

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

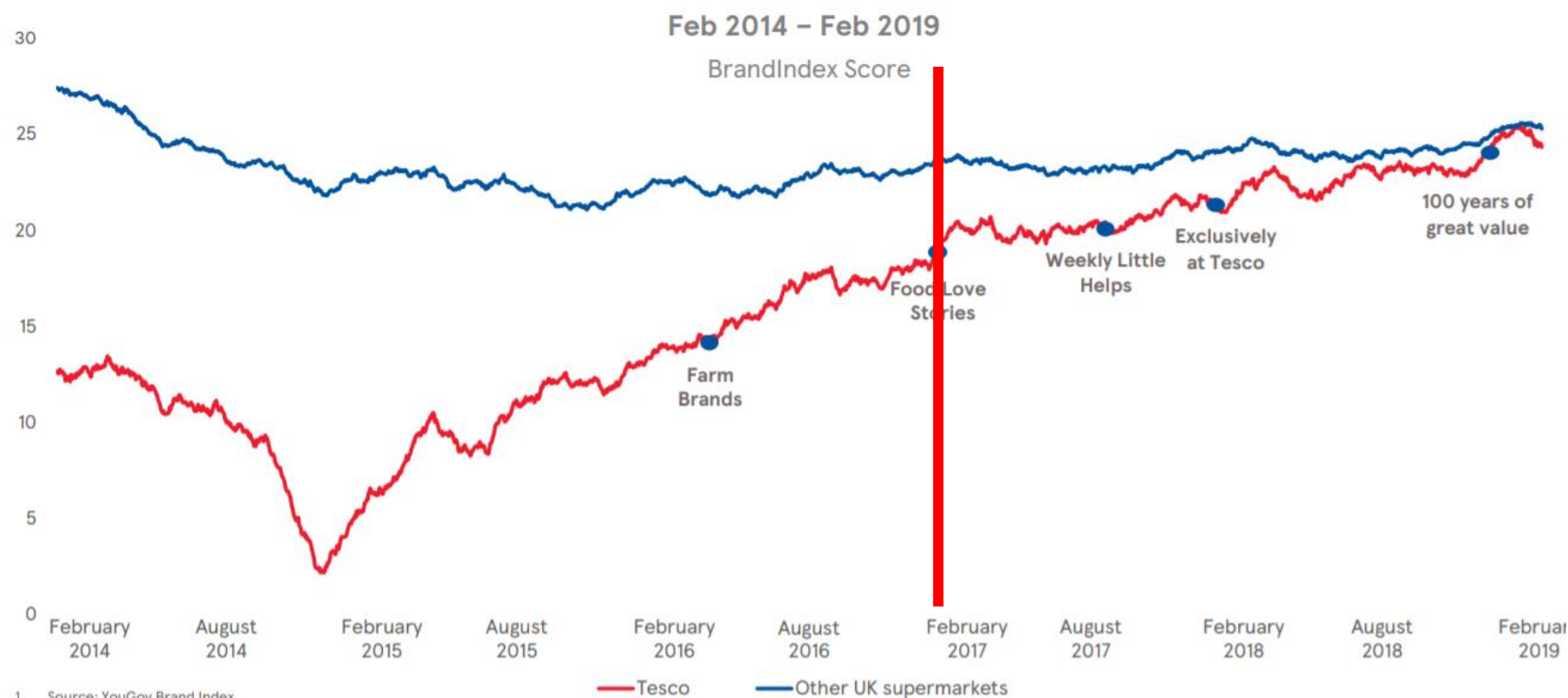


to a new strategic direction

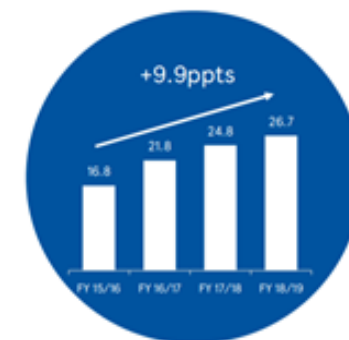
Love stories showing how Tesco food helps enrich relationships



Over this time we have seen some great results



1. Source: YouGov Brand Index.



Quality perception¹





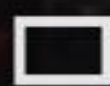
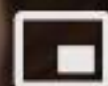
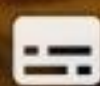
Food Love Stories

TESCO
Every little helps

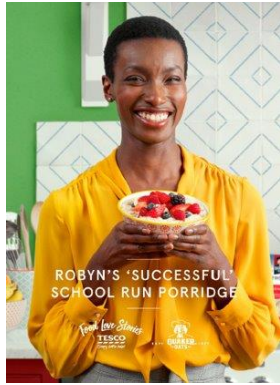
FOR MORE ON DEREK & HEALTHY
RECIPES, SEE IN STORE AND ONLINE



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



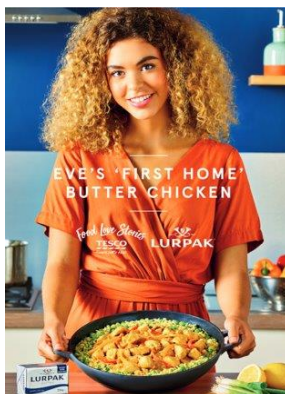
Yeo Valley Sep 2020



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...

