

OCADO

YEAR TO DATE REVIEW

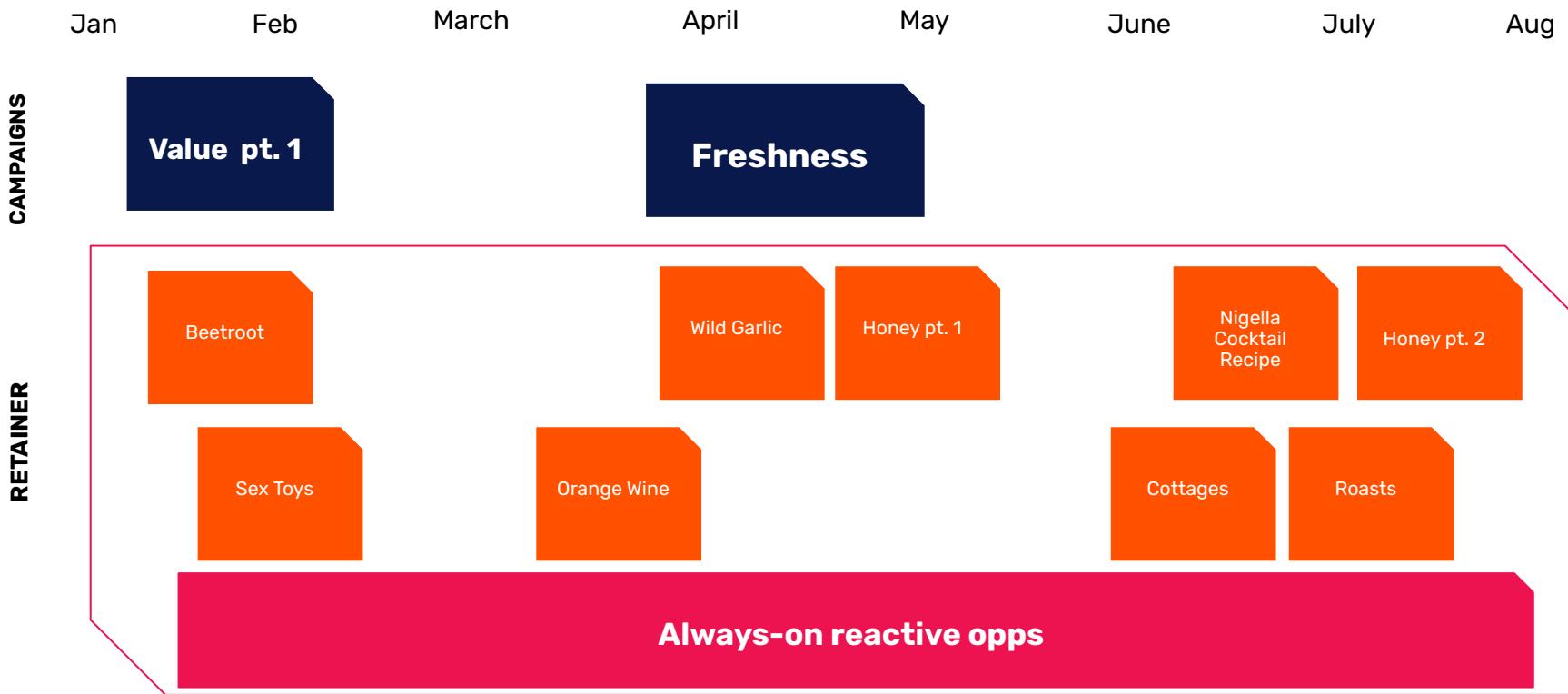
2024

WHAT YOU'LL SEE

- **PRESS OFFICE**
- **NIGELLA**
- **FRESHNESS**
- **VALUE**
- **SUCCESES / LEARNINGS**
- **COMING UP**



ACTIVITY SO FAR



Our year so far in numbers

227 pieces of coverage

15 reactive story ideas shared

96% coverage increase compared to 2023

11 Sell-ins, from press office to campaign launches

15 pieces of coverage in gold tier titles

150+ journos called... and counting

Total reach of over **8.8 billion**

IMAGERY



PRESS OFFICE

Press office in numbers

54 Pieces of coverage

Including:
35 nationals / consumer
19 regional / trade

83% of coverage featured Ocado spokesperson quote

18 Pieces in national titles

15 pieces of coverage in Gold-tier titles

100% of coverage featured Ocado asset

88% of coverage included key range, value and freshness messaging

Total reach of over **2 Billion**

News we've jumped on and pitched to press reactively so far this year



Beetroot



Roasts



Orange Wine



Romance Aids



Wild Garlic



Cottages



Sgroppino

Performance vs KPIs (for the year)

We have **surpassed our overall KPI's** set due to securing a high volume of coverage for most newjacks

Campaign messaging has been strong, showing we've successfully weaved Ocado brand messaging into the story

