

# Case Study: Kroger

Kroger worked with AMA to create an always-on campaign that could serve the latest offers year-round. The creative used dynamic lines that could be updated weekly to include the latest offers available on the Kroger app. The ad referenced seasonal moments, like Labor Day and Halloween, and directed listeners to their nearest Kroger Co. Family store.

## DATA POINTS



Date/Time



Location



Sequence/Rotation



Device Type

## DYNAMIC AD VARIANTS

Version 1

26<sup>th</sup> June – 4<sup>th</sup> July

"Your 4<sup>th</sup> of July needs"

Kroger Dallas & Kroger Houston:

Beef Brisket for \$1.87/lb

2 for 3 on Coca-Cola, Pepsi...

Less than 5 miles

Tap the screen (mobile)

Version 2

1<sup>st</sup> May – 7<sup>th</sup> May

"Brunch for mom"

QFC (WA):

4 for \$5 Avocados

Buy 2 get 2 free Coke, Pepsi...

Less than 5 miles

Click the screen (desktop)

