



# TESCO

*Every little helps*  
**100 Years of Caring**

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# Brief Essentials.

## What Is The Challenge?

Build a trust-based relationship with the nation.

Tells nation how Tesco are bringing to life 'Every little helps'.

Demonstrate the numerous ways in which Tesco are manifesting their brand promise, from their plastic initiatives through to their work directly helping local communities.

Focus on a brand experience in the physical world and include an outline of a social and digital amplification (E.g. focus on the physical campaign more than the social and digital, as this will only be a way to highlight the physical campaign on the online world.)

Raise awareness of Tesco's 'Every little helps' mission and help drive conversations online and in the real world.

Demonstrate how Tesco are helping/have helped local communities (this is not about what Tesco 'could' do).

Needs to feel true to Tesco and their identity.

Get people talking and generate brand buzz that puts Tesco at the forefront of people's minds when it comes to supermarkets to trust.

## Main Deliverables

Design an in-person and digital experience (if they can't get to an in-person experience, how can you replicate the delivery across other touchpoints?).

You must include the full colour Tesco logo (included in the brief pack) and incorporate the line 'A little help is...' to tie into Tesco's Reputation campaign (see brief pack for examples).

## Target Audience

People across the UK aged 18-25 - this audience are extremely aware of broader societal issues and are increasingly choosing where to shop based on the brand's values and behaviours.

## Think About

Stay humble.

Keep it Tesco.

Longevity is key.

Get people talking.

Nationwide experience.

# Current Market.

## Tesco Market

Tesco's 2019 annual report saw that over the Christmas period alone, online shopping saw 776,000 orders placed, with over 51 million items delivered, and in the entire year of 2019 alone, £56.9 billion was made in Tesco group sales, which was a huge rise of 11.5% from the year before, which saw 2018 make £51 billion (Tesco, Annual Report and Accounts 2019, 2019).

Due to COVID-19, group sales in 2020 saw the final figure come to £56.5 billion, meaning a fall of 0.7% compared to the previous year. (Tesco, Annual Report and Financial Statements 2020, 2021).

Where people in 2019 were more willing to be out and about shopping around town, in 2020, we saw how much more aware people were when even leaving the house to travel to work or pick up the bare essentials. With the introduction of social distancing, hand sanitiser and the use of masks, going out shopping felt more like a task rather than the joy it used to be.

Tesco, alongside other supermarket names, were quick to plan new ways to make customers feel as safe as possible by putting socially distanced measurements in place in correspondence to government guidelines and laws, reducing the risk of spreading the virus. (creating a trust-based relationship).

Tesco does not currently specify a target audience as their current customers are made up of an all-round audience, from a range of ages, ethnicities, genders and backgrounds

## Current shopping methods with Tesco

**In-store Shopping**

**Online Shopping**

**Click & Collect**

**Scan as you Shop**

**Self-service Checkout**

**Tesco Pay+**



# Audience Research.

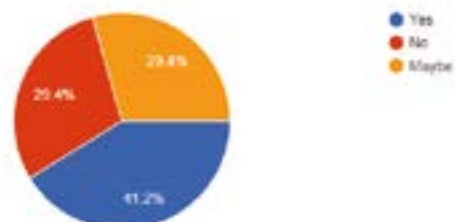
## Primary Research

For the audience research, I wanted to conduct original research for important results that I could not find online. For results, I issued a survey using Google Docs around social media to collect more personalised information that would help me with understanding questions such as the hobbies of the audience (and those that disinterest them), the brands they like (and dislike), the types of items they buy in supermarkets and what aisles they visit, what their thoughts are on Tesco and their loyalty to them, plus what they believe Tesco could improve on in order to make their brand connection a more trustworthy experience. From these results, I shall analyse the data for the most effective information to benefit my campaign, and that of what will make up a series of customer profiles.

How loyal would you consider yourself to Tesco (if at all)?  
17 responses



Are you able to relate to Tesco as a company?  
17 responses



What hobbies interest you? List as many as possible:  
17 responses

- Drawing, Singing, Designing, Organising, Hiking
- Theatre, sport
- Reading, writing, watching TV
- Theatre, drama, dance and listening to music
- Swimming, Football, Rugby, Gym, Gaming
- Makeup, gaming and physical activities
- Art, design, photography, illustration, music, nature, walking
- Make-up, music, photography, films, gaming
- Make-up, listening to music, reading, podcasts

## Questions asked in survey

What is your age?

Do you live in the UK?

What is your gender?

