

# Inspired Gathering

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## PROJECT OVERVIEW

Through seasonal recipes with a unique twist, easy-but-innovative dinner ideas or cleaning “hacks” to DIY décor ideas, your content will reaffirm Kroger, the second-largest retailer in the United States, as the leader in food, consumable products and services and as a source of new trends and food credibility. This content will provide a fun, first-person, personable point of view on clever but common household solutions, ranging from family meals, entertaining/DIY ideas and home maintenance. It should be friendly, fun, casual, easy to digest, helpful and organically lead a customer to choose Kroger’s family of stores as their family’s grocery leader. Yet everything created should also have a “Oooh, I never knew THAT!” element to it.

## CONTENT OBJECTIVES:

- Increase social sharing of Kroger content on Facebook, Instagram, Twitter and Pinterest.
- Deepen reader engagement.
- Build out Kroger.com’s “Inspired Gathering” section.
- Increase time spent on “Inspired Gathering”.
- Increase SEO and organic traffic.

## WHO THE READERS ARE:

- Women (mothers) and head-of-households
  - She is the family accountant, teacher, cook, cheerleader and chauffeur.
- Millennials and millennial mothers

## WHO THE READERS ARE NOT:

- Anyone with polarizing views

## WHAT KROGER CONTENT IS:

- **Optimistic:** Our reader has a “can-do” attitude and content should reflect an energetic, motivational tone.
- **Practical:** Content should provide your realistic solutions to everyday problems/needs.
- **Approachable:** Content should be welcoming and helpful, not intimidating. Kroger is there to serve the customer’s needs.
- **Dependable:** Kroger is a good, trusted friend to the target customer, always available to provide guidance.

- **Clear and Straightforward:** Content should be written at a sixth-grade reading level with short, simple sentences in an active first-person voice so it is simple and easy-to-follow.
- **Thoughtful and Empathetic:** Content should recognize that the target customer is busy and should offer her a resource to improve her family/home.
- **Focused on “Real Food”:** Avoid references or use of “junk food”. Recipes should focus on nutritious and delicious food.
- **Innovative:** Although content should be mainstream and conventional, it must offer a slight “tweak” from what is expected so that it is valuable, sharable—and ultimately poises customers to come back for more content from Kroger!

#### WHAT KROGER CONTENT IS NOT:

- **Negative:** Content will not be negative in nature towards the customer or the Kroger family of stores.
- **Complex:** Language should be simple and layman’s terms should be used, but not too casual as to undermine trust.
- **Judgmental**

#### ADDITIONAL EDITORIAL RULES:

- All content should be written in *first-person*.
- All content should have a fun and personable voice.
- Use *your authentic voice!*
- Tap into emotions/senses to illustrate the feeling or idea behind the customer’s purchase.
- When referencing any Kroger-branded product, please capitalize it. (ex. p\$\$t Granulated Sugar or Private Selection Assorted Crackers)
- Use short words and sentences.
- Sentences should *never* start with a negative or a contraction.
- Copy should always be targeting the *customer*.
- “I” (you as the customer) always comes first in copy, with “we/us/Kroger” subservient.
- All recipes should be written using AP style.
- Do not mention the words Super Bowl or March Madness.

#### WHERE THE CONTENT WILL LIVE:

- <http://kroger.inspiredgathering.com/>
- One piece a month will live on your blog and will be socialized

#### CONTENT FORMATS:

- **Blogs/Article:** Actionable first-person, how-to piece on how to complete a task or list-

based that provides the most essential information, either in synopsis, thematic or paragraph form; 300-500 words.

- **Blogs/Listicle/Recipe:** Visual article or recipe in a first-person, list form; maximum of 7 sections including an introduction and one image per section; each section is approx. 125 words. 300-500 words total.

## **MORE ABOUT KROGER**

Founded by Bernard Kroger in 1883, Kroger is the second-largest retailer in the United States and the fifth largest in the world. The supermarket chain operates more than 2,600 stores in 34 states under the Kroger umbrella of markets (Full list by state available [here](#)). In addition to its stores, Kroger offers numerous private label products, ranging from brand-name equivalents to premium, often-organic items.

## **KROGER'S MISSION**

*"Our Mission is to be a leader in the distribution and merchandising of food, health, personal care, and related consumable products and services. By achieving this objective, we will satisfy our responsibilities to shareowners, associates, customers, suppliers, and the communities we serve."*