We have surpassed national and consumer KPIs for the year, however we've still got 5 more regional / trade pieces to secure before end of year

| ITEM | DETAIL | KPI | RESULTS |
|---------------------|--|--------------------------|---------|
| National / Consumer | Number of pieces of coverage | 2 per story / 24 overall | 35 |
| Regional / Trade | Number of pieces of coverage | 2 per story / 24 overall | 19 |
| Key brand messaging | Percentage of hits with one or more key messages | 60% | 88% |
| Spokesperson quote | Percentage of coverage w/ Ocado spokesperson quote | 50% | 83% |

Coverage highlights

Reach

Shop sees 535% spike in sales of juice after Michael Mosley claim

Following a revelation on TV screens across the nation that beetroot juice may have some unusual mood-boosting properties, sales of the root veg have soared on [Ocado.com](#). After Dr Michael Mosley made the claim on his Channel 4 show that the superfood could contribute to enhanced performance in the bedroom, searches for beetroot juice increased by 535% compared to the previous week, and sales more than doubled compared to the same time last year.

And it's not only beetroot juice that Ocado customers are exploring - searches for beetroot hummus rose by 147% compared to the previous week, and sales of jarred beetroot had risen by 53% in January last year. Maddy Knight, Salad and Herbs Buyer at Ocado Retail said "Whilst we can't confirm that Dr Mosley's advice really will have the desired effects, it seems customers have been keen to try it out for themselves."

CoventryLive

SomersetLive

WalesOnline

GloucestershireLive

the guardian

Orange wine: why sales of the seductive new taste of summer are soaring



Sales in the UK are up 99% annually on Ocado, while there has been a 437% month-on-month rise in London. No wonder Aldi, Majestic and M&S are stocking up

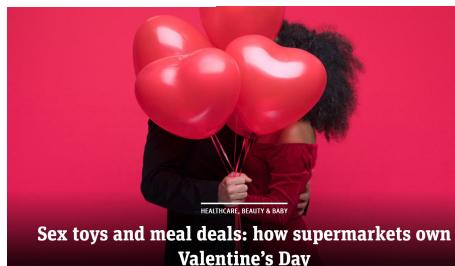
THE WEEK

Orange wines to try this summer

These amber-hued wines pair perfectly with bold dishes



The Grocer



Daily Mail



The Mail
ON SUNDAY

Bye bye barbie as we go for roasts in washout summer ...although that may change today!

By Francesca Washell
EXECUTIVE CITY EDITOR

A SUNNY moment in our otherwise gloomy summer will see us all out and about in the country today as a warm spell continues.

But while the weather could briefly be described as roasting this week, food companies are according to retail figures.

Even though many winter meals have flown off supermarket shelves since the first two weeks following the cool, wet start to July,

sales of the country have already been delayed by a month's worth of bad weather. Sales have risen by as much as 42 per cent compared with the same week last year.

Beef joints have also seen a spike in sales, with the retailer reporting barbecue foods such as burgers having sold well.

Even sales for roast dinner trimmings have exploded - with

puddings and pigs in blankets - a

Christmas Day staple - reported by

200 per cent in the first week of

July. Sales of gravy were up 41 per cent in the first week of July compared to the same period last year, while stuffing was up by 40 per cent.

Burgers ordinarily enjoy strong sales over the summer months, also more than three times last year, according to the latest figures from the Euro 2024 final.

Even sales of soup have risen by

200 per cent - with sales

soaring ahead of the game.

With the forecast for the

start of the game,

temperatures could rise by the start of August. Today, much of England and Wales will be sweltering, with heavy rain will ease off, leaving the occasional patchy shower in places.

The miserable start to July followed a wet June, but the heat wave - dubbed 'June-sury' - and heatwaves in May. As well as scuppering the summer, the heat has hit farms - leaving some fields parched and others waterlogged. But summer could soon improve, with temperatures set to rise again. But summer could soon improve, with temperatures could rise by the start of August. Today, much of England and Wales will be sweltering, with heavy rain will ease off, leaving the occasional patchy shower in places.



Creating quite a buzz! John Lewis and Ocado report soaring sales of 'romance aids' as retail bosses insist 'sexual wellbeing is no longer a taboo'

Middle Britain is becoming less prudish with both [John Lewis](#) and [Ocado](#) seeing a buzz around the sales of 'romance aids'.

The move to present the 'toys' as an everyday purchase - alongside table lamps and ready meals - has been dressed up as boosting 'wellbeing'.

John Lewis says it introduced a line of sex toys in response to a sharp increase in customer searches on its website with some lines selling out.

ocado

A moment for Orange Wine!

METRO

This 8,000-year-old wine is the hottest drink of summer



In fact, according to M&S's online distributor, Ocado, this is the [summer](#) that orange wine has gone fully mass-market. They're reporting a 99% increase in year-on-year sales, with monthly increases of 437% in London, 120% in [Manchester](#) and 115% in Kent, of all places.

NEW YORK POST

BeverageDaily

THE WEEK

FOOD & DRINK
Orange wine sales are spiking — here's why it's on summer menus everywhere

By Brooke Kato

Published July 9, 2024, 4:31 p.m. ET



Rosé, no way!
Pink is so passé — orange is the preferred wine color at this summer's smartest poolside soirees, as the ancient, skin-contact, skin-fermented plug makes grape stripes towards global popularity.