What hobbies interest/disinterest you? List as many as possible:

What brands do you relate to/tend to avoid?

Top 3 favourite items at shop + which aisles are they in?

Questions on loyalty and relatability

# Audience Research.

## Predicted Future Target Audience Communication

Young people will want to meet back up with their friends again after so long, meaning that they may spend more time outside of the family home with less time for family meals.

Young people may be more intrigued to move out of the family home and into a more social environment such as a city where there is plenty going on and better job prospects, meaning less trips to Tesco Superstore and Extra locations.

If moving back to University halls of residence, students who may not be able to utilise a vehicle will be reliant on smaller shops such as Tesco Express and Metro locations unless sharing a ride or using public transport.

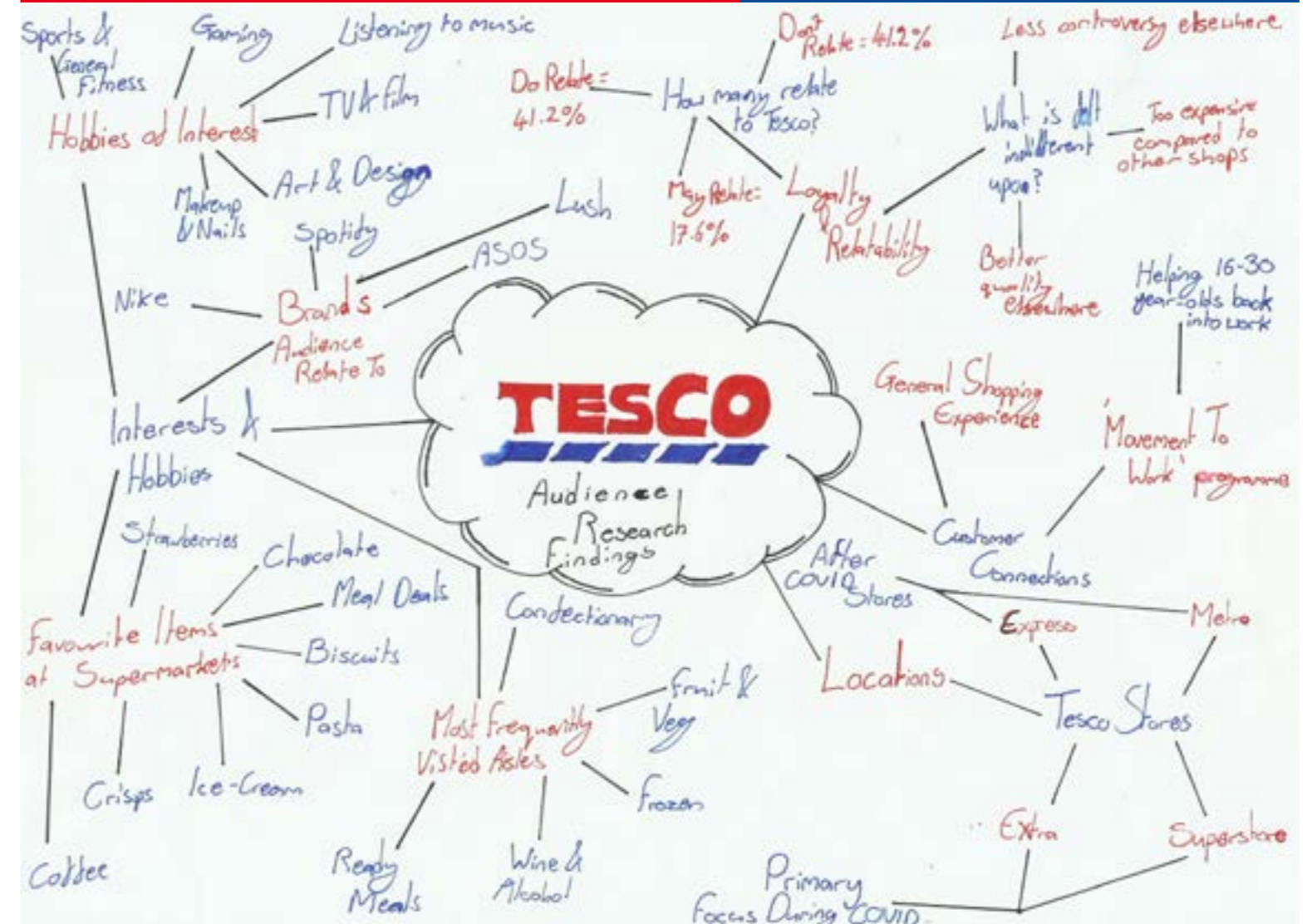
## Social Media Used by Target Audience

These are the platforms used by Tesco to promote their content, some hosting different types of content to others or sharing similar posts over multiple profiles (e.g. the same post on both Twitter and Facebook at the same time).