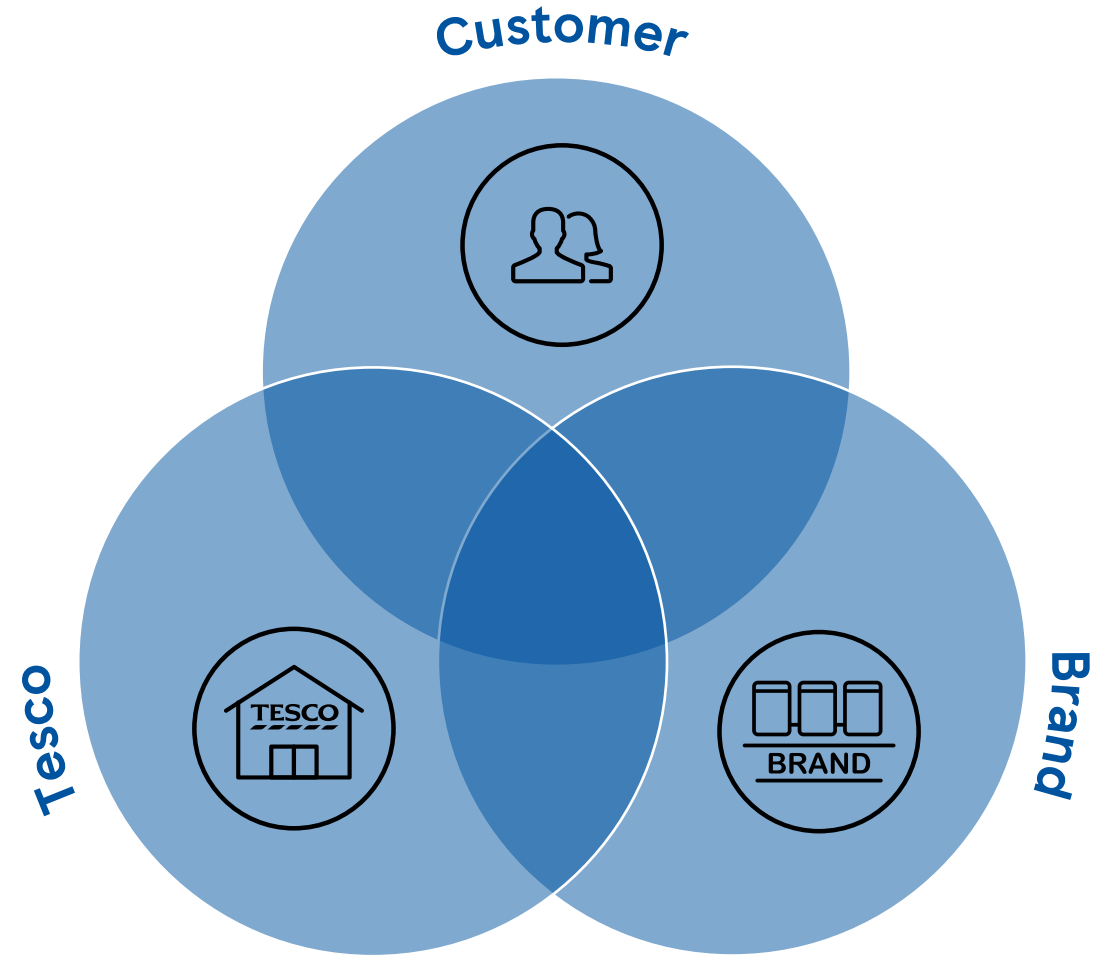
- "Improve **quality** perception"
- "Extend our campaign"
- "**Target** stories to increase relevance"