The UK-based retailer Ocado has seen a 99% increase in orange wine sales since last year, according to The Guardian, and in 2023, US-based alcohol delivery company Drizly reported an 10% increase in orders for the specialty wine year-over-year, per Bon Appétit.



The UK-based retailer Ocado has seen a 99% increase in orange wine sales since last year, according to The Guardian, and in 2023, US-based alcohol delivery company Drizly reported an 10% increase in orders for the specialty wine year-over-year, per Bon Appétit.

the guardian

Orange wine: why sales of the seductive new taste of summer are soaring



Sales in the UK are up 99% annually on Ocado, while there has been a 437% month-on-month rise in London. No wonder Aldi, Majestic and M&S are stocking up

msn
yahoo!life



Orange wine: why sales of the seductive new taste of summer are soaring



Online supermarket Ocado announced sales of the amber-hued wine have shot up 99% year-on-year across the UK, with a 435% month-on-month rise in London alone, reported Mina Holland in [The Guardian](#). Back in March, the launch of Aldi's Rosorange hybrid of rosé and orange wine went viral on TikTok, seeing 5,000 bottles "fly off the shelves" in the first week alone as influencers raced to crown it the "drink of the summer".

We spotted a trend that Orange Wine was predicted to be the drink of summer and jumped on it by sharing Ocado's soaring sales data with key press.

Our Orange Wine story takes the crown as our most successful newsjack this year, as the coverage kept on coming in even weeks and months after the sell in.

We secured 26 pieces of coverage in gold tier titles including coverage in **The Guardian, Metro, The Week** and even made headlines overseas in **New York Post**!

ocado

Earlier in the year, we showed how there's more than meets the eye to the Ocado shopper!

Soaring sales of 'Romance Aids' on Ocado

We reported soaring sales of 'romance aids' on Ocado ahead of Valentines and Sex Toys secured widespread coverage in Daily Mail (print) and online, This Is Money, Daily Mirror and The Times, alongside several consumer titles.



Creating quite a buzz! John Lewis and Ocado report soaring sales of 'romance aids' as retail bosses insist 'sexual wellbeing is no longer a taboo'

Ocado Britain is becoming less prudish with both John Lewis and Ocado seeing a buzz around the sales of romance aids.

The move to present 'toys' as an everyday purchase - alongside table lamps and ready meals - has been dressed up as boosting 'wellbeing'.

John Lewis says it introduced a line of sex toys in response to a sharp increase in customer searches on its website with some lines selling out.



Ocado's sex aid pickle



Anyway, buying a sex aid is now so pedestrian that Ocado does them, so you can pop a cock ring in the basket alongside your cauliflowers. The online supermarket claims that sales of vibrators have risen by 55 per cent in the past year. Take it from one satisfied customer named "Tiddler" who left a five-star review for the Durex Intense Little Devil Ring (£7) and advised fellow shoppers to "just buy it". Click, add to basket. Should I be worried that under the "you might also like" list of related products is a tongue cleaner and intensive eye drops? I'll let you know in the reviews.

Ocado shoppers went wild for Beetroot

After Dr Michael Mosley made the claim on Channel 4 that beetroot could contribute to enhanced performance in the bedroom, searches skyrocketed. We shared this with press and secured coverage in a range of regional titles.



Shop sees 535% spike in sales of juice after Michael Mosley claim

Following a revelation on TV screens across the nation that beetroot juice may have some unusual mood-boosting properties, sales of the root veg have soared on [Ocado.com](#). After Dr Michael Mosley made the claim on his Channel 4 show that the superfood could contribute to enhanced performance in the bedroom, searches for beetroot juice increased by 535% compared to the previous week, and sales more than doubled compared to the same time last year.

And it's not only beetroot juice that Ocado customers are exploring - searches for beetroot hummus rose by 147% compared to the previous week, and sales of jarred beetroot had risen by 53% vs January last year. Maddy Knight, Salad and Herbs Buyer at Ocado Retail said "Whilst we can't confirm that Dr Mosley's advice really will have the desired effects, it seems customers have been keen to try it out for themselves."



We then jumped on disappointing British weather and Brits love for foraging

Forget salads, Brits want roasts in July

Consistent cold weather in a British Summer caused a surge of sales of barbecue classics overtaken by roasts and soups.

Exclusive with Mail on Sunday (print), syndicated to Mail Online and other coverage secured in titles such as Daily Star and Retail Times.



Barbecue foods take a hit amid washout summer while hearty winter foods fly off supermarket shelves

By FRANCESCA WASHFILL, EXECUTIVE CITY EDITOR
PUBLISHED: 01/07/2024 | UPDATED: 01/07/2024, 14 July 2024



Share



Twitter



X



Facebook



Email

View comments



Summer weather roasting

By Francesca Washfill
EXECUTIVE CITY EDITOR

PUBLISHED: 01/07/2024 | UPDATED: 01/07/2024, 14 July 2024



Share



Twitter



X



Facebook



Email



Bye bye barbie as we go for roasts in washout summer...although that may change today!