Facebook  
Twitter  
Instagram  
YouTube  
Pinterest  
LinkedIn

Tesco's most important part of their marketing is their connection with the customer including that of previous and current in-shop and digital experiences, which is one of the leading reasons why the shop comes out at the top as the leading retailer in the UK. Now, in order to sustain this image after 100 years of business, Tesco should be looking at ways to embrace and encourage younger generations emerging on acquiring further responsibilities if they want to target 18-25-year-olds.

## Primary Research Findings





# Customer Profiles.

**TESCO**  
customer profile 1



gender: Female  
age: 21  
location: Cardiff, UK  
occupation: Student, Undergrad  
Income: Student Grant & Loan  
marital status: Single  
ethnicity: White British

personality: Sociable, determined, witty, energetic  
personal values: Keeping fit & healthy, education, politics, mental health, current social news, promoting young voices  
interests: Gym, volunteering work, listening to music (indie rock, pop), clubbing  
brands: Lush, Tesco, Spotify, ASOS, Nike, Superdrug, Ben & Jerry's  
social platforms: Instagram, Snapchat, Facebook, Twitter

**TESCO**  
customer profile 3



gender: Male  
age: 18  
location: Belfast, UK  
occupation: Student, College  
Income: Grant & Parents  
marital status: Single  
ethnicity: White British

personality: sensitive, humble, determined, caring, passionate  
personal values: Keeping fit & healthy, staying in a creative space, family, looking out for those less fortunate  
interests: Walking dogs, volunteering work, art & design, TV & film, listening to music (all-rock, post-rock)  
brands: Nike, Tesco, Spotify, Adobe, HMV, Cadbury  
social platforms: Reddii, TikTok, Instagram, Snapchat, Twitter

**TESCO**  
customer profile 2



gender: Male  
age: 25  
location: London, UK  
occupation: Student, Undergrad  
Income: Parents abroad  
marital status: Single  
ethnicity: Asian British

personality: determined, opportunist, humorous, impulsive  
personal values: Keeping fit & healthy, education, politics, making a difference for young futures  
interests: Swimming, volunteering work, cooking, listening to music (lo-fi, pop), gaming  
brands: Superdry, Sainsbury's, Spotify, Kenco, Sony, Microsoft  
social platforms: LinkedIn, Snapchat, Facebook, Twitter

# Final Idea Development.





# Final Idea Summary.

## My Choice

I believe after considering my top 2 ideas, my charity/project work idea will be my final choice. I felt that even before asking my peers, I felt more confident in producing a piece like this and did not believe that the other idea would have provided me much choice creatively. This does not mean that the idea will not work, as in the end the idea was strategically decided upon. However, for this brief, working on celebrating projects across the UK, I know that this will meet the expectations of what is expected in the end result, especially through production and deliverability.

## Idea

A little help is changing lives through community effort and funding by Tesco. I have created a series of localised adverts to span nationwide. For example, a campaign in Edinburgh will differ to one shown in Swansea. In stores, there will be personal stories of lives that have been changed by the work of local community projects.

A digital amplification will be showcased on Tesco's social media and their PLC website, including details of how Tesco have helped various projects, informing young people how they can contribute.

## The Deliverables

### **In-store advertisements:**

Hanging ceiling and shelf signs

Trolley and basket ads

Receipts

Checkout dividers

### **Digital amplification:**

Social media

Website feature



# Development.

## Development sketches

**TESCO**

Developing Ideas: Hanging Signs + Smaller Signs + Other Later On...

What Features To Include:

- The logo, 'A little help is...'
- The Tesco logo
- Pictures of those benefiting from communities
- Information on how to get involved
- Call to action
- QR codes/smartphone interactive content
- A reason to snap and share on social media and digital platforms...
- Portable points to the target audience
- Elaboration on the 100 years of Tesco and their charitable nature...

Where To / What Type of Sign?

- Aisles - hanging (medium), shelf signs (small)
- Tray aisles - signs on trolleys (small)
- Entrance - divider boards (medium), window adverts (medium/large), door adverts (bulletin board)
- Checkouts - checkout dividers (small), on the wall down the till (small)
- Exit - divider boards (medium), door adverts (small/medium), window adverts (medium/large)

What Aisles?

