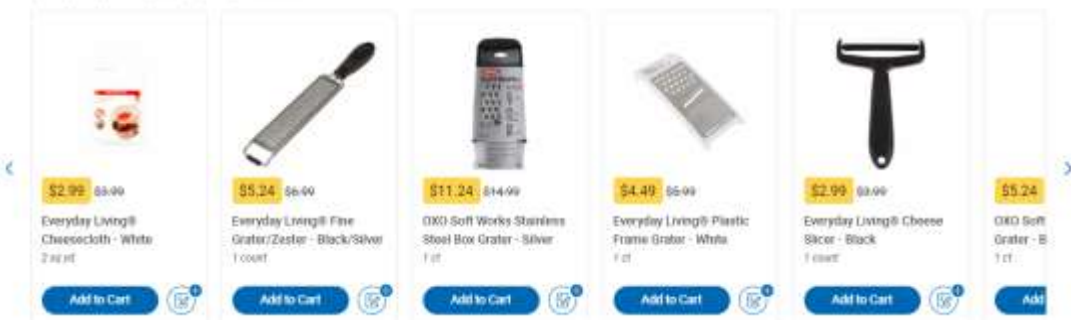
EXAMPLES: **Examples are not to scale*

Featured Products



Shop All Your Cheeseboard Needs

Don't forget to pick up knives, cutting boards, cheeseboards and more!



Recipe Container Specs

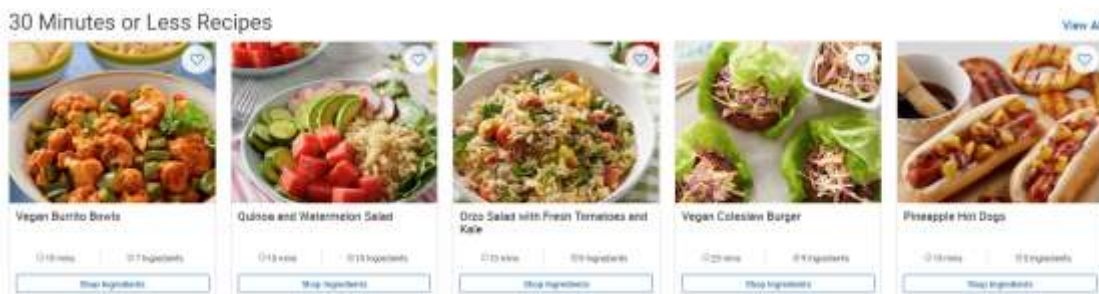
TECHNICAL REQUIREMENTS:

- For Recipe Grid layout:
 - If a previously published recipe on banner.com, provide URL to recipe
 - If new recipe is required to be created, see pg.13-14 for recipe specs
 - Headline/Sub-Headline in a word
- For eSpot layout, see pg. 5-7 for spec options
- Max. of 5 recipes

STANDARD USE:

- To provide customers with a shoppable recipe experience containing participating products and brands
- Layout Options:
 - eSpot
 - Recipe Grid
- Link Destination Options: directly to single recipe page
- Headline necessary; Sub-Headline copy is optional

EXAMPLES: **Examples are not to scale*



Recipe Page Specs

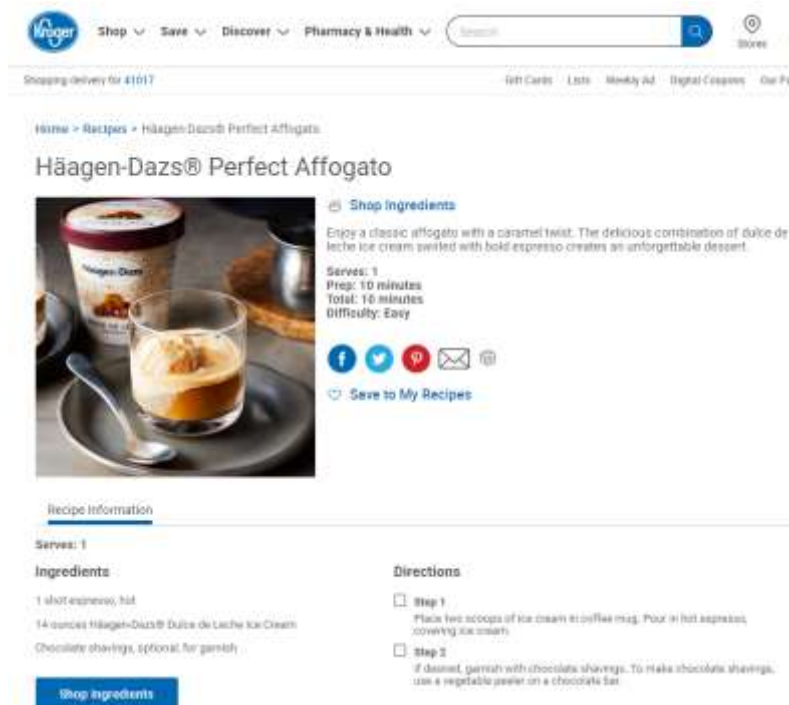
TECHNICAL REQUIREMENTS:

- Image Size – 500x500px
 - Images should be fully styled and propped featuring fresh ingredients and garnishes. The recipe should look tasty and fresh; Do not feature hands or people. Images for recipes should appear as true to the finished dish as possible to promote authenticity.
- Format: .JPG
- All recipe copy must come in a word doc
 - Must use standard recipe template (see pg. 14)
- 1 recipe per recipe page

STANDARD USE:

- Act as a landing destination off the brand shop for customers to view and shop a recipe
- All recipes will live in Kroger's recipe bank on banner.com
- Layout Options:
 - Single Recipe Page
- Link Destination Options: N/A
- Recipe Tone of Voice – Use only positive language to inspire the Customer. For example, instead of saying “don’t forget to stir constantly,” say “remember to stir constantly.”