By

Fran

cesca

Wash

fill

14 July 2024

Ideas we suggested, but didn't get off the ground



April Heatwave

In April, as we were expecting a heatwave, and we planned to release the year's first BBQ story by examining the surge in searches for BBQ items and food on Ocado.

This was paused due to limitations with insights team.



Cinco de Mayo

In anticipation the annual Mexican celebration which is becoming a hit the UK, we suggested looking into the search/sales for tequila and cocktail ingredients.

The data however was not strong enough so this was paused.



Bridgerton Reactive

As Bridgertons third series debuts and Bridgerton tea parties gained popularity, we suggested a 'Bridgerton aisle' on Ocado featuring regency-inspired meals and tea party essentials. The aisle wasn't able to be created on this occasion so the opp was paused.



Grape Sales post new years trend

Around NYE the trend of people eating grapes under the table to find their future love was booming on TikTok. We put forward a reactive alert looking into the sales data of grapes. However the data was not strong enough to link to NYE.

Ideas we suggested, but didn't get off the ground



English Wine

As it was set to be the 'wettest Summer in over 100 years', we found a positive media hook of how this would affect next years crop of grape for local British wines.

This was paused due to timing limitations



Spoon reactive

Cate Blanchett wore a top made out of 102 spoons to the premiere of her new film which gained lots of pickup on socials. This was shared with the social team to brainstorm ideas. However, we the hype surrounding the top died down.



Taylor Swift Reactive

With Taylor Swift's Eras Tour sparking a surge in sales for 'era'-themed items, we aimed to craft a story around this phenomenon. However, due to unexpected circumstances, the timing wasn't right, so we decided to hold off on the opportunity.

Cottages

Utilising Ocado's partnership with [cottages.com](#), we crafted a research story which revealed how staycationers enjoy making the most of local cuisine and created a range of **Regional Aisles** to celebrate the best food and producers from the top holiday regions around the UK, all available on Ocado.

The research revealed that **two-thirds of Brits (66%) are choosing staycations over foreign trips this year**. With the dominating factor being a love for local British cuisines.

We secured national coverage with **Daily Star, Sunday Express, METRO and Daily Mirror**, as well as other consumer titles.



METRO

SUNDAY EXPRESS

No plaice like home!

HOLIDAYMAKERS are choosing staycations over trips abroad, to feast on good old British grub!

A study from online supermarket Ocado and cottages.com has revealed that 66 per cent of people are ditching foreign holidays because of their love of local delicacies.

Top of the list of favourites is fish and chips, with 62 per cent agreeing it's Britain's best dish. Other popular fare includes scones with jam and cream (31 per cent), ice cream (30 per cent) and local seafood (27 per cent).

Ocado's Laura Harricks said: "Food and drink is a key part of our holiday experience."

THE
IRISH
NEWS

DAILY
Mirror yahoo!

1 in 3 Brits will decide next holiday based on food

Brits are looking closer to home for their holidays this year, and it turns out food is a real clincher when it comes to where.



The new study by online supermarket Ocado and [cottages.com](#), which spoke to 2000 adults, found that Great British flavours have a stronghold on the population, who are keen to sample local delights, such as fish and chips, fresh seafood, scones, ice cream, and locally-brewed beer.

DAILY
STAR

UK grub the best

FAMILIES are choosing staycations over holidays abroad – to feast on good old British grub.

A study from online supermarket Ocado and cottages.com has revealed 66% are ditching foreign trips because of their love of local delicacies.

Top of the list of holiday food faves is fish and chips, with 62% agreeing that it is Britain's best dish.

Other popular favourites include scones with jam and cream (31%), while 21% voted locally-brewed beer as a major draw.

ocado

SUCCESSES & LEARNINGS

Reactive nature

Running a reactive press office has shown how the best results don't always need big budgets – ensuring our finger is on the pulse with culture and what's happening in the press has ensured top results.

Inbound opps

Continually pitching press office stories help secure our position as experts in the field, meaning journalists will continue to come to us for stats and insights as seen with Xanthe Clay (The Telegraph) and Mina Holland (The Guardian).

Range

Not limiting our newjacking to just stories around food and utilising the wider Ocado range (i.e. sex toys!) has allowed our coverage to speak to the key range pillar.

Data Strength

Being able to identify when data to support a story isn't strong enough has been valuable in saving team time and resource.

Planning in advance

Despite an ever-changing and busy news agenda, being able to plan reactives in advance allowed us to gain exclusives, tee up friendlies and gauge the press' appetite on a particular story.

Also, we found being prepared for summer food trends allowed further preparation for reactives and more relevant insights from trends in previous years.

