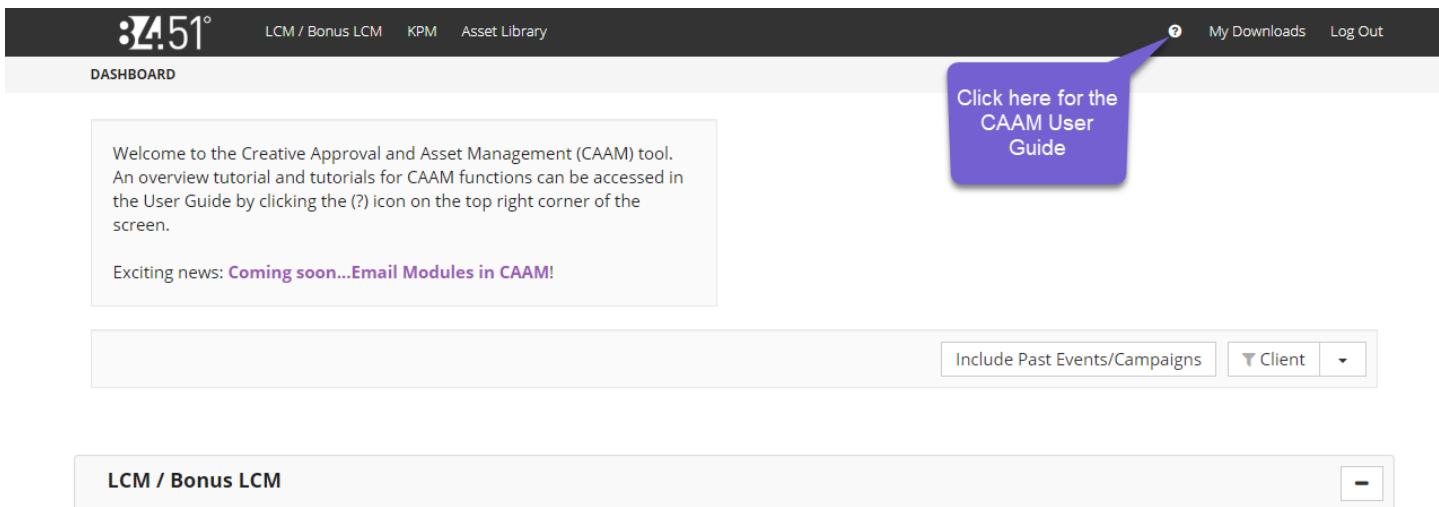


CAAM User Guide

The Creative Approval and Asset Management System (CAAM) is where you can create and edit the creative portions of your Kroger Precision Marketing campaigns and Loyal Customer Mailer nominations.

After your campaign or nomination information is entered and approved in 84.51° Prism, it will appear in CAAM for you to begin the creative process for your campaign or nomination. Click the ? at the top of the page in CAAM to access the CAAM User Guide. For a CAAM video overview, click [here](#).



The screenshot shows the CAAM dashboard. At the top, there is a navigation bar with the 84.51° logo, 'My Downloads', and 'Log Out'. Below the navigation bar is a 'DASHBOARD' section. Inside the dashboard, there is a box containing text about the CAAM tool and a link to the User Guide. A purple callout bubble points to this link with the text 'Click here for the CAAM User Guide'. At the bottom of the dashboard, there are buttons for 'Include Past Events/Campaigns' and 'Client' with a dropdown arrow. Below the dashboard, there is a section titled 'LCM / Bonus LCM' with a close button.

Choose a topic below to get started.

- [CAAM KPM Coupon and Ad Builder on page 2](#)
- [CAAM LCM Coupon Builder on page 9](#)
- [Asset Library Management on page 11](#)

CAAM KPM Coupon and Ad Builder

When your Kroger Precision Marketing campaign appears in CAAM, you can either click the campaign on the dashboard or click the link in the notification email.

Each channel's creative will have different options. [Learn more about using Ad Builder.](#)

To access your campaigns, click the KPM tab at the top of the page. You can either search by campaign name or filter by Active or Inactive Campaigns or Channel Type.

ACTION BUTTONS

All campaign types share the same action buttons at the bottom of the Ad Builder screen.

Button	Action
Activity Log	View recent history of coupon/ad.
Revert Changes	Undo last action if not saved.
View Proof/Submit	Preview ads and coupons, when ready, and then submit to 84.51°, all channel creative must be completed before 84.51° will review the campaign. Learn more about viewing the proof and submitting.
Save	Saves current work.
Clone Previous Creative	Use creative from previous campaign. Learn more about cloning.

