

KPM CUSTOM INFLUENCER GUIDELINES

USAGE RIGHTS, EXCLUSIVITY, FTC REQUIREMENTS & ADDITIONAL TERMS

USAGE RIGHTS:

- Client may repurpose content digitally for **6 months** following the content going live, including reposting the sponsored content on their own social channels and digital properties, and amplify in a paid capacity with Kroger. To inquire about extended usage rights, please reach out to your KPM contact.

EXCLUSIVITY:

- Timing: **Two (2) weeks before** and **two (2) weeks after** content Kroger goes live.
- Category: **Product Category** and **Grocery Retail**
- All Grocery Retailer Competitors - Examples: Amazon, Albertsons, Sprouts, Meijer, Dollar General, Family Dollar, Dollar Tree, Ahold Delhaize, Jewel Osco, Walmart, Sam's, Whole Foods, Costco, Target, Safeway, HEB, Publix, Walgreens, CVS, etc.

FTC REQUIREMENTS:

- Influencer must follow FTC Guidelines.
- Include #Ad or #BrandPartner at the beginning of the post or above the fold where it is fully visible without clicking any further (ex. above the "more" statement in Instagram) to comply with FTC guidelines.
- Audio: Influencers will need to either own the audio they leverage or use generic and/or royalty free music audio available in the platform sound library and ensure that music audio is not copyrighted and that it is in accordance with FTC licensing guidelines.

ADDITIONAL INFLUENCER TERMS:

- Influencer must follow [INSERT BRAND IG PAGE] and [@KrogerCo](#) and the Kroger Family of Stores that you shop (i.e. [@ralphsgrocery](#), [@fredmeyerstores](#), [@mysmithsgrocery](#)) on Instagram prior to campaign start date.
- Influencer's complete performance of the Program Services is dependent on the ability to successfully log on to his/her relevant social media accounts and publish the Materials. Influencer's inability to publish Materials for any reason may be considered a complete or partial non-performance of the Services, in Client's sole discretion. To that end, Influencer shall ensure that two-factor authentication is enabled on his/her social media accounts, wherever possible, to diminish the possibility of an account lock out.

CONTENT REMOVAL & TERMINATION:

- Kroger reserves the right to request removal or edits to any content, and you agree to promptly comply. All content must be submitted for approval before posting. Kroger may take corrective action, including ending your participation in the campaign, if guidelines are not followed.

KROGER TEXT REQUIREMENTS

Text Requirements:

- Tag IG Handle @Krogerco
- Include 2-3 key brand messages incorporated in your own voice/tone
- Capitalize each word when using hashtags
- Add descriptive details and engaging copy to your captions

Text Restrictions:

- Foul language -- no swearing, obscene language, cleavage or sexual content of any kind in any post
- Do not reference politics, religion, vices, profanity, nudity, alcohol, drugs, smoking, etc.
- Do not mention any other brands or products
- Do not make any brand comparisons by name
- Do not make any claims aside from those that are carried on the product label or mentioned in this brief
- Do not have any spelling or grammar errors in the caption or story frames
- Do not include inappropriate emojis

KROGER CREATIVE REQUIREMENTS

Creative Requirements:

- Must include Kroger branding (Kroger Reusable Bags – Use Brown Paper Reusable bags with Blue Kroger Cart Logo, Kroger In-App Experience, Showing the Kroger Delivery Trucks Pickup Experience) while showcasing product packaging with a clearly visible logo.
 - When using Kroger shopping bags, always use brown paper reusable Bags with Blue Kroger Cart Logo.
 - When using Kroger shopping app, always show Kroger logo pop up (avoid showing other brands/products and seasonal décor).
 - When using Kroger Delivery, focus on showing the truck with the Kroger logo clearly shown (avoid showing people not approved to be in the creative)
- Posts must be permanent (no archiving or deleting).
- All creative with voice overs included, need to be provided with a written script.
- Influencer must follow FTC Guidelines.
- Influencers must follow all applicable regulatory and legal requirements for social posts.
- Audio: Influencers will need to either own the audio they leverage or use generic and/or royalty free music audio available in the platform sound library and ensure that music audio is not copyrighted.
- Content must be highly engaging and represent quality storytelling.
- Must include closed captions and photo descriptive text in caption for accessibility.
- Must use in-app native features. Do not add text overlays in TikTok to post on Instagram. Influencers must add text overlays or captions using the in-app native features of the apps they are posting to.
- Ensure creative is free from spelling and grammar errors.
- All submitted content must be clear and in focus.
- Product, packaging, brand name and logo must be clearly visible.
- Ensure the caption is different from the voiceover/script (if included). The tone of the voiceover should feel natural and conversational rather than scripted.
- If children are shown in creative, they must be accompanied by their parent/guardian over the age of 18.
- All content must be of a professional quality and high-resolution shot 4:5 ratio in either .MP4 or .MOV formats.
- Video/content must be shot in a location with a clean, aesthetic background with clear and consistent lighting.
- Recommended content length is :07 - :15 seconds. Maximum content length is 30 seconds.
- Product branding should be included within the first :02-:03 seconds and be clearly visible for at least :05-:07 seconds.
- Influencers must have the same visual appearance (same background, outfit, hairstyle, etc.) in all creative assets.

KROGER CREATIVE RESTRICTIONS

Creative Restrictions:

- Do not mention any specific Kroger Family of Stores banner in video.
- Do not include any blur on products, people, or background elements. All creative must be free of blur to ensure visual clarity and quality.
- Do not show mention any other brands in your content.
- Do not include any exposed date/bar codes on packing.
- Do not duplicate content between stories and in-feed posts.
- Do not include price tags in creative.
- Do not wear anything with a visible brand name or logo on it.
- Do not include raw meat (unless specifically instructed), luxury items, competitor products or other brands, products or logos in creative.
- Do not use offensive or obscene language.
- Do not include any sexual or sexually suggestive content or imagery of any kind.
- Do not use discoloring filters on photos. Product packaging must remain true to color and recognizable.
- Do not reference or show politics, religion, vices, profanity, nudity, alcohol, drugs, smoking, etc.
- Do not use watermarks, signatures, or overlays.
- Do not have plastic bags or Kroji bags in creative.
- Do not include any blurry or shaky footage.
- Do not show or mention any other brands/products (this includes labels on spices, oils, keep it general i.e. ½ tablespoon olive oil etc.)
- Do not include any brands/retailers whatsoever other than Kroger. This includes logos on clothing/apparel, as well as products depicted within the video.
- Do not show children standing in grocery carts.
- Do not show other shoppers or anyone else not approved to be shown in creative.
- Do not include inappropriate emojis.
- Do not have any spelling or grammar errors.
- Unless it's a pet care or pet food item, do not imply product(s) are for pets.