NIGELLA x HONEY

RESULTS OVERVIEW

47 PIECES OF COVERAGE

Including:

11 nationals vs. KPI of 3
7 consumer vs. KPI of 4
28 regional vs. KPI of 12
1 trade vs. KPI of 3

2 Broadsheet interviews with The Times

91% included Hero imagery

8 pieces of print coverage

Combined reach of over **1.4bn**

100% contained 'Small Supplier' messaging

Total Reach from National & Consumer Titles **623m**

100% contained competition link

CAMPAIGN IMAGERY + CONTENT



Cocado

We launched a nationwide competition to find Britain's newest and best small-scale honey hero to support their journey.



Photography

We captured photography of Nigella and the BBKA in their beekeeping suits to supplement our story for press.

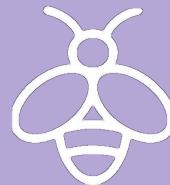
These standout images were widely featured across our secured media coverage.



Honey Judging

With over 100 entries from local beekeepers around the UK, we enlisted the expertise of the BBKA to help us judge the entrants and add credibility to our campaign.

Nigella was sent the top 3 honeys from that selection and chose the winner.



Interviews

We secured fantastic coverage on launch day of the competition with a double-page spread in The Times.

We gained lots of national attention and spread the word about Ocado's search for Britain's queen bee.



Media Materials & Strategy

To secure media coverage, we drafted two releases: one announcing the competition with Nigella's hero imagery, and the other revealing the winner and her Honeyed Tarte Tatin recipe. These were shared in two phases to maximize coverage and traction.

SUCCESSES & LEARNINGS

BRAND MENTIONING

Even with pre-interview briefings, Carol Gunn missed some opportunities to mention the Ocado brand during her media appearances, likely due to a lack of media training.

Moving forward, we'll aim to ensure all partners / case studies are media trained.

STRONG IMAGERY

Imagery of Nigella in the beekeeping suit was incredibly strong and got a lot of pick-up in national, consumer and regional titles.

The success of this highlights the importance of strong visual element to complement a story.

INTERVIEW OPPS

As Nigella's team pivoted in their preferred interview format, this led us to put some strong broadcast and editorial opps on hold. Transitioning from broadcast interviews to written Q&As diluted media interest.

SGROPPINO COCKTAIL

RESULTS SNAPSHOT

19 pieces of coverage

Consumer: 6
Regional: 13

100% included recipe method

OVER 146k total reach

12 pieces of print coverage

94% included Hero imagery

20% included LINK TO Ocadocom

CAMPAIGN IMAGERY



Highlighting Nigella's latest recipe; her take on a fresh and auspicious Sgroppino cocktail

Grimsby
Telegraph

DUMFRIES &
GALLOWAY
Standard
ESTD 1843

Hull Daily
MAIL

Dessert in a glass...how to make Nigella Lawson's tangy Sgroppino cocktail

Trust Nigella Lawson to bring us the must-have cocktail of the summer.

Mixing together the tang of lemon sorbet with refreshing vodka and pizzazz of Prosecco, this drink is summer dessert in a glass.

"This is a very special drinkable dessert which you can whip up in mere moments," says Nigella, who created the drink with Ocado.

"Moreover, if you



make sure to keep the sorbet and vodka stashed in the freezer, and the Prosecco in the fridge, you are ready to deliver near-instant delight to even unplanned guests, infusing last-minute gatherings with sunny spontaneity."

Nigella says she first tasted this "divine concoction" when she was living in Italy at 19, adding: "This is about creating something heavenly with minimal effort. It's hard to

convey exactly or adequately the wondrousness of a Sgroppino, for these three ingredients combine to create an icy froth that seems neither quite solid nor liquid, but the minute you take your first grateful gulp you will know exactly what I mean.

"More than a frozen cocktail or a drinkable dessert, a Sgroppino is heaven in a glass!"

INGREDIENTS:
(Makes 1x150ml glass)
100g Remeo Lemon Sorbet; 25ml chilled vodka (1 shot); 25ml chilled Prosecco (1 shot)



METHOD:
1. Get a small 150ml coupe or martini glass and a small wide-ish jug. Scoop the lemon sorbet into the jug.

2. Pour over the vodka, followed by the Prosecco. Mix swiftly but gently with a couple of forks, pulling the sorbet apart and into the liquid rather than beating the liquid rather than beating the ingredients together.

3. When you have a lump-free cohesive mixture resembling a cloud of frosty froth, pour into the prepared glass.

COSMOPOLITAN

The best summer cocktail recipes for sunny days in the garden

Happy hour is from four to six!

4

Sgroppino

An icy lemon dessert cocktail created in collaboration between (the) Nigella Lawson and Ocado? Yep we will be making these the second the sun comes out.

Ingredients:

- 100g Remeo Lemon Sorbet
- 25ml chilled vodka (1 shot)
- 25ml chilled prosecco (1 shot)

Method:

1. Get a small 150ml coupe or martini glass and a small wide-ish jug. Scoop the lemon sorbet into the jug.



2. Pour over the vodka, followed by the prosecco. Mix swiftly but gently with a couple of forks, pulling the sorbet apart and into the liquid rather than beating the ingredients together.

THE
IRISH NEWS

NewsChain

msn

ireland
live

CAMBRIDGE
news

Manchester
Evening News



feast

BIRMINGHAM POST

Nigella Lawson Launches New Summer Sgroppino Cocktail Recipe!

