



**PRECISION
MARKETING**

POWERED BY
34.51°

Email Module Requirements

All assets need to be delivered as email attachments, not a link.

Image:

- Technical Requirements
 - Size: 550px wide x 310 px high
 - File size: Less than 80 kb
 - JPEG (.jpg) format
- Creative Requirements
 - Product should fill most of the frame
 - Face/label of package or product should be legible, in focus, and straight-on (not angled)
 - Retain realistic coloring that is realistic of the product
 - Do not stretch or distort the image
 - Do not feature additional text, logos, or vector graphics
 - Do not feature hands or people
 - No animated gifs
 - Product should be shown in a naturally propped lifestyle environment or shown on a white plexi like surface.
 - Reflections and shadows should appear balanced and realistic.

Copy Document:

- Technical Requirements
 - One Microsoft Word document includes headline, body copy, and CTA
 - Document should track changes through creative revisions
 - Ensure "Review" tab has "track changes" shown
 - Headline should never be all-capped, but should use lead caps
 - Headline should not exceed 30 characters, with spaces
 - Body copy should not exceed 110 characters, with spaces
 - CTA should not exceed 20 characters, with spaces
- Creative Requirements
 - Include savings in body copy or headline, avoiding repetition
 - Include digital coupon amount in body copy or headline
 - Do not include where the item can be found in store as it can differ store to store
 - When including the Banner name, use the dynamic placeholder xBannerDisplayNamex –Plan to have 12 characters max for banner name
 - Body copy or CTA should be clear on how to receive the offer
 - Ensure CTA is simple and clear
 - For example: Download coupon(s), view savings, shop now

Tone of Voice

The Kroger voice is Customer first and from the retailer on behalf of the CPG/supplier. The tone is casual, conversational, and upbeat, providing helpful ideas from a trusted friend.

- Copy should be a suggestion, rather than a direction. Instead of “selling” copy, i.e. directives like “stock up” or “buy”, use softer language, i.e. “you can try”, “discover”, “...will help you”, “enjoy”, etc. Kroger is merely presenting information to their customers, rather than persuading them to purchase.
- Avoid writing copy in a way that assumes a Customer can be identified by lifestyle, activities, demographics, or sex.
- Avoid provocative statements.
- Focus on brand/product/event attributes while avoiding competitive language that degrades another brand or product carried by Kroger, including marketed commodities, such as milk, and services provided by Kroger
- Do not direct customers to non-Kroger websites, phone numbers, etc.
- Avoid naming Kroger specifically, due to versioning.
- Do not use “just for you”, “picked for you”, etc. Safeway has rights to those taglines.
- Headlines and subheads should speak to brand attributes, without using logos, taglines, or otherwise trademarked material.
- Avoid “so we’ve sent you these savings” or “we’re sending you these savings”, etc.

Call to Action (CTA)

- When the call to action links to a curated product list, use a CTA that hints to the Customer what they will see.
 - Examples: Shop Now, Check It Out, Shop Brand, Shop Category, Shop Sale
- When the call to action links to coupons, include a savings-focused message in the CTA.
 - Examples: Save Now, Start Saving, Get the Deal, Download Coupon


Email module examples



Save \$1.25 on Coppertone®

Coppertone® stops up to 97% of damaging UVB rays, guaranteed.*
Save \$1.25 on Coppertone® with digital coupon!


[Download Coupon >](#)



It's Good To Be Tough™

Tough moms keep bugs out™. Save 40¢ on Raid® products with digital coupon!

[Download Coupon >](#)



Shake Up Your Morning!

Grab an Odwalla 15.2 oz. and xBannerDisplayNameex fresh cut fruit 7-12 oz. to save \$1.00 with Card.

[Shop Now >](#)

Image examples