EXAMPLES: **Examples are not to scale*



Häagen-Dazs® Perfect Affogato

[Shop Ingredients](#)

Enjoy a classic affogato with a caramel twist. The delicious combination of dulce de leche ice cream swirled with bold espresso creates an unforgettable dessert.

Serves: 1
Prep: 10 minutes
Total: 10 minutes
Difficulty: Easy

[f](#) [t](#) [p](#) [e](#) [m](#)

[Save to My Recipes](#)

Recipe Information

Serves: 1

Ingredients

1 shot espresso, hot

14 ounces Häagen-Dazs® Dulce de Leche Ice Cream

Chocolate shavings, optional for garnish

[Shop Ingredients](#)

Directions

☐ **Step 1**
Place two scoops of ice cream in coffee mug. Pour in hot espresso, covering ice cream.

☐ **Step 2**
If desired, garnish with chocolate shavings. To make chocolate shavings, use a vegetable peeler on a chocolate bar.

Recipes Template

** Recipe Submission Form included in your Brand Shop specs zip file.*

RECIPE FORMATTING:

- Each recipe has 5 sections, in the following order:
 1. Title
 2. Teaser/Lead-In Body Copy
 3. Time Block
 4. Ingredients
 5. Directions
-

Title

Title of the recipe; capitalize the first letter of each word, except articles (the, a).

Teaser Copy / Lead-In Body Copy

An introduction to the recipe that describes it in an appetizing way; 150-300 characters of teaser/romance copy for the recipe/article

Prep: X min | Cook: X min | Total: X min

If unknown, estimate.

Prep – time that includes steps like chopping, slicing, etc.

Cook – time where food is being baked, boiled, fried, grilled, or otherwise actively cooked

Total – a total time of all the tasks put together (prep, cook, rest, freeze, etc.)

Serves: *Total amount of servings included in recipe.*

Ingredients:

List form with each individual ingredient listed on its own line

No sub-header breakouts/multiple ingredient lists

No ambiguous ingredients (Ex. assorted candy or your favorite condiments)

No duplicate ingredients within one list (Ex. if vanilla appears twice in the recipe/ingredient list it should be listed as “2 Tbsp. vanilla, divided”)

When calling out a specific brand ingredient, ensure that it matches the naming that is used on the Kroger Banner product description page

Directions: *Always include what to do with leftovers (refrigerate, air-tight container, etc.)*

- 1.
- 2.
- 3.

Coupon Carousel Specs

TECHNICAL REQUIREMENTS:

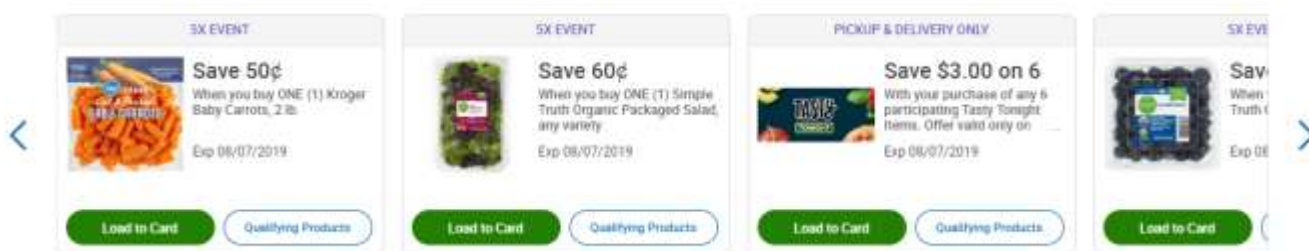
- Coupon pack shot – 500x500px
- Format: .JPG
- Other assets needed – redemption UPCs and coupon wording
- Headline/sub-headline copy must come in a word doc
- ***This container should be placed as high on the page as possible (above the fold).***

STANDARD USE:

- To provide customers great savings directly on the brand shop page without having to do multiple clicks.
- Coupons must be available in the General Coupon Pool
- Can pull in coupons based on coupon ID or a general brand filter
- At least one coupon must remain live until the next page refresh
- Link Destination Options: Load to Card or Qualifying Products
- Headline necessary; Sub-Headline copy is optional

EXAMPLES: **Examples are not to scale*

Grocery Coupon Savings

[View All](#)


Download Meat & Seafood Coupons

[View All](#)


Coupon Landing Page Specs

**Additional cost. Reach out to your 84.51° Account Manager for pricing.*

**ONLY should be used if the coupon absolutely cannot be setup in the general coupon pool.*

TECHNICAL REQUIREMENTS:

- Landing Page: Desktop: 1020px W (height varies)
Mobile: 767px W designed to shrink responsively to 320px (height varies)
 - Format: .PSD
- Coupons:
 - Pack shot – 500x500px
 - Format: .JPG
 - Other assets needed – redemption UPCs and coupon wording
- Any headline/sub-headline copy must come in a word doc

STANDARD USE:

- To provide customers great savings that are not required to be included in the General Coupon Pool; Requires another click to get to from the brand shop.
- Layout Options:
 - Single-Coupon Template
 - Multi-Coupon Template
- At least one coupon must remain live until the next page refresh
- Landing page image must include “Shop Now” CTA that will drive customers back to the brand shop
- Link Destination Options: Brand Shop