Nigella Lawson's Summer Sgroppino Cocktail Recipe

By Ellie Smith
2 Months Ago

Is this the ultimate summer drink?

Nigella has shared her failsafe recipe for the Italian treat, which requires just three ingredients, as part of her ongoing partnership with Ocado. 'This is a very special drinkable dessert which you can whip up in mere moments,' she says. 'Moreover, if you make sure to keep the sorbet and vodka stashed in the freezer, and the prosecco in the fridge, you are ready to deliver near-instant delight to even unplanned guests, infusing last-minute gatherings with sunny spontaneity.'

Pick
Me
Up!



SUCCESSES & LEARNINGS

ASSOCIATION WITH NIGELLA

There are numerous cocktail recipes being circulated through the press in the peak of the British Summer, and can therefore be harder to make one stand out.

Having a connection with a household name like Nigella helped give the recipe an edge and therefore more coverage.

ADAPTING TO SURROUNDINGS

Due to the ever changing British weather, selling in the recipe taught us to be more adaptable when thinking of angles.

Sunshine and hot weather isn't always reliable and allowed us to think more creatively when pitching the recipe to press.

SYNDICATION

Gaining coverage with a title such as PA allowed for the recipe to be heavily syndicated across other regional titles; predominantly in print.

Additionally, securing a Reach PLC title allowed for content to be syndicated across many national and regional titles.

VALUE PT 1

Results overview

28 PIECES OF COVERAGE

National: 4 vs KPI of 4
Consumer: 3 vs KPI of 2
Regional: 18 vs KPI of 5

100% of coverage featured Ocado data

96% of coverage featured Ocado spokesperson quote

Combined reach of over 1.1bn

100% of coverage featured expert commentary

100% positive sentiment

We revealed the rise in Fluxury Shoppers, whilst demonstrating Ocado's value.



Consumer Research

We conducted consumer research into Brits shopping habits, revealing where they are making savings and what for.



Expert Commentary

We also worked with behavioural expert Kate Nightingale to coin the phrase 'Fluxury Shoppers'; those who make small savings on everyday essentials to splurge on little luxuries, such as chocolate, confectionary or alcohol.



Media Materials & Strategy

We carved up our story to target multiple news desks, drawing out angles for personal finance, news, consumer affairs etc. This way, we could aim for different writers and ensure there were lots of avenues for coverage.

Coverage highlights



Brits offered 'reward' for smart shopping decisions as 'little luxuries' take over

The cost of living crisis has changed the nation's priorities and Brits are going out of their way to save money so they can splash out on little luxuries, according to a new study

Laura Harricks at Ocado said "We can all relate to the pride we feel when we've been clever with our money and got a great deal on our shopping. Value is incredibly important to Ocado customers, but as the rise of 'fluxury shopping' demonstrates, it's not a one-size-fits-all concept and as a nation we're being increasingly strategic with how we allocate our weekly shopping spend. With Ocado Price Promise – which price-matches your Ocado shop to the Tesco website on over 10,000 items – Big Price Drop and our own brand range, customers looking for brilliant value basics (and beyond) are well served by Ocado, whether or not they choose to include a little treat or two. They also get a bit of time back too – perhaps the greatest luxury of all!"



Brits in desperate need of 'Fluxury', according to top psychologist

Examining this behaviour, consumer psychologist Kate Nightingale believes that this pleasure-seeking approach to shopping and savings is a result of an evolving society as a result of the cost of living crisis.

"In a time of economic uncertainty, human behaviour has shifted to focus on short-term rewards to gain a sense of control over our everyday lives," Nightingale said.



Brits in desperate need of 'Fluxury', according to top psychologist

The cost of living crisis has changed the nation's priorities and Brits are going out of their way to save money so they can splash out on little luxuries and perk themselves up, according to a new study.



LIFESTYLE

Brits in desperate need of 'Fluxury', according to top psychologist

We're spending more on smaller luxuries

"As a nation we're being increasingly strategic with how we allocate our weekly shopping spend. With Ocado Price Promise – which price-matches your Ocado shop to the Tesco website on over 10,000 items – Big Price Drop and our own brand range, customers looking for brilliant value basics (and beyond) are well served by Ocado, whether or not they choose to include a little treat or two."

People more savvy in cost of living crisis but still spend on luxuries

A psychologist says more of us are no 'fluxury' shoppers



Brits are saving money so they can buy little luxuries

NEWS POLITICS FOOTBALL CELEBS TV SHOPPING ROYALS

Brits saving money so they can splash out of little luxuries – in new Fluxury trend

The top 10 list of things Brits enjoy buying to cheer themselves up and make them feel like they're buying a little luxury includes skincare, desserts and gin



■ THE cost of living crisis has altered how we shop – with 57 per cent telling Ocado they now buy own brand essentials so they can afford little luxuries in the same online spending spree. Consumer psychologist Kate Nightingale hailed the 'fluxury shopping' tactic, saying: 'It helps people gain a sense of control.'