- Collecting (bread, soups, etc)
- Fruit (bananas, strawberries, etc)
- Vegetables (broccoli, tomatoes, etc)
- Frozen (ice cream, pizza, veg, etc)
- Ready meals (non/dairy, dairy)
- Alcohol (wine, vodka, lager, etc)

The Role of Aisles (Foot Priority = 10 = Last Priority):

- Aisles = 1<sup>st</sup> (Main Priority)
- Exits = 2<sup>nd</sup>/3<sup>rd</sup> (Main Priority)
- Entrance = 3<sup>rd</sup>/4<sup>th</sup> (Secondary Main Priority)
- Tray Aisles = 4<sup>th</sup> (Small Main Priority)
- On Priority = 5<sup>th</sup>/6<sup>th</sup> (Secondary Priority)
- Checkouts = 4<sup>th</sup>/5<sup>th</sup> (Secondary Priority)

Atmosphere of Aisles:

Reliable, Approachable, Inspiring, Engaging, Welcoming, Humble, Dedicate, Humble, Honorable, Celebrating, Passionate, Inspiring, Fun, Welcoming, Stimulating, On-Demand, Easy to Use, Washed, Packed, Full, Visible, Stimulating

**TESCO**

Developing Ideas: In-store Potential Design Components: (PTI)

Extra Component Design:

Potential Layouts (First Draft):

Key: Copy, Logo, Link/QR, Barcode, Budget

Note: All designs MUST include the Tesco logo and the 'a little help is...' line

**TESCO**

Developing Ideas: In-store Potential Design Components: (PTI)

Follow-up Copy from 'A little help is...' (Based off charity Research):

- Lucy, 18, gaining the confidence and skills to move forward in life, thanks to Sheffield's Goldigger Trust
- Josh, 23, receiving support whilst homeless to restart his journey in life, thanks to Cornwall's St Petrus
- Emma, 21, discovering employment after education struggles, thanks to Swansea's Tackle by Oppress
- Olivia, 18, unlocking her full potential in playing soccer, thanks to Edinburgh's Dunfermline Thistle FC
- Harry, 25, tackling cardiovascular health issues early, thanks to Manchester's The City Centre Soccer Hub
- Mark, 20, regaining social confidence after a mental illness, thanks to London's The Street Life Trust

Positioning of Copy:

① A little help is...  
**Lucy, 18: Gaining**  
 The confidence and skills to move forward in life...  
 Thanks to Sheffield's Goldigger Trust

② A little help is...  
**Lucy, 18:**  
 gaining the confidence and skills to move forward...  
 Thanks to Sheffield's Goldigger Trust

③ A little help is...  
**Sheffield's Goldigger Trust**

**TESCO**

Developing Ideas: Digital Application Ideas (PTI)

Why To Provide In-Store Campaign (via Social Media & Online World):

- Social Media - Details into personal stories across UK on social pages (about the food for shares)
- Websites - New part of site that people can read into the line, changed by the charities...
- Social Media - Has the highest volume engagement with their community or get help
- Websites - Update's step of charities supported across UK, but with stories highlighted is nice
- Social Media - Every day or week, a new charity shared as 'community charity of the day/week'
- Social Media - How Tesco are still going to commit their brand to benefit UK communities and charities
- Websites/Social Media - Update's about events Tesco are doing in the future to help out more...

Possible Copy for Social Media & Website:

- At 23, Josh was left financially unstable from being homeless. However, thanks to St Petrus in Cornwall, Josh is now supported in his time of homeless uncertainty, giving him new hope. Find out more about other community charities we support here: (frustrated)
- To keep updated in our latest support across UK communities, visit [LINK] for frequent updates! (frustrated)
- Lucy, 18, was always hesitant to reach her full potential due to anxiety and uncertainty. That was until Playbox charity Aychal V. King reached help Lucy is building self-confidence for her future. Find more on changing communities we support here: (frustrated)
- Emma, 21, found it hard to grab onto opportunities due to previous education struggles. Fortunately, Swansea Oppress charity Tackle were quick to help, allowing Emma to daily discover respected work openings. Discover more inspiring community work here: (frustrated)
- Olivia, 18, had a passion to play football professionally, but found it hard to join local clubs. Luckily, Edinburgh's Thistle FC made that her a reality, helping Olivia truly show her true potential. Find out about your local sports community here: (frustrated)



# Development.

## Development designs

1

*A little help is...*  
Lucy, 18, gaining the confidence  
and skills to move forward life...  
Thanks to:  
**Sheffield's  
Goldiggers Trust**

