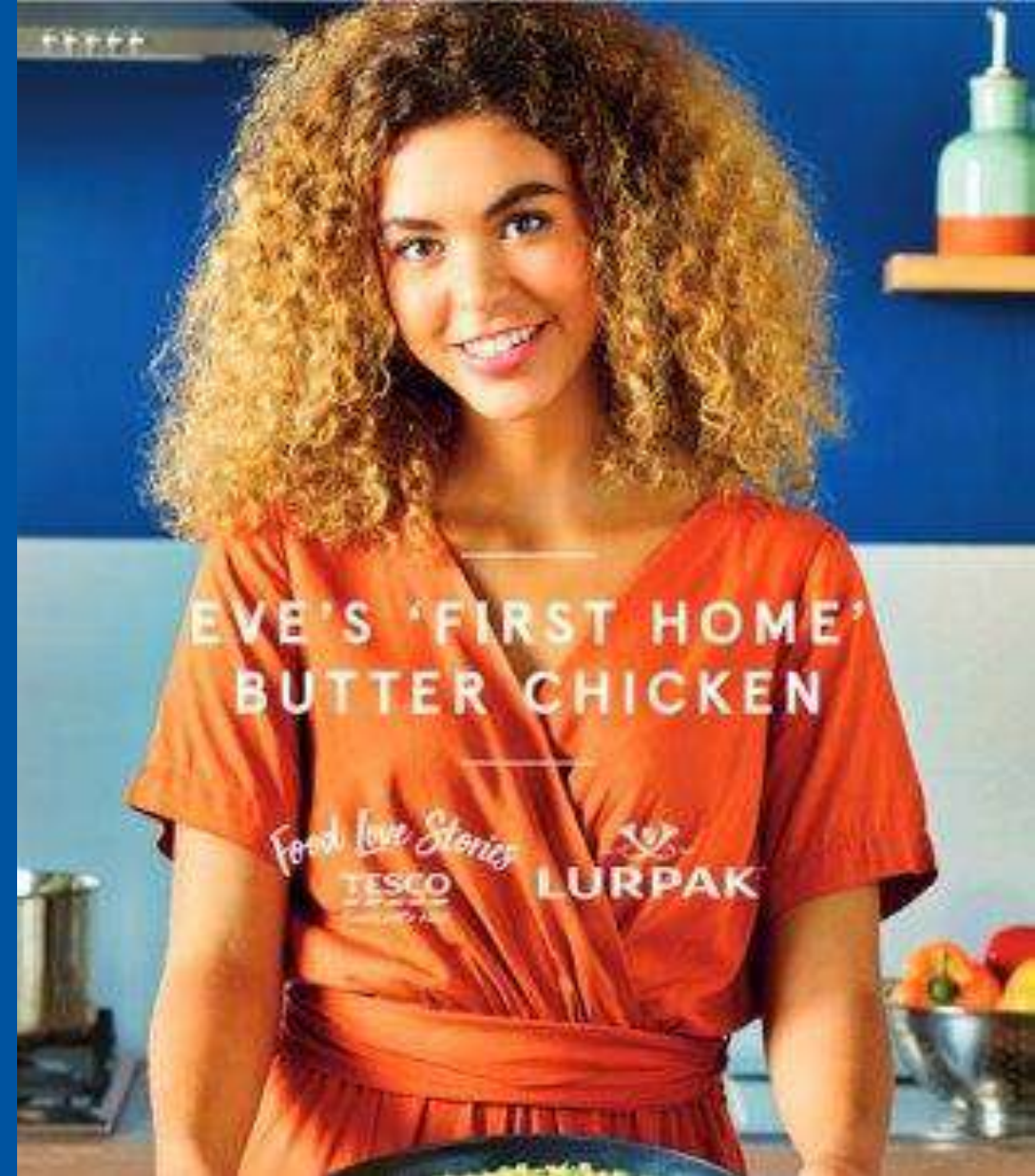


Tesco Food Love Stories.