SUCCESSES & LEARNINGS

BUILDING ON CURRENT TRENDS

Aligning to girl maths and loud budgeting ensured our story had a newsworthy hook, alongside an already relatable insight, which made it more appealing to our key targets.

EXPERT COMMENTARY

Working with Kate Nightingale as our behavioural psychologist helped to add credibility to the narrative.

Media interviews weren't quite right in the end for Kate, which is worth bearing in mind for future stories, however her insight helped carve out 'Fluxury' messaging that wouldn't have landed as convincingly from a branded spokesperson.

CONSUMER TARGETS

Whilst we had great success with national and regional titles, top tier consumer titles were trickier to lock in.

Moving forwards, it's worth looking at splitting our narrative into two different angles - one of which would speak directly to our consumer audience such as providing tips on being savvy. Although this was discussed in our original strategy, the story felt over complicated trying to balance two very different experts, and so we would need separate press releases to each media pocket to ensure the clearest messaging, not just different pitches.

FRESHNESS

RESULTS OVERVIEW

32 pieces of coverage

Including:

4 nationals vs. KPI of 4
3 consumer vs. KPI of 2
19 regional vs. KPI of 5

100% of coverage
featured Ocado data

47.5k total likes on social content with 45% ER

403k Impressions
44.6k Likes
967 Comments

Combined reach of over
681.7 M

91% of coverage featured Ocado spokesperson quote

Social Reach of over
1.7M

100% of coverage featured Ocado data

CAMPAIGN IMAGERY



From creating a living, breathing, farmers field on wheels to the freshest of recipes, we made Ocado Freshness famous



The Stunt

Teaming up with Viral Instagram chef, Alfie Cooks, we sampled fresh produce to the public from a living and breathing farmer's field on wheels

This allowed the team to capture some great content and content of the stunt, van, Alfie and the sampling activity



Creative content

To front Ocado's fresh agenda, Alfie produced two recipe reels, sharing his spin on a Spanish Gazpacho and a courgette hummus recipe

Alfie's content stayed true to his authentic style, and his reels effectively conveyed Ocado's messaging, helping us spread the word about our freshness campaign



Content Capture

Alongside capturing photography for our editorial story, we also created a video for earned media and Ocado's socials to further spread the word about our Freshness campaign, and promote Ocado's Fresh Plus Promise



Media Materials & Strategy

To secure media coverage, we researched Brits' behavior around fresh food and 'FoGo'. We drafted a playful release with key messaging and shared it with the media on the shoot day, ensuring coverage and traction for the competition launch.

COVERAGE HIGHLIGHTS

Mirror

Half of Brits admit binning food in secret from partners as households waste up to £500 a year

Nearly 50% of British people shamefully admitted to throwing out vast amounts of food behind their partner's back as a new study reveals the average household wastes up to £500 a year

By Mataeo Smith

20:44, 20 Jun 2024



A new study revealed that about 50% of brits **shamefully toss food** after it's past its best behind their partner's backs.

The average British household squanders up to £480 a year on **fresh food** that goes off quicker than anticipated. Salad, bread, and fruit are the most common culprits in our **shopping** baskets and often find themselves in the bin. Research showed that three in five people (72 per cent) are left feeling guilty when food goes past its best, with nearly half (44 per cent) of those spoken to admitting they even hide sell-by dates and expired food from their partner.

■ HALF of us are so ashamed at food going past its sell-by date they hide it from their partners, a study finds. On average, we throw out £480 of stale grub each year. Salad and fruit are the most common culprits. Retailer Ocado, which ran the poll, has teamed up with chef Alfie Steiner to produce recipes that tackle food waste.

METRO

DAILY STAR

WalesOnline

People turning down events to eat home food before it goes off

Over half of Brits find themselves reluctantly basing their meals around ingredients that need using up

Over half of Brits find themselves reluctantly basing their meals around ingredients that need using up, even if it's not what they fancy eating, and half of Brits (58%) admit their food shopping choices are dictated by consume-by dates.

Ocado has teamed up with Instagram chef Alfie (@alfiecooks), to transform an Ocado delivery van into a farmer's field on wheels. The van, which is abundant with leafy vegetables, fruit and growing herbs, has been unveiled to mark the launch of the Ocado Fresh+ Promise.

CheshireLive

DevonLive

edinburghlive

CornwallLive



FOOD FRIGHT: Bad

Mould's tough to swallow

BRITS are obsessed about food going mouldy before they can scoff it.

Every week three in five of us worry about groceries going off, says a poll.

More than a third of those asked refuse invites to eat out in case they waste food at home.

Laura Harricks, customer boss at Ocado, which ran the study, said: "We know how frustrating it can be when food goes off before you were expecting.

"It can throw meal plans out of the window and, as this study reveals, social plans and money."

Three fifths said their weekly shop was ruled by "consume by" dates.

EXPRESS



Half of Brits bin food in secret from partners and amount of money wasted is staggering

Ashamed Brits are putting remarkable amounts of out of date food in the trash, while a third are cancelling dates to use up the contents of their fridge.