DISPLAY AD

For Display Ads, the left column contains static information about the ad, the middle column contains a Tool Palate to upload flat art images, and the right column contains a preview of the ad in real time. [Learn more about flat art images.](#)

Click here for Display Ad Flat Art [templates](#) and [specifications](#).

Use the following steps to create your Display Ad creative. The following options are the same for all Banner Groups and Divisions.

1. Choose a **Banner Logo** heading.
2. Choose a **Call to Action**.
3. Click **Upload Image**. Upload your file, entering the information below. This file will be saved in your Asset Library for future use. The image must meet the following specifications:
 - Resolution: 72 dpi
 - Format: .jpg
 - Color Mode: RGB
 - File Size: < 150 kb

To upload a new image:

- In the File Manager, click **Upload**.
- Click **Browse** to select your file.
- Enter a unique **File Name**. We recommend including template size in the file name.
- Select **Pack Shot** from the Asset Type list. Select **KPM Image** from the Asset Type list. Choose whether file is **KPM Image**, **Pack Shot**, or **Other**.
- (Optional) Enter the **Brand Name**.
- (Optional) Enter the image **Description**.
- (Optional) Enter any linked **SKUs**.

4. Select **Upload File**. When you see a preview of the image, you can click the **X** in the top right corner to exit.

5. In the Tool Palate, select the **Template Size** from the Template Size drop down. Refresh your images in the Image Library to see any images you already uploaded. Display Ad dimensions are listed below:

Template Size	Flat Art File Size
320 x 50 px	428 x 100 px
160 x 600 px	320 x 920 px
728 x 90 px	976 x 180 px
300 x 600 px	600 x 920 px
300 x 250 px	600 x 400 px

6. Drag the image from the **Image Library** to the **Preview Screen** on the right hand side.
7. Click **Save** to save your work.
8. Repeat the above process with each template size, saving after each image has been placed.
9. Click **View Proof/Submit** to review and submit your ad.

After submitting the adcoupon for your ad, you can no longer edit it unless making a Change Request. Once creative for all channelscoupons and channels is submitted, it will be sent to 84.51° for approval.

EMAIL MODULE

For Email Modules, the left column contains static information about the ad and the right column contains a preview of the ad in real time.

Use the following steps to create your Email Module creative.

1. Enter a **Headline**.
2. Enter the **Body Copy**.

3. Choose a **Call to Action**.
4. Upload a **KPM Image** or choose an existing one from the Asset Library.

To upload a new KPM Image:

- In the File Manager, click **Upload**.
- Click **Browse** to select your file.
- Enter a unique **File Name**.
- Select **KPM Image** from the Asset Type list.
- (Optional) Enter the **Brand Name**.
- (Optional) Enter the image **Description**.
- (Optional) Enter any linked **SKUs**.

5. Select **Upload File**. When you see a preview of the image, click **Apply**. You will see a preview in the Preview Screen on the right hand side.
6. Click **Save** to save your work.
7. Click **View Proof/Submit** to review and submit your ad.

After submitting the ad, you can no longer edit it unless making a Change Request. Once creative for all channels is submitted, it will be sent to 84.51° for approval.

On-Site Ad

ON-SITE AD

For On-Site Ads (both targeted and premium), the left column contains static information about the ad and option to upload images, the middle columns contains a tool pallet to drag and drop flat art images to each template, text color in RGB, and the right column contains a preview of the ad in real time.

Use the following steps to create your On-Site Ad creative.

1. Upload your files. Drag and drop to each template (refer to CAAM upload grid below).
2. Choose your design in the drop down. Here's a quick grid reference for size mapping:

Template Name in CAAM	Flat Art Size
Web Mobile Skinny eSpot	640 x 160 px
Native App Skinny eSpot	
Web Desktop Skinny eSpot	1280 x 160 px
Table Skinny eSpot	

Template Name in CAAM	Flat Art Size
Native App Carousel Card	624 x 1420 px
Web Desktop Carousel Card	238 x 405 px
Web Desktop Homepage Hero Image art + border: 948 x 312 px full ad: 1280 x 312 px	884 x 248 px
Web Mobile Homepage Hero Image art + border: 640 x 424 px full ad: 640 x 640 px	576 x 360 px
Native App Homescreen Hero Image full ad: 1152 x 560 px	716 x 496 px

3. Choose a **Call to Action**.
4. Choose a **CTA Color**.
5. Enter **Headline**. Please do not build into creative but type CAAM and it will be applied. Refer to character limits.
6. Enter **Body Copy**. Please do not build into creative but type in CAAM and it will be applied. Refer to character limits.
7. You can enter disclaimer copy in CAAM and it will be applied to the image.

i The CAAM disclaimer field has a character limit. If you need to leverage longer legal language, then please apply directly to creative and use provided PSD files to ensure no element (for example, CTA) is blocking key content.

