

>> Connected Store.

Connected Store gives you multiple ways to connect with shoppers during their in-store journey, from dynamic signage and digital screens through to ambient channels like radio. And with shoppers already intending to buy, and many looking for promotions and inspiration in-store media can help showcase your product messages at the perfect time.

> Utilise a network of **750 Main Estate** (Tesco Extra/Superstores) and **880 Convenience** stores (Tesco Express).

> Tesco stores offer unrivalled scale and reach. On average there are **8.7 million weekly Main Estate customers** and **2.7 million weekly Convenience customers**

Key features.

- > Influence customers where 85% of all Tesco UK sales take place
- > Create targeted campaigns using objective-led data science to create relevant audience segments
- > Target stores with the highest footfall or where your Brand over/under performs
- > Call out price price promotions or NPDP
- > Not just the last stop in the customer journey, use store media as an upper funnel search and discovery tactic in a space where customers are ready to buy
- > Highlight your Brand and its relevance to seasonal and cultural events like Halloween and Christmas
- > Understand ad effectiveness via closed-loop measurement with evaluations that link advertising exposure to in-store and online purchases





SmartScreen.

Enhance, compliment and connect your ATL campaign to Tesco stores

Broadcast bright, attention-grabbing messages that reach millions of shoppers using eye-catching dynamic content at the front of 502 Tesco Extra and Superstores.

Engage shoppers the moment they walk through the door with 72-inch portrait-style digital screens displaying 5 and 10-second static and motion ads.

Optimise campaign scheduling and target audiences by store, day, hour, or calendar event.

Use a flexible range of booking options including fixed, tactical and run-of-channel to maximise performance and ROI.

Extend reach or support a convenience store campaign by utilising proximity screens near Tesco stores.



In-store Radio.

Engage shoppers wherever they are in store

Tesco's In-store Radio network spans 2,000 stores, including 90% of Tesco's main estate stores.

In-store Radio delivers a blend of music and relevant messaging to enhance customers' and colleagues' experience whilst in-store.

Magnify brand awareness activities in-store, educate shoppers, and incentivise customers with 30-second bursts of ad content.

Tap into our data science capabilities to deliver ads in optimal store locations, and measure campaign performance using metrics including reach, impressions, and sales uplift.



Point-of-Sale.

Help shoppers decide right at the point of purchase

Shoppers seek out relevant information that will help them save time, effort and money.

Influence purchasing decisions at the shelf edge, prompt shoppers to try something new with high-impact Point-of-Sale placements.

Inspire customers as they navigate the aisles via a range of different formats - Banner Dividers, Shelf Talkers, Framed Mods, Shelf-edge Labels, and Recipe Pads.

Use different creative executions to meet objectives ranging from awareness and engagement to owning the category.

Target stores with the greatest footfall or where your brand over/underperforms.



Connected Displays.

Increase engagement with stand-out messages and rich branded content

Stand out with eye-catching digital content at key locations throughout the store.

Deliver engaging, inspiring and educational ads that provides shoppers with a rapid understanding of your product's value.

Communicate product USPs, e.g. ethical/environmental claims or inspire with messages that showcase added value or benefits that are unique to your product.

Help customers navigate to your product and aisle with directional messaging within the dynamic creative.

Build brand in-store, with increased creative freedom to use distinctive brand assets in ads.

Use in conjunction with other products in the Connected Store media suite to amplify campaigns right the way through to the shelf edge and convert customers from browsing to buying.

Scan as you Shop.

Connect with a large, loyal and growing audience

Scan as you Shop offers customers an innovative way of saving time, packing as they go, and tracking spending whilst they shop.

Available in 254 stores and growing this market-leading opportunity allows brands to deliver high-impact campaigns directly into the hands of customers.

Disrupt and influence customers as they shop using splash ads at the start of their shop and basket banner ads whilst they shop.

Generate awareness of NPD or highlight promotions, reach customers out-of-category and integrate into your wider Connected Store strategy for maximum impact.

Understand campaign performance with comprehensive reporting metrics including, awareness and reach, attributable sales, exposed customer profiles, product, brand and category sales and repeat purchase and retention.



ABOUT TESCO MEDIA & INSIGHTS PLATFORM

Tesco Media & Insight Platform is a partnership between Tesco, the UK's largest grocery retailer, and dunnhumby, a global leader in Customer Data Science. Together, we always put the customer first.

Everything we do is fuelled by the insights generated via 20 million Clubcard holders, a diverse, nationally representative, first-party behavioural dataset. We empower suppliers with granular insights so they can identify their most important customers and understand what matters to them.

We help serve Brands and Agencies via a unique mix of technology, software, and Insight and Media products which collectively help provide customers with a more personalised and relevant shopping experience. As the UK's largest closed-loop Grocery Media & Insight Platform we're able to connect the dots between advertising exposure and customer behaviour across online and offline touchpoints to help Brands make better product, marketing, and commercial decisions and understand the true impact of their investment.

Contact us to start the conversation:
www.dunnhumby.com/tesco-media-insight-platform

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