



## Tesco's Food Love Stories

Tesco's Food Love Stories is a story of success - their most effective campaign ever, driving an incremental sales uplift of 38% YOY, with £679 million of sales being attributable to the campaign.

Recognising a need to boost quality perceptions, we innovatively partnered data with media to deliver a campaign personalised to food preferences.

The integrated campaign ran across a wide range of paid channels, Tesco's massive owned media estate, their earned channels and even used their staff as a media channel.



Category E02 - Excellence in Media Planning

Brand: Tesco

Project Name: Tesco's Food Love Stories