**TESCO**  
Every little helps  
100 years of caring

2

*A little help is...*  
Lucy, 18, gaining the  
confidence to move forward.  
**Anglesey's  
Aelwyd Yr Ynys**

Tesco thanks 1000's of communities UK wide.  
Discover your community: [www.tescobagsofhelp.org.uk](http://www.tescobagsofhelp.org.uk)

**TESCO**  
Every little helps  
100 years of caring

3

*A little help is...*  
Lucy, 18, gaining the confidence  
to move forward, thanks to  
**Anglesey charity  
Aelwyd Yr Ynys**

We've supported 1000's of communities UK-wide.  
Discover your community: [www.tescobagsofhelp.org.uk](http://www.tescobagsofhelp.org.uk)

**TESCO**  
Every little helps  
100 years of caring

4

**Final Design**

*A little help is...*  
Lucy 18, gaining self-confidence  
for future life choices thanks to  
**Anglesey's project  
Aelwyd Yr Ynys.**

Discover the 1000s of UK community-based projects  
we support: [www.tescobagsofhelp.org.uk](http://www.tescobagsofhelp.org.uk)

**TESCO**  
Every little helps  
100 years of caring



# Final Designs.

## Final Designs



Here, I have finally been able to combine the most aesthetic elements of my work, the components that I have used to elevate the feeling of community and trust, and the copy that I have altered many times in order to make sure I can communicate the final message that I am aiming to tell my audience, whilst also getting them to interact with the brand. Considering the use of this format over my final adverts that I will place in-store, I have now made sure that this can also be flexible in terms of transference to other hanging signs, as well as adverts of different sizes, such as my trolley, entrance/exit and checkout divider proposals.

Now it is time to move onto the creative process for my in-store and digital amplification campaigns. I have already got two final in-store designs for characters Josh and Lucy (as previewed on the left), and now need to finalise my other characters Nadia, Olivia, Lucas and Mark with the template I have set out. I will then rotate where necessary to match other advert types that require a portrait angle.



# Element Details.



*A little help is...*  
Marcus 20, regaining social skills  
after depression thanks to  
**Islington's project**  
**The Stuart Low Trust.**

Discover the 1000s of UK community-based projects  
we support: [www.tescobagsofhelp.org.uk](http://www.tescobagsofhelp.org.uk)

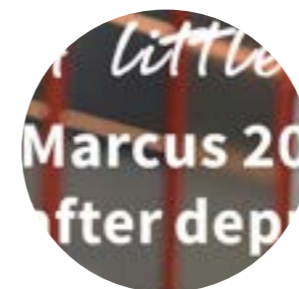


Discover the 1000s of UK community-based projects we support: [www.tescobagsofhelp.org.uk](http://www.tescobagsofhelp.org.uk)



**'we support' cites both Tesco and customers.**

**Logo structured similar to reputation campaign.**



**Name and age makes ad directly relatable.**



**Creating a sense of belonging to the town/city locals.**



# In-store Prints.

## Hanging ceiling and shelf signs

These focal in-store ads will be in aisles where the target audience mainly visit (confectionary, fruit & veg, ready meals and more in accordance to primary findings).

### Shelf sign



*A little help is...*  
Olivia 18, unlocking  
her potential with  
football thanks to  
**Edinburgh's project  
Boroughmuir FC.**

Discover the 1000s of UK community-based  
projects we support:  
[www.tescobagsofhelp.org.uk](http://www.tescobagsofhelp.org.uk)

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Every little helps  
100 years of caring

### Ceiling sign



*A little help is...*  
Lucy 18, gaining self-confidence  
for future life choices thanks to  
**Anglesey's project  
Aelwyd Yr Ynys.**

Discover the 1000s of UK community-based projects  
we support: [www.tescobagsofhelp.org.uk](http://www.tescobagsofhelp.org.uk)

**TESCO**  
Every little helps  
100 years of caring



*A little help is...*  
Lucy 18, gaining self-confidence  
for future life choices thanks to  
**Anglesey's project  
Aelwyd Yr Ynys.**

Discover the 1000s of UK community-based projects  
we support: [www.tescobagsofhelp.org.uk](http://www.tescobagsofhelp.org.uk)

**TESCO**  
Every little helps  
100 years of caring



# In-store Carriers.

## Trolley Ads

The target audience will also be met with the campaign placed in their own trolleys. This ad could also be placed within baskets due to smaller shopping trips, creating as much visibility as possible.



## Trolley ad



All above adverts are assured not to breach COVID-19 laws, and will still reach the target audience majority...



