

>> Experience.

Experience media allows you to bring your Brand to life, from in-person experiential events and sampling through to creative campaigns delivered via Tesco Magazine.

> Inspire customers using **Tesco Magazine** or via a range of **Food Inspiration** mechanics

> Design customer-first experiences via **Sampling and Experiential Events**

Key features.

- > Raise awareness of your Brand amongst Tesco customers
- > Get your product into shoppers' hands and give them reasons to try or switch
- > Create immersive, memorable experiences that inspire customers to share these moments via social media
- > Cut through the noise and 'speak' to potential customers as they take a quiet, relaxed moment with Tesco Magazine
- > Amplify the effectiveness of your own seasonal activities by harnessing the power of Tesco's marketing programme.

Our Experience products.

Tesco Magazine

Feature in the UK's most-read print magazine

Placements available:

- Display Ad
- Advertorial
- Product Spot
- Coupon
- Category Supplements
- Premiumisation – e.g., loose inserts, outside back cover

Food Inspiration

Drive quality perceptions and inspire customers at scale

- Tesco Real Food
- Food Content Partnerships – e.g., 5 Ingredients, 3 Ways With, Bespoke

Sampling and Experiential Events

Generate conversation and create memorable experiences

Locations available:

- External/front-of-store
- In-store foyer and entrance
- Promo end

Seasonal and Cultural Events

Tap into the mindsets and missions of Tesco customers at key calendar moments

- Christmas
- Valentine's Day
- Mother's Day
- Easter
- Father's Day
- Wimbledon
- Diwali
- Halloween

Tesco Magazine.

An effective, engaging and impactful way to reach loyal Tesco customers

Put your product in front of a readership of 4.62 million – the highest average single-issue reach of any UK print title. Eleven issues are published annually and distributed to all Tesco Extra and Superstores. Consumed with a receptive mindset, Tesco Magazine places both Tesco and Brand directly inside the customer's home at a time when they can be fully engaged with the content.

With an average dwell time of 29 minutes combined with unequalled reach, Tesco Magazine can help aid suppliers' brand awareness activities and support critical season events.

Who are Tesco Magazine readers and what actions do they take?

56%
ABC1 demographic

90%
are Tesco Clubcard holders

35%
ad recall rate

57%
of customers are likely to follow a tip or piece of advice that they have read about

69%
of readers are women and 74% are parents

84%
of readers rate the magazine as very good or good

49%
of readers will visit Tesco.com after reading a feature in the magazine

On average coupons generate

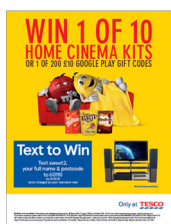
6,000
redemptions per coupon

Their weekly shopping spend is over
300M

77%
regularly shop online

Advertising options to fulfil a variety of media objectives

Awareness



Display Ad

Client controlled brand message aimed at generating mass awareness

Education



Advertorial

Inform, inspire and educate readers.
Perfect for NPД

Event



Product Spots

Be part of a wider Tesco category initiative

Trial/Sales



Coupons

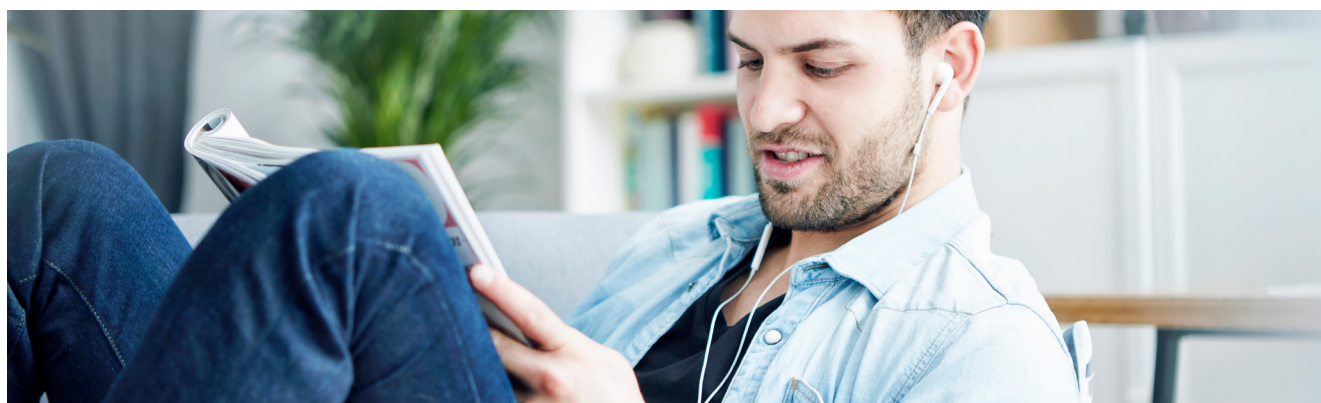
Drive a direct response by enticing and rewarding loyal customers