8. Select a color for **Feature Flag**. We recommend that you make this color the same as the CTA if possible.
9. Enter the **Alt Text** used to describe the image. The new template will auto populate **Advertisement**. You will add extra text plus CTA at the end.
10. For **Headline** and **Body Copy**, you can input colors on an RGB scale for non-hero sizes
For hero sizes the text will be black given it's placed on a white background.



- ⓘ You can enter your brand color reference number within the HEX text box.

After submitting the ad, you can no longer edit it unless making a Change Request. Once creative for all channels is submitted, it will be sent to 84.51° for approval.

TARGETED DIGITAL COUPON

For Targeted Digital Coupons, the left column contains static information about the ad, the middle column contains a Tool Palate to upload flat art images, and the right column contains a preview of the ad in real time.

Use the following steps to create your Targeted Digital Coupon creative.

- ⓘ The Expiration Date, Coupon Header, Required Number of Units, and State Restrictions fields are automatically populated

1. Enter the **Brand** name associated with your offer.
2. Enter the **Item Name**.
3. Enter the **Coupon Wording**. This should be exactly what you want to appear on your coupon.

4. Upload a **Pack Shot** or choose an existing one from the Asset Library. Pack Shots should be minimum 900 x 900 px at 72 dpi.

To upload a new Pack Shot:

- Click **Browse** to select your file.
- Enter a unique **File Name**.
- Select **Pack Shot** from the Asset Type list.
- (Optional) Enter the **Brand Name**.
- (Optional) Enter the image **Description**.
- (Optional) Enter any linked **SKUs**.

5. Select **Upload File**. When you see a preview of the image, you can click the **X** in the top right corner to exit
6. Enter a **Receipt Description** for the coupon, should be 13 characters or less. For example, if the item is Kroger Peanut Butter, enter "Krgr PB".
7. Click **Save** to save your work.
8. Click **View Proof/Submit** to review and submit your coupon.

After submitting the coupon for your ad, you can no longer edit it unless making a Change Request. Once creative for all coupons and channels is submitted, it will be sent to 84.51° for approval.

REQUESTING A CHANGE

Ad and coupon creative is locked after it is submitted unless you submit a change request. [Learn more about change requests.](#)

To submit a change request:

1. Find and open the channel that needs to be changed.
2. Click **View Proof/Submit**.
3. Click **Change Requests** to open the change request history box.
4. Click **Request Change**.
5. Enter the reason for the change, then click **Submit**.

You will receive an email regarding approval. If approved, the campaign will be unlocked for changes. If denied, the campaign will remain locked. Contact your 84.51° Campaign Manager if you have questions on why the change was denied.

CAAM LCM Coupon Builder

The Loyal Customer Mailer (LCM) section in CAAM is where you build and submit coupons for Loyal Customer Mailer events.

To build your coupon, click the **LCM/Bonus LCM** tab on the CAAM Dashboard, then select your event. Select the Nomination Description that you would like to add the creative and coupon details to. In the Coupon Builder for the Nominated Coupon, all included divisions appear in bold at the top of the page.

For a video on how to add creative to your LCM coupon, click [here](#).

ACTION BUTTONS

All nominations share the same action buttons at the bottom of the Coupon Builder screen.

Button	Action
Activity Log	View recent history of coupon.
Revert Changes	Undo last action if not saved.
View Proof/Submit	Preview coupon(s), when ready, and then submit to 84.51°. Learn more about viewing the proof and submitting .
Save	Saves current work.
Clone Previous Creative	Use creative from previous campaign. Learn more about cloning .

BUILDING A COUPON

Once you are in the specific Event and Nomination, use the following steps to build a coupon. If the Nomination has multiple coupon versions, build the coupon for each version and save, prior to submitting.

- ⓘ Coupon Header, Coupon Value, Required Number of Units, and Expiration Date fields are automatically populated from 84.51° Prism.

1. Enter the **Coupon Wording**. This should be entered exactly how you want it to appear on the coupon.
2. Upload a **Pack Shot** or choose an existing one from the Asset Library.

To upload a Pack Shot:

- In the File Manager, click **Upload**.
- Click **Browse** to select your file.
- Enter a unique **File Name**. We recommend including template size in the file name.
- Select **Pack Shot** from the Asset Type list.
- (Optional) Enter the **Brand Name**.