# In-store Physicals.

## Receipts

After viewing the in-store campaign, what happens about the experience you take home? On the back of each receipt, there will be a random story printed, this time regardless of location.

## Checkout dividers

Another interactive item (non-purchasable) are checkout dividers. With the ability to place small adverts inside, each divider will hold random ads from across the UK, all with various project names.

### Receipts

**TESCO**  
Every little helps  
100 years of caring



*A little help is...*

At 23, Josh was left financially unstable from losing his home. However, thanks to St Petros in Cornwall, Josh is now supported in his time of homeless uncertainty, giving him new hope.

FIND MORE LIFE-CHANGING COMMUNITIES WE SUPPORT HERE:  
<https://tescobagsofhelp.org.uk/>

#### HOW DID WE DO?

We want to make sure that every one of our customers are satisfied.

Visit [www.tescocomments.com](http://www.tescocomments.com) and tell us about your shopping trip.

**TESCO**  
Every little helps  
100 years of caring



*A little help is...*

Olivia, 21, had a passion to play football, but found it hard to join local clubs. Luckily, Edinburgh's Thistle FC made that dream a reality, helping Olivia finally show her true potential.

FIND MORE LIFE-CHANGING COMMUNITIES WE SUPPORT HERE:  
<https://tescobagsofhelp.org.uk/>

#### HOW DID WE DO?

We want to make sure that every one of our customers are satisfied.

Visit [www.tescocomments.com](http://www.tescocomments.com) and tell us about your shopping trip.

### Checkout dividers

Tackle by Ospreys



Tackle by Ospreys

Don't forget to use your Clubcard



# Digital Amplification.

## Social media

To reach out and provide more details into the lives of those changed, social media will play the role in going into more detail story-wise.



Nadia, 21, found it hard to grab job opportunities due to previous education struggles. Fortunately, Swansea Ospreys project Tackle were quick to help, allowing Nadia to finally discover respecting work openings.

Find more life-changing communities we support here: [tescobagsofhelp.org.uk...](https://tescobagsofhelp.org.uk...)



5:30 PM · Mar 4, 2021



At 23, Josh was left financially unstable from losing his home. However, thanks to St Petrocs in Cornwall, Josh is now supported in his time of homeless uncertainty, giving him new hope.

Find more life-changing communities we support here: [tescobagsofhelp.org.uk...](https://tescobagsofhelp.org.uk...)