Leveraging content to
create engaging
experiences and drive
loyalty for suppliers



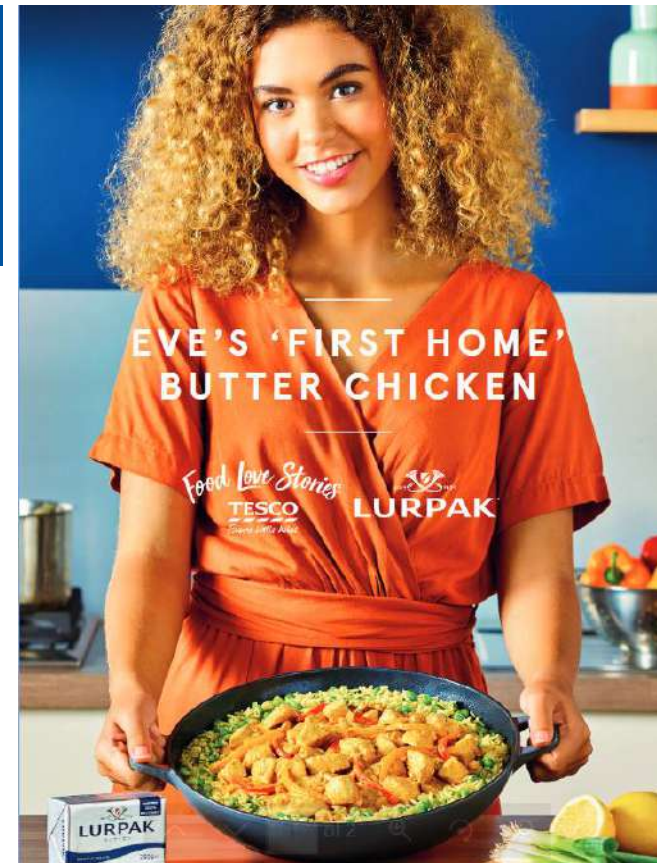
What makes a Food Love Story

The core of FLS

FLS is designed to inspire belief that Tesco cares about its food by bringing to life the emotional role it plays in people's lives – how food brings you closer to the people you care about.

It drives quality perceptions by focusing on food's role in enriching relationships – that's our superpower.