Inspire



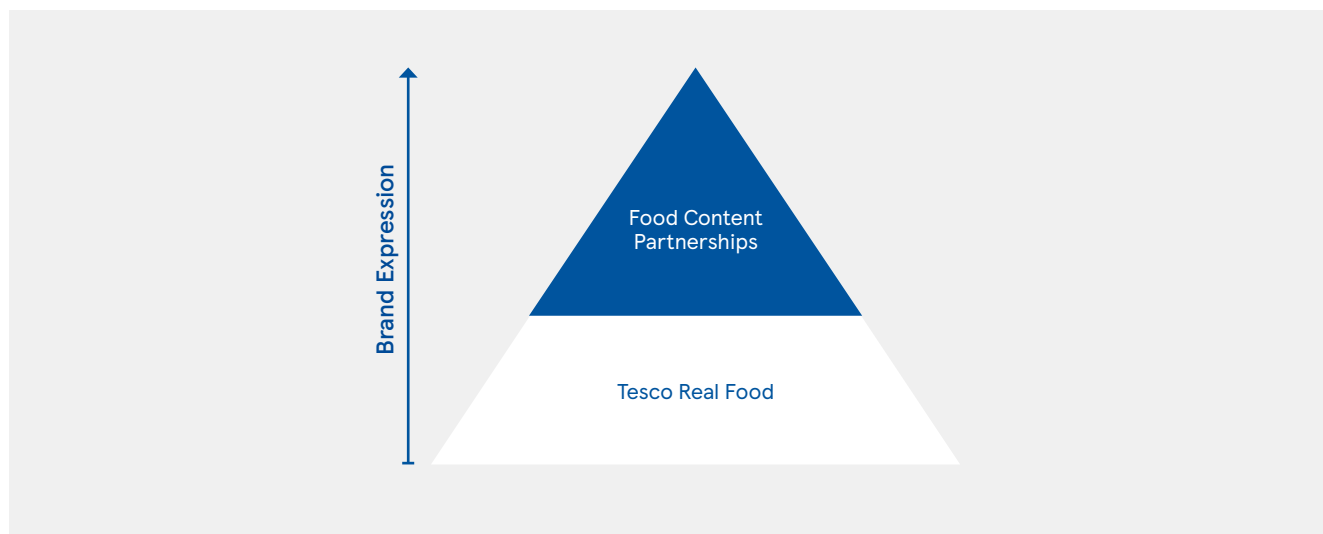
Category Supplements

Reach customers at key times throughout the year



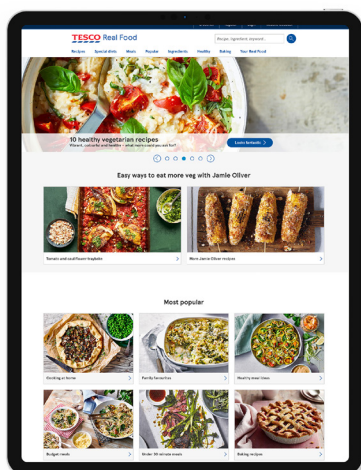
Food Inspiration.

Drive quality perception and inspire customers at scale



Tesco Real Food

- Tesco Real Food is the UK's second-largest food inspiration and recipe website hosting 5,800 recipes with 2.9 million unique monthly visitors.
- Many Tesco Real Food users come directly from Google, providing a great way to drive brand awareness outside of Tesco.com.
- Help inspire everyday meal occasions. Recipe sponsorship helps create associations between recipes and brands, as well as providing a clear path to purchase.
- Utilise contextually relevant banner advertising to help promote a food or non-food product on appropriate recipe pages to relevant audiences, driving association with a particular lifestyle or



Food Content Partnerships

- Food Content Partnerships provide an opportunity to work with Tesco across their recipe-themed content franchises.
- Choose from three distinct formats to create standout food and drink content.
- Inspire customers with creative ideas on how to use and consume your products and help them broaden their recipe repertoire.



Sampling & Experiential Events.

Create memorable experiences that drive sales

Deliver targeted and optimised product sampling and experiential marketing events in optimal stores and locations.

Sampling

With more than 4,000 Tesco-accredited brand ambassadors, 800+ ambient sampling units, and 150 hot sampling units, Sampling helps drive consideration and purchase by offering a risk-free opportunity for shoppers to 'try before they buy'.

Experiential Events

Build an emotional connection with customers and create advocates for your Brand with bespoke and interactive experiences. Align with key calendar events for maximum relevance and engagement.



Seasonal and Cultural Events.

Maximise your Brand's presence and profile at times of the year when footfall, online traffic, and sales all spike.

Every year, a multitude of seasonal and cultural events provide Brands with the opportunity to reflect the mindsets and missions of customers – making the moment and driving sales and loyalty in equal measure.

Tesco produces an annual event calendar, with activities separated into two different categories:

- **Seasonal and Cultural Events:** major milestone events, supported by Tesco ATL marketing
- **Trade and Smaller Events:** limited to specific categories or customer sentiment, supported in-store with Power Aisles or online with Event Zones with dedicated artwork

Gain deep insight with event-specific audiences that will aid strategy creation and embrace an omnichannel approach.

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 Tesco 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

**Tesco Media and
Insight Platform.**

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