

INFLUENCER CREATIVE REQUIREMENTS

- 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.

INFLUENCER CREATIVE RESTRICTIONS

- 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 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, 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 mention any specific Kroger Family of Stores banner in video.
- 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.