Our three guiding foundations



The evolution and journey of FLS

We have moved from

The food you love to make for the people you love

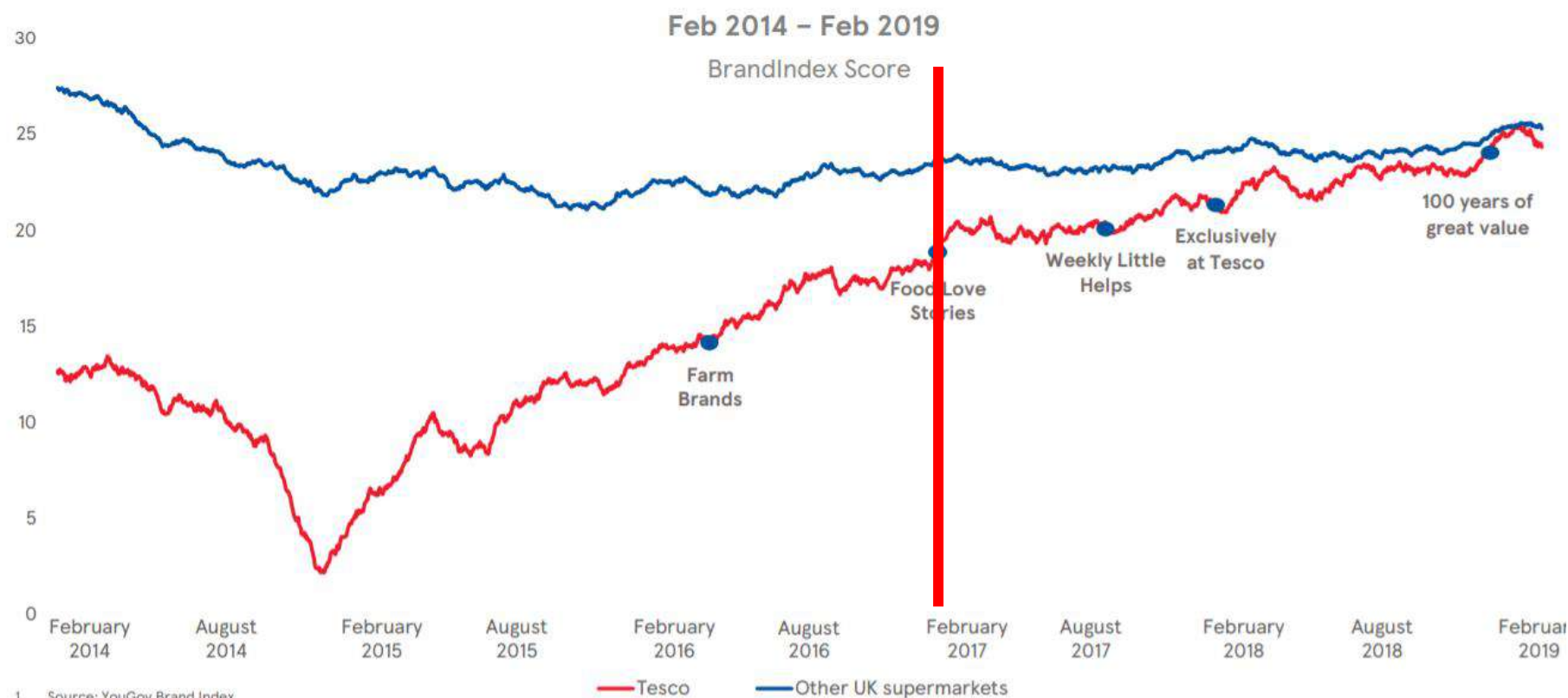


to a new strategic direction

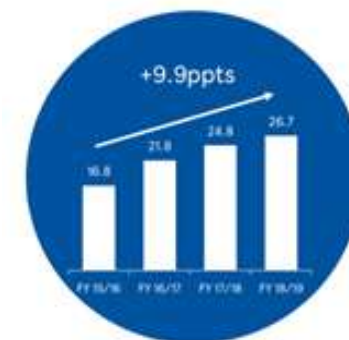
Love stories showing how Tesco food helps enrich relationships



Over this time we have seen some great results



1. Source: YouGov Brand Index.



Quality perception¹





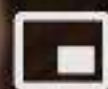
Food Love Stories

TESCO
Every little helps

FOR MORE ON DEREK & HEALTHY
RECIPES, SEE IN STORE AND ONLINE



0:03 / 1:45



Since launch we have run 15 Supplier FLS



Quaker Mar 2018



Oxo Mar 2019



Philadelphia Jul 2019



Carnation Oct 2019



Richmond Feb 2020



Ambrosia Feb 2020



Yeo Valley Sep 2020



Old el Paso Oct 2018



Anchor Apr 2019



Lurpak Oct 2019



Aunt Bessies Nov 2019



Alpro Jan 2020



The Veg Butcher Jan 2020

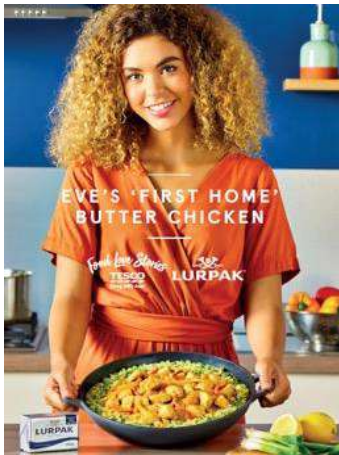


Knorr Jan 2021



Arla TBC

FLS is one of a number of food content media solutions that we offer to suppliers



Branded FLS



Food Content Partnership



TRF Sponsorship

What is it?

An opportunity for suppliers to partner with Tesco and co-create content under the award winning FLS campaign. Improve brand awareness and drive quality perceptions

Allows brands to create helpful and inspiring recipe content for Tesco customers

Recipe sponsorship on TRF to allow brands to drive association with various recipes. Sponsorship opportunity soon to be widened so brands can sponsor recipe themes (ie vegan)

Entry Cost

£180k

£66k

£15k

Creating a Win:Win:Win for Customers, Brands and Tesco



Customer

Help me...