The average British household squanders up to £480 a year on fresh food that goes off quicker than anticipated. Salad, bread, and fruit are the most common culprits in our shopping baskets and often find themselves in the bin.

FAMOUS CAMPAIGNS

Retail Times be inspired

Ocado

SOCIAL COVERAGE – Alfie Cooks



4M followers



rita.pacheco.58 1 w
I'm definitely trying this! ❤️

2 likes Reply

chetnamakan 1 w
Bring on the summer veg 🍆 🍆

2 likes Reply

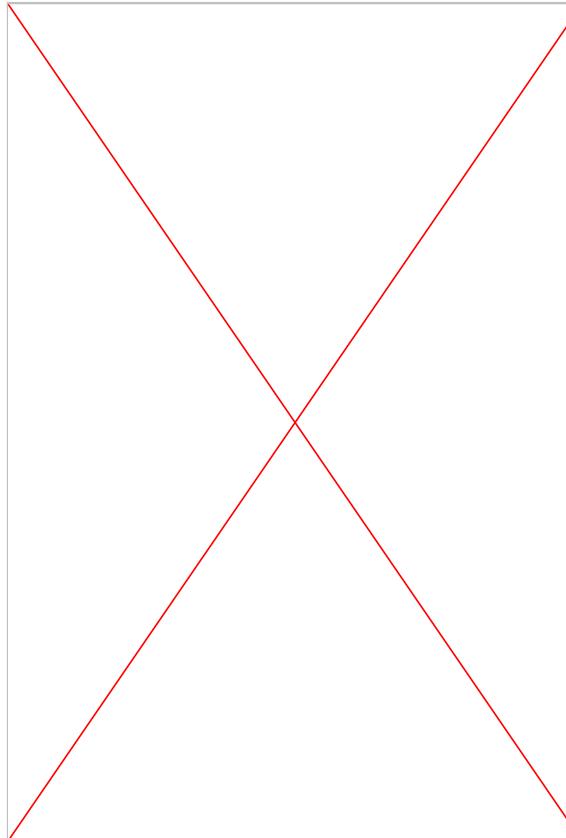
cheftosca 1 w
Wow that looks so good
1 like Reply

chefjenny81 1 w
Omg. Can we talk about your
garden for a moment!!!! Wow!!!!
1 like Reply

hermann 1 w
Epic 🔥
1 like Reply

caz.walls 1 w
If only I had a plate of that in front
of me right now 😊
1 like Reply

fareandfork 1 w
This looks divine 😊
1 like Reply



best.chefme Easy.simple.delicious 🍅
2 w 4 likes Reply

View replies (1)

alynch2 1 w
Is that a wall of herbs?!
8 likes Reply

jay...eats 1 w
Omg that looks amazing 😍
2 likes Reply

recipesandplaces 1 w
😋 I need to try courgettes like
this!!
4 likes Reply

mansondanne 1 w
This was great, fresh and so simple.
Thank you!
1 like Reply

zoe 1 w
Courgettes 🔥 🔥 🔥
2 likes Reply

Cocado

SUCCESSES & LEARNINGS

MAXIMISING ENGAGEMENT

Alfie's content has performed strongly, his Gazpacho recipe video has become a standout hit, now ranking as one of the most popular videos on Ocado's channel.

Alfie's videos alone have had a staggering 45% ER. It was a great choice to choose an influencer with such strong engagement.

HERO IMAGERY

Feedback from picture and video desks highlighted that our shoot imagery and campaign imagery were heavily branded, which resulted in less coverage.

Moving forward, we'll be more mindful of this when selecting our key hero imagery for picture desks.

TALENT

Collaborating with Alfie, a content creator, boosted our performance on social platforms. However, when organising interviews, journalists were less interested in this.

In future, we should be mindful about the media appeal of social creators and make sure our KPIs/Deliverables reflect this.

OVERALL LEARNINGS TO INFORM 2025

SUCCESSES & LEARNINGS

PRESS OFFICE

We've secured great results off the back of newsjacking so far this year - a 96% increase compared to last year. Our quick-turnaround, simple yet effective approach has helped us secure top tier results.

For example, orange wine was a great success because we jumped on it at its peak (at the beginning of Summer), was already on the media agenda and it was the perfect area for Ocado to authentically comment.

Moving forward, we'll continue this strategy and will ensure where appropriate, all ideas include a social amplification suggestion to sustain our multi channel alignment.

CAMPAIGNS

Our blended PR / social approach to campaigns, such as Freshness, has led to great multi-channel success which we'll continue to apply to our Christmas and Value campaigns and into 2025.

In lieu of Nigella being more reserved to 'weird but wonderful' suggestions (such as peanut butter pasta) we worked hard to curate wholesome news stories, such as Honey. Moving forward, without Nigella, it would be good to explore more alternative talent options for campaign launches to help us change perceptions.

PLANNING

Moving forward into Christmas and 2025 planning, we'd recommend ensuring we have a collaborative meeting (like we're doing for Christmas) to ensure 100% alignment on the brief, expectations and outputs before delving into