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

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

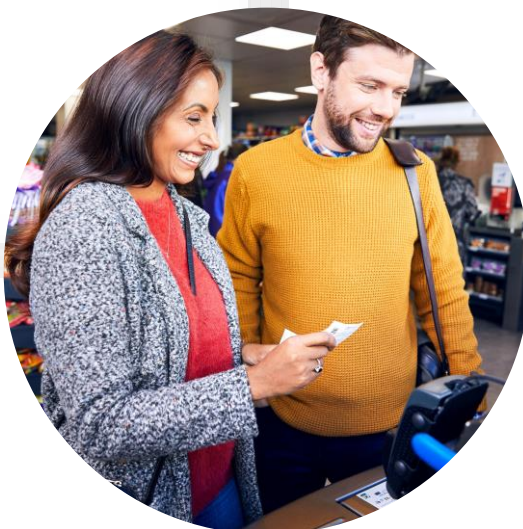
2

4

Review

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

3



"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

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KIM'S 'SPECIAL SECRET' ZINGY COD

[See recipe](#)

ANCHOR

A midweek mealtime win

ANCHOR
WESTBURY WILTSHIRE
SPREADABLE

Anchor Salted Spreadable - made using 100% British milk

Tesco 2 sustainably sourced boneless cod fillets

1



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KIM'S 'SPECIAL SECRET' ZINGY COD

ANCHOR

Kim's 'special secret' zingy cod

Weekday evenings can be more than a little hectic so 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 creamy melting Anchor ensures soft, buttery flakes of cod and golden, crispy skin that's ready in no time. It's another midweek mealtime win for Kim that keeps the whole family happy!

Little help
top with some sliced red onion for a spicy finish, if you like.

Ingredients

- 100g Anchor Spreadable
- 200g Tesco 2 sustainably sourced boneless cod fillets
- For the green butter
- 100g Anchor Spreadable
- 1 lime, zested, plus extra wedges to serve
- 1 garlic clove, crushed
- 100g Tesco 2 sustainably sourced boneless cod fillets
- For the ginger rice
- 100g Anchor Spreadable
- 1 lime, zested, plus extra wedges to serve
- 1 garlic clove, crushed
- 200g Tesco 2 sustainably sourced boneless cod fillets
- 100g Tesco 2 sustainably sourced boneless cod fillets
- 100g Tesco 2 sustainably sourced boneless cod fillets

Method

- 1 Start the ginger rice by melting the Anchor Spreadable in a large lidded pan over a medium heat. Add the spring onions, garlic and ginger and cook for 1 min.
- 2 Add the peppers, cover and cook for 10 mins, stirring occasionally.
- 3 Stir the rice and peas into the pan and cook for 4-5 mins until heated through. Cover and keep warm.
- 4 Meanwhile, add all the ingredients for the green butter to a small bowl. Gently mix with a spoon to taste then mix and mash together to combine. Set aside.
- 5 To cook the cod, place a large non-stick frying pan over a high heat and add the 100g Anchor Spreadable. Pat the fillets dry with kitchen paper and place alongside down in the pan. Cook for 2 mins. Reserve a 1/2 of the green butter then add the rest to the pan. As it melts, spoon it over the fish to baste it as it cooks for another 4 mins, or until the skin is crisp underneath. Turn the fish over to finish cooking for 1 min the fish should flake easily when pressed.
- 6 Top each fillet with 1/2 of the green butter and the reserved 1/2 of the green butter. Garnish with lime wedges to squeeze over and a few extra coriander leaves. Set aside.
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- 8 Top each fillet with 1/2 of the green butter and the reserved 1/2 of the green butter. Garnish with lime wedges to squeeze over and a few extra coriander leaves. Set aside.

Each 200g serving contains

Energy	1,570 kJ (375 kcal)
Protein	15.7g
Carbohydrate	45.7g

TESCO
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2.81
Avg. media exposures

2.82m
customers reached

7.91m
media impressions

TESCO

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

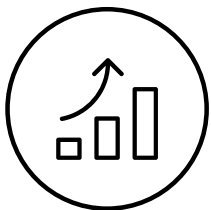


50% took action after exposure



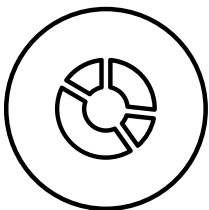
Positive customer engagement drove retailer and brand performance.

How shopping behavior was impacted



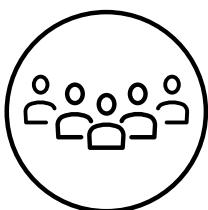
81%

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



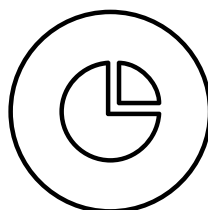
12.8%

delivering household penetration growth in exposed group



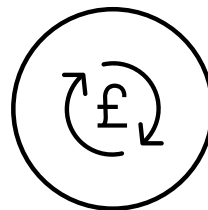
54k

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