- "With relevant **recipe** inspiration"
- "With **helpful** meal solutions"
- "Celebrate the food I love to make"



Tesco

Help me...

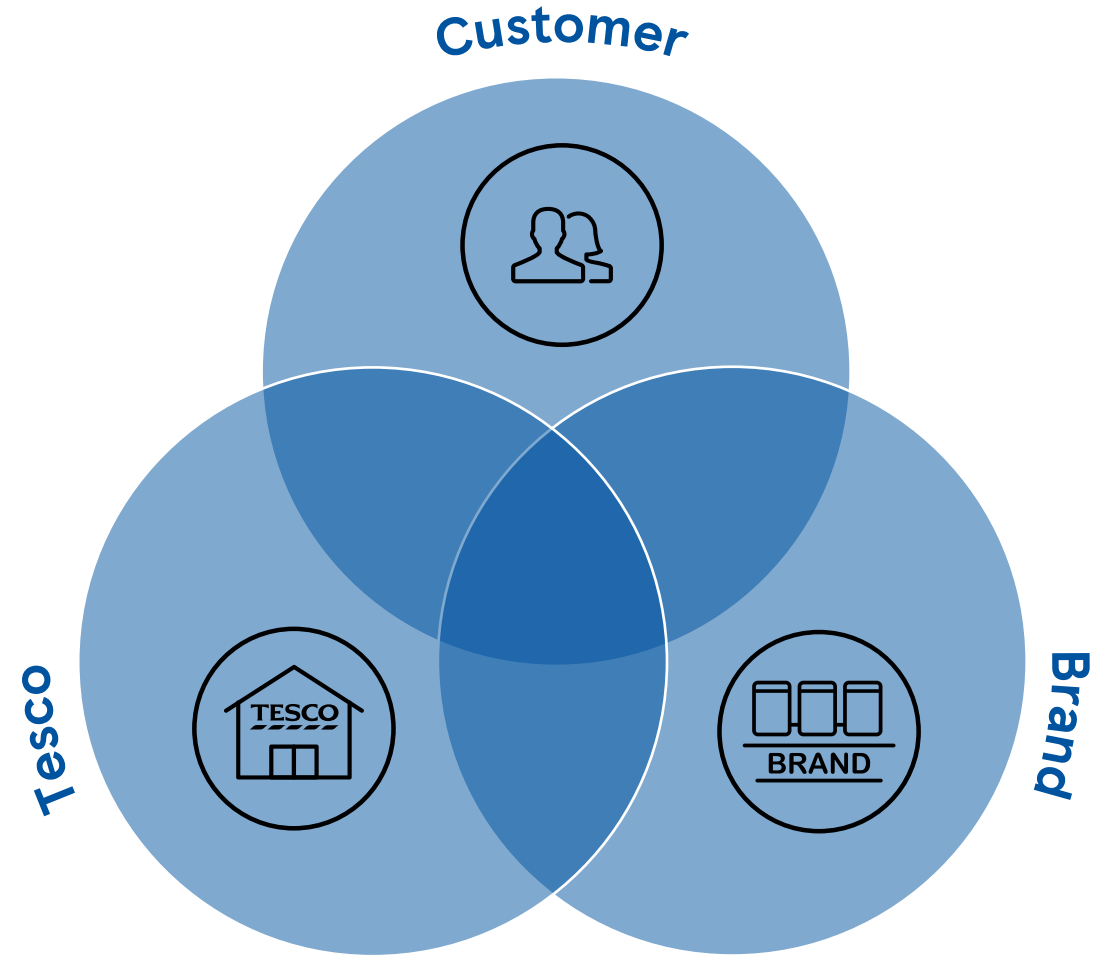
- "Improve **quality** perception"
- "Extend our campaign"
- "**Target** stories to increase relevance"



Brand

Help me...