- (Optional) Enter the image **Description**.
- (Optional) Enter any linked **SKUs**.
- (Optional) Enter the **Asset Active** and **Expiration Date**.
- Click **Upload File**. The upload was successful when you see a preview of your image. Click **Apply**.

3. Enter the **Brand** and **Item Name**. This is used to create a short coupon description.
4. (Optional) Select **Kroger Generated** to use a Kroger Generated Barcode. Enter in the **Barcode (Email)** for the coupon.
5. Enter the **Legal Copy (Direct Mail)**.
6. (Optional) Enter the **Legal Copy (Till)**.
7. Click **Save** to save your work.
8. Repeat above steps as needed for additional coupons, clicking **Save** after each.
9. Click **View Proof/Submit** to review and submit your coupon(s).

After submitting the coupon for your ad, you can no longer edit it unless making a Change Request. Once creative for all coupons and channels is submitted, it will be sent to 84.51° for approval.

REQUESTING A CHANGE

A coupon is locked after it is submitted unless you submit a change request. [Learn more about change requests](#).

To submit a coupon change request:

1. Find and open the coupon that needs to be changed.
2. Click **View Proof/Submit**.
3. Click **Change Requests** to open the change request history box.
4. Click **Request Change**.
5. Enter the reason for the change, then click **Submit**.

You will receive an email regarding approval. If approved, the coupon will be unlocked for changes. If denied, the coupon will remain locked. Contact your 84.51° Campaign Manager if you have questions on why the change was denied.

Asset Library Management

The Asset Library is a collection of product images, flat art files, and standardized text files that can be used to build coupons and ads. Once you upload an asset to CAAM, you can reuse it whenever you want.

Click **Asset Library** at the top of the page to access the Asset Library. You can click the **Image** or **Text** tab on the left to view Image or Text assets. Click [here](#) for an Asset Library video overview.

ADDING IMAGE ASSETS TO THE ASSET LIBRARY

If you want to reuse image assets, use the following steps to upload common assets to the library.

1. In the Asset Library, click **Upload**, then click the **Image** tab.
2. Click **Browse** to select your file.
3. Enter a unique **File Name**.
4. Choose whether file is **KPM Image**, **Pack Shot**, or **Other**.
5. (Optional) Enter the **Brand Name**.
6. (Optional) Enter the image **Description**.
7. (Optional) Enter any linked **SKUs**.
8. (Optional) Enter the Asset Active and Expiration Dates.
9. Click **Upload File**. If your image upload was successful, a preview appears at the bottom of the page.

ADDING TEXT ASSETS TO THE ASSET LIBRARY

If you want to reuse text assets, use the following steps to upload common assets to the library.

1. In the Asset Library, click **Upload**, then click the **Text** tab.
2. Enter a unique **File Name**.
3. Enter the **Rich Text**. This is the actual text to be uploaded to the Asset Library for use.
4. Choose the **Asset Type** for the text.
5. (Optional) Enter any **Brand(s)**.
6. (Optional) Enter a **Description**.
7. (Optional) Enter any linked **SKU(s)**.
8. (Optional) Enter the **Asset Active** and **Expiration Dates**.
9. Click **Upload File**. If your upload was successful, the file name appears at the bottom of the page.

DOWNLOADING ASSETS

If you want to download an asset to your computer, use the following steps to download assets from the Asset Library.

1. Click the **Asset Library** tab at the top of the page.
2. Choose either the **Images** or **Text** tab.
3. Select the asset(s) you want to download by clicking the check box next to the asset(s).
4. Click **Download Selected**.
5. Open the .ZIP file and extract the file, choosing a destination for the file.

DELETING ASSETS

If you want to deprecate an asset or prevent it from being re-used, use the following steps to delete an asset.

1. Click the **Asset Library** tab at the top of the page.
2. Choose either the **Images** or **Text** tab.
3. Select the asset(s) you want to delete by clicking the check box next to the asset(s).
4. Click **Delete Selected**.

INACTIVE COUPON PACK SHOT ASSETS

CAAM removes any coupon pack shot not utilized in 22 consecutive months. Pack shots at risk of deletion are flagged. To keep any flagged pack shots in your library, use the following steps:

1. Click the **Asset Library** tab at the top of the page.
2. Choose the **Images** tab.
3. Click the check box next to the pack shot(s) you want to keep.
4. Click **Download Selected**. This will download the selected assets to your computer.
5. Click the **Upload** tab.
6. Re-upload your assets by following the directions for [Adding image assets to the Asset Library on the previous page](#). The re-uploaded pack shot(s) is stored in your Asset Library for another 22 months after last use.