



*How Kroger Built
Empathy when it
Mattered Most*

Mandy Rassi

Vice President, Marketing

Kroger

FRESH
FOR
EVERYONE™



36%

of consumers say they are less comfortable sharing their information now than they were a year ago.

- [Interactive Advertising Bureau Outlook 2021 Digital Ad Ecosystem](#)

Brands and publishers need to think differently about how they engage consumers and must up-level their consumer value exchange to remain viable.

- Interactive Advertising Bureau
Outlook 2021 Digital Ad Ecosystem

Key insights behind “Fresh for Everyone”

Fresh Decides Store

Fresh categories are the top **9** influencers of retailer choice¹



Fresh Drives Trips

...with tonight's dinner and produce the biggest reason to stop in²



Fresh Builds Love

...with Fresh-themed videos performing better than industry average³





Kroger

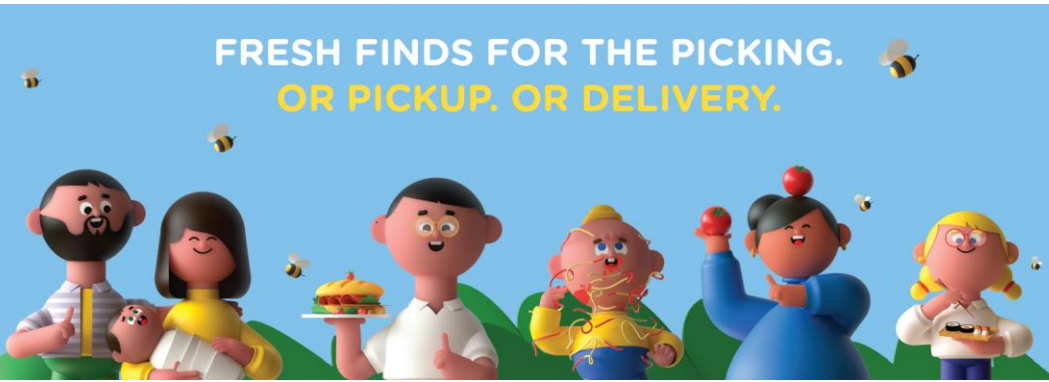
FRESH
FOR
EVERYONE™




Kroger

FRESH FOR EVERYONE™

FRESH FINDS FOR THE PICKING.
OR PICKUP. OR DELIVERY.



FOR PEOPLE WHO SAY AVOCAHDO OR PEOPLE WHO SAY AVOCAYDO.



FRESH FOR EVERYONE™


FREE PICKUP*
PULL UP YOUR SLEIGH!



Kroger FRESH FOR EVERYONE.

*Restrictions apply.

FOR PEOPLE WHO DON'T WANT TO SWIM UPSTREAM TO GET FRESH SALMON.



FRESH FOR EVERYONE™



FRESH IS FOR PEOPLE WHO EAT. YES, THAT INCLUDES YOU.



FRESH FOR EVERYONE™



THE FRESHEST TURKEY THAT WON'T COST YOU A WING AND A DRUMSTICK.



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SHOP NOW

Fresh for Everyone Is Working

Commercial Engagement Scores

Big Box Retailer
Back to School

2.4

Big Box Retailer
Super Bowl 2019

9.7

Kroger Average
Before Fresh for
Everyone
(pre-November 2019)

4.1

Kroger Fresh for
Everyone Launch
(November 2019)

8.3

Kroger 2020
Free Pickup

9.6

Kroger 2020
Get Low

9.8

2019

2020



Source: iSpot data, 2020

What We Learned

Anchor on a clear value exchange



Build trust through empathy



Activate for the new purchase journey