- "attract **new** customers" -
- "Access **exclusive** content"
- "Win with the **retailer**"






Arla Foods

WIN:WIN:WIN



A perfect fit; Anchor

The FLS recipe took Anchor from being the unsung hero of the meal to the hero

WIN	WIN	WIN
		
Customer	Tesco	Anchor
Love Anchor recipe inspiration	Strategically aligned partner Right brand for quality perception of Food Love Stories – Arla Foods are about naturalness & quality.	FLS gave Arla the opportunity to launch new brand positioning



Various stakeholders co-create the right story, recipe and execution



Food Love Stories puts the customer at the heart of the campaign.

1

Customer-centric media planning and targeting – creating the right target audience

2

A connected media portfolio from 'sofa to store'
Reaching the right customer, at right time and right place

3

Closed loop measurement – understand the impact of the campaign to exposed

4

Review



"Best in class comprehensive media plan, reaching the customer across their shopping journey"

TESCO

Bringing the campaign to life across the shopper journey.

Tesco.com Store Locator

TESCO

Good Love Stories
TESCO
Every little helps

KIM'S 'SPECIAL SECRET' ZINGY COD

[See recipe](#)

ANCHOR

A midweek mealtime win

ANCHOR
WESTMINSTER WILTSHIRE
SPREADABLE

Anchor Salted Spreadable - made using 100% British milk

Tesco 2 sustainably sourced boneless cod fillets

1



Good Love Stories
TESCO
Every little helps

KIM'S 'SPECIAL SECRET' ZINGY COD

ANCHOR

Kim's 'special secret' zingy cod

Whether evenings can be more than a little hectic, Kim needs a go-to list of family favourite meals up her sleeve. Fresh cod fillets are one of her tried and tested crowd pleasers, but her speciality has always been a lime-green butter dressing to give the cod a real kick. Baking the fillets in a creamy melting Anchor spreadable soft, buttery fillets of cod and green crispies are Kim's ready-to-go recipe.

Little help
Tip with some extra butter for a spicy finish if you like.

TESCO
Every little helps



2.81
Avg. media exposures

2.82m
customers reached

7.91m
media impressions



Customers found the campaign engaging and informative, driving exploration & trial.



77%

had a **positive**
perception of brand



58%

were encouraged
to **try the brand**

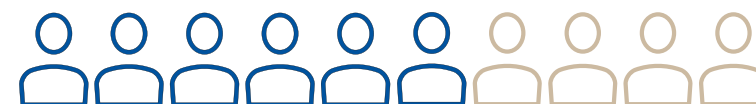


79%

agreed Food Love
Stories **drives positive**
perception of Tesco

Customers exposed to the campaign
were significantly more likely to say
they would buy the brand

6 in 10 exposed shoppers
would purchase

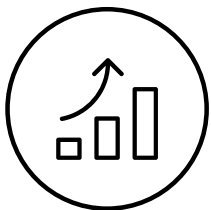


50% took action after exposure



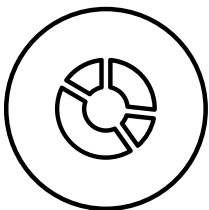
Positive customer engagement drove retailer and brand performance.

How shopping behavior was impacted



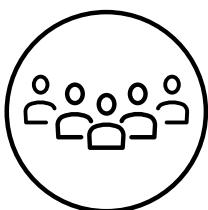
81%

sales uplift in
brand sales by
exposed
audience in-
store and online



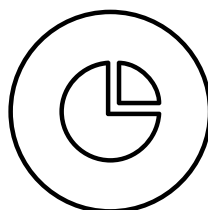
12.8%

delivering
household
penetration
growth in
exposed group



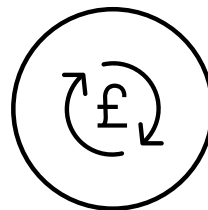
54k

New shoppers
acquired to the
advertised SKU



70%

of all Tesco
brand SKU sales
placed by
exposed
households



2.91: £1

ROAS

Food Love Stories delivers for suppliers.

£6:40 – £1
Average ROAS

9%
**Average increase in
HH Penetration**

60k
**Average new
shoppers to SKU**

Creating a WIN: WIN: WIN with suppliers.



WIN – Delivering a differentiated brand execution

WIN – Inspiring Tesco customers

WIN – Aligned to Tesco's core strategy