



**PRECISION
MARKETING**

POWERED BY
84.51°

eSpot Requirements

For help determining which eSpot size to use, please contact your 84.51° Partnership Manager or Campaign Manager.

Small eSpot – A

Technical Requirements:

- Desktop size: 450x170px | Mobile size: 640x150px
- PNG (.png) format
- File size less than 200kb

Creative Specifications

- Face/label of package or product should be facing straight forward and legible
- Do not stretch or distort image
- Retain realistic coloring that is realistic of the product
- Do not feature hands or people
- Do not feature copyright or disclaimer text within the image
- Headline Text:
 - Character limit of 36 or fewer, including spaces
 - Roboto medium
 - Desktop: 18px; Mobile: 24px
 - Color: 252525 (charcoal) or ffffff (white); refer to [contrast ratio tool \(level AA\)](#)
 - Use lead caps
- CTA Button:
 - 30px high x variable width depending on text
 - 3px rounded corners
 - White with 1px 252525 outline
 - Placement – Bottom right (bottom edge of button 37px from edge of bounding box); align left edge with headline text above
- CTA Text:
 - Roboto medium; Size – 12px; Color – 252525
 - Character limit 26 or fewer, including spaces
 - Use lead caps

LAYOUT



EXAMPLE

Desktop



Mobile



Small eSpot – B

Technical Requirements:

- Desktop size: 445x245px | Mobile size: 640x213px
- PNG (.png) format
- File size less than 200kb

Creative Specifications

- Face/label of package or product should be facing straight forward and legible
- Do not stretch or distort image
- Retain realistic coloring that is realistic of the product
- Do not feature hands or people
- Do not feature copyright or disclaimer text within the image
- **Headline Text:**
 - Character limit of 36 or fewer, including spaces
 - Roboto medium
 - Desktop: 24px; Mobile: 28px
 - Color: 252525 (charcoal) or ffffff (white); refer to [contrast ratio tool \(level AA\)](#)
 - Use lead caps
- **CTA Button:**
 - 30px high x variable width depending on text
 - 3px rounded corners
 - White with 1px 252525 outline
 - Placement – Bottom right (bottom edge of button 37px from edge of bounding box); align left edge with headline text above
- **CTA Text:**
 - Roboto medium; Size – 12px; Color – 252525
 - Character limit 26 or fewer, including spaces
 - Use lead caps

EXAMPLE

Desktop



Mobile



Large eSpot – A

Technical Requirements:

- Desktop size: 910x190px | Mobile size: 640x150px
- PNG (.png) format
- File size less than 200kb

Creative Specifications

- Face/label of package or product should be facing straight forward and legible
- Do not stretch or distort image
- Retain realistic coloring that is realistic of the product
- Do not feature hands or people
- Do not feature copyright or disclaimer text within the image
- Headline Text:
 - Character limit of 60 or fewer, including spaces
 - Roboto medium
 - Desktop: 24px
 - Color: 252525 (charcoal) or ffffff (white); refer to [contrast ratio tool \(level AA\)](#)
 - Use lead caps
- CTA Button:
 - 30px high x variable width depending on text
 - 3px rounded corners
 - White with 1px 252525 outline
 - Placement – Bottom right (bottom edge of button 37px from edge of bounding box); align left edge with headline text above
- CTA Text:
 - Roboto medium; Size – 12px; Color – 252525
 - Character limit 26 or fewer, including spaces
 - Use lead caps

LAYOUT



placement 40px from bottom

LARGE E-SPOT EXAMPLE

Desktop Version



Mobile Version



TOP HERO EXAMPLE

Desktop Version



Mobile Version



Large eSpot – B

Technical Requirements:

- Desktop size: 910x275px | Mobile size: 640x266px
- PNG (.png) format
- File size less than 200kb

Creative Specifications

- Face/label of package or product should be facing straight forward and legible
- Do not stretch or distort image
- Retain realistic coloring that is realistic of the product
- Do not feature hands or people
- Do not feature copyright or disclaimer text within the image
- **Headline Text:**
 - Character limit of 60 or fewer, including spaces
 - Roboto medium
 - Desktop: 24px
 - Color: 252525 (charcoal) or ffffff (white); refer to [contrast ratio tool \(level AA\)](#)
 - Use lead caps
- **CTA Button:**
 - 30px high x variable width depending on text
 - 3px rounded corners
 - White with 1px 252525 outline
 - Placement – Bottom right (bottom edge of button 37px from edge of bounding box); align left edge with headline text above
- **CTA Text:**
 - Roboto medium; Size – 12px; Color – 252525
 - Character limit 26 or fewer, including spaces
 - Use lead caps

Desktop Version



Mobile Version



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