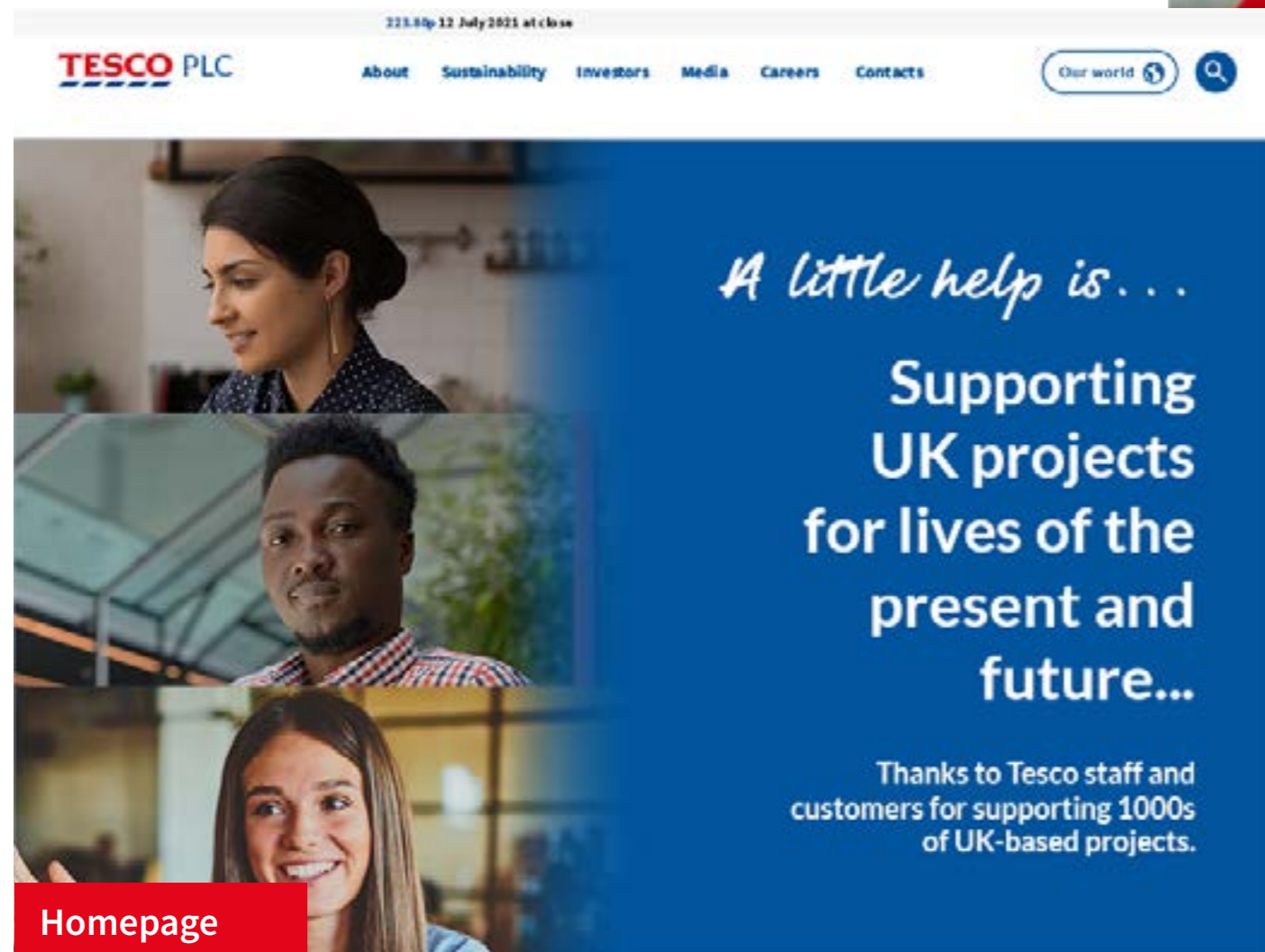
1:30 PM · Jun 22, 2021



# Digital Amplification.

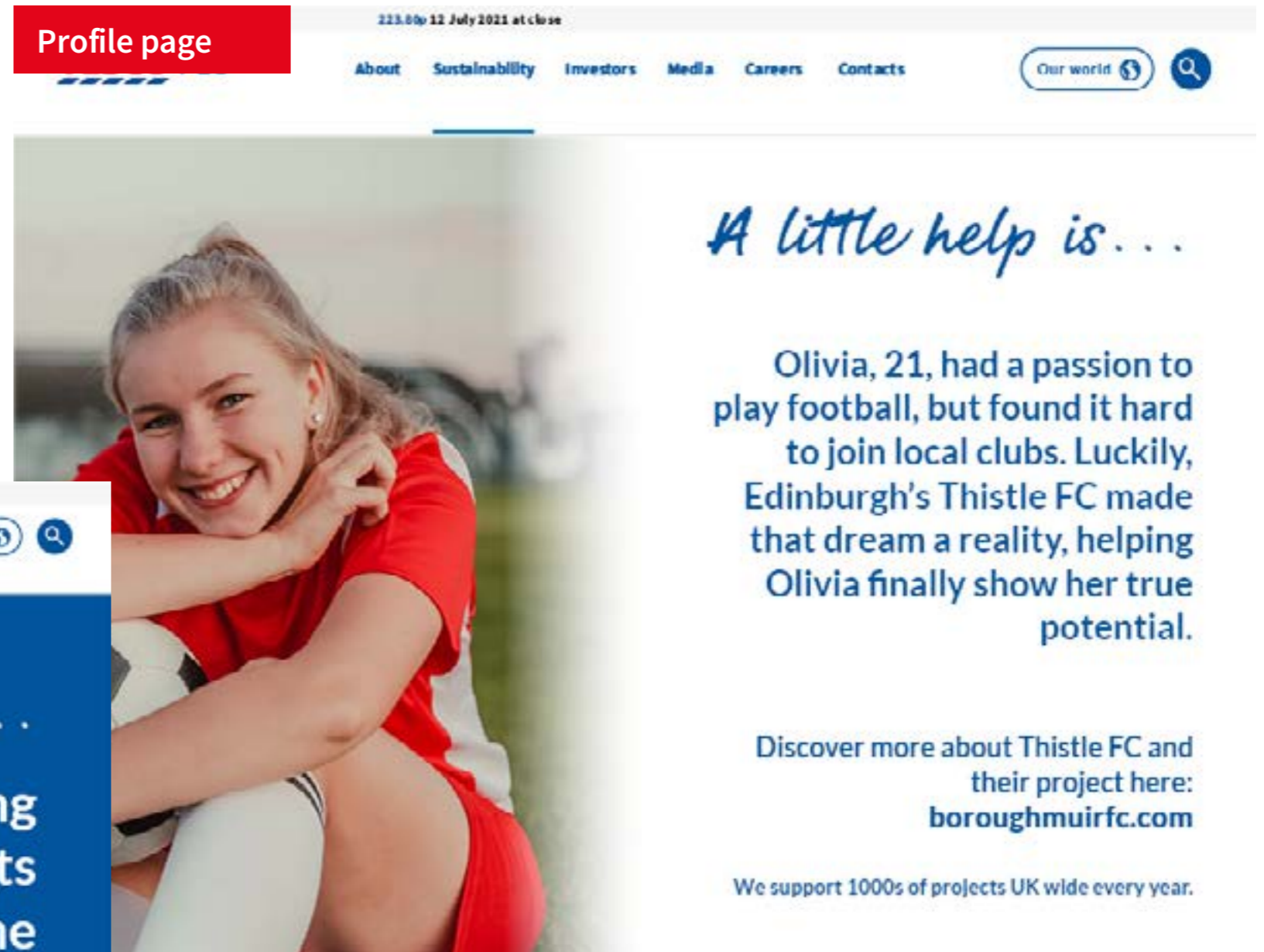
## Website feature

For this amplification, I have created both an updated Tesco PLC homepage design, plus profile pages that people will be able to select from the map already featuring on the site. For each project clicked on, it will bring up an example of a life they have changed.



Homepage

## Profile page



I have also made sure that each profile includes a link to the main website (or social media page if the website is not available) to allow the viewer to find out even more details about their local projects, or other UK-wide projects which gives them a potential chance to take part.



# Conclusion.

Throughout my research, analysis, development and outcomes, it was my mission to create a solution, par the standard requirements of the brief set out by D&AD, which would “build a trust-based relationship with the nation and Tesco” and bring to life the brand’s well-known slogan ‘Every little helps’. Pertaining to whether or not I believe that I have met all brief requirements, I would exclaim that I have thoroughly conducted a well-planned response, consistent with the target audience in mind, demonstrative of the ever-evolving brand promise, and most importantly on-brand. I have made sure that each one of my ideas has been built on strategic and precise planning, ensuring that my conclusion would not stray too far from who Tesco actually are, as working with such a well-known and formulated brand, spanning over 100 years trade, meant that anything too different may not be instantly recognisable to audiences inside and outside the target audience.

This didn’t mean that I intended to directly copy Tesco’s previous marketing attempts as this would fail to meet the brief’s desired target audience regarding Tesco’s aims towards families, rather than singular 18-25-year-olds. This meant that I had to make sure my outcomes detailed out how I have steered Tesco into such a market that is commonly dissolved into Tesco’s all-round audience campaigns. So I concentrated on one of the brand’s most ideal focus-points, supporting projects from all over the UK that help local