
- Advertisement -

Kroger focused on fresh, debuts new logo

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The Kroger Co. debuted today its new logo and brand transformation campaign, celebrating its love of all customers and associates, food-first culture and long history as America's favorite grocer.



"Kroger's new brand launch is a unifying framework for our seamless shopping experience that is designed to deepen our connection with customers and associates today and into the future, support our business transformation and provide an elevated creative approach," said Mike Donnelly, Kroger's executive vice president and chief operating officer. "Kroger chose Fresh for Everyone as our leading brand message because it is inclusive, clear and memorable and supports our vision of serving America through food inspiration and uplift."

"Kroger believes that everyone deserves to have access to fresh, affordable and delicious food, no matter who you are, how you shop or what you like to eat. Kroger's winning combination of assets puts our team in a unique position to deliver fresh...for everyone."

In July, Kroger announced DDB New York as its first creative agency of record. Kroger's rich food history, passion for serving its customers and modern data and technology, combined with DDB's ingenuity and creative horsepower, have helped the iconic retail brand create a refreshed, stronger brand identity — both internally among associates and externally among customers and other valuable stakeholders — that breaks through the grocery retail industry's "sea of sameness."

New Kroger Brand Attributes

Logo – A contemporary evolution: The contemporary evolution of the redesigned Kroger logo reflects the company's strong, food-rich heritage by retaining the shape and movement of the iconic "K" and "G" loved by generations of Kroger customers.

Tagline – Kroger's uniquely egalitarian American brand: Fresh for Everyone is Kroger's brand ethos. The universal tagline is simple and designed to drive an instant understanding of the uniquely egalitarian American brand, underscored by Kroger's commitment and belief that everyone should have access to fresh, affordable and delicious food.

Kroger is launching a mass media campaign to amplify its new brand transformation. Advertising channels include retail, television and radio broadcast, digital, print, social, podcast, cinema, outdoor, and TV and music streaming services.

Kroger's nearly half a million associates live its brand promise by helping make customers' lives easier. No matter how someone shops, Kroger is committed to delivering fresh food at a fair price, simplifying customers' shopping experiences and meaningfully giving back to its communities through Zero Hunger | Zero Waste, the brand's bold social impact plan to end hunger in its communities and eliminate waste across the company by 2025.

To celebrate the launch of the brand transformation campaign, Kroger is offering customers free grocery Pickup — generally a \$4.95 fee — through Jan. 1, 2020.

"Fresh and friendly underpin Kroger's new brand identity because product quality and the total customer experience — across physical and digital — are key to bringing our brand promise to life," said Mandy Rassi, Kroger's vice president of marketing. "Kroger's new brand celebrates our love of people and our love of food, cutting through the 'sea of sameness' that has beset grocery retail advertising for far too long. Having a more consistent and recognizable brand enables Kroger to stand out and engage our customers in an even more compelling way."

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