communities. However, I wanted to make sure that instead of focusing on how Tesco have helped everyone, I would instead feature a series of stories that concentrate on the lives of young people who have been helped directly by UK projects. I made sure to state this in my idea summary, detailing just how I intended to conduct my development and later-outcomes. Overall, understanding the brand; then later-on deciphering how I could alter Tesco’s image to create a campaign that would attract a particular audience rather than their usual all-round audience was perhaps the largest driving force in the formation of my final outcomes throughout my development stage. When it came to designing my outcomes, I made sure that all the elements that I included, such as pictures, font and arrangements were all commercially viable for Tesco. For these results, I kept constantly referring to the brief, my own creative ideas, understanding and implementing the professional opinions of my lecturer and creative input from my peers, as well as performing primary research into the target audience.

Although it has been my intention throughout to make sure that I conduct the outcome towards D&AD expected standards, especially when examining past examples of award-winning pieces from previous entries, I did not want to forget that my final result should be to professional standards, meaning I should be focusing on the quality of what Tesco have previously and currently expect to see in their campaigns. This would ensure that by the end of my outcomes, I would have achieved a result that D&AD recognise to have reached both their standards and a quality that is recognised to be on-brand, showing just how much research I have done to acquire these end-results.

Overall, I am especially pleased with my outcomes, and have learnt a lot in what it means to follow an industry-standard brief to the very details. I believe that I have produced something valuable in both my University journey plus recognition from the D&AD panel, Tesco themselves and potentially advertising agencies that would like to give me a chance in joining them in an internship, or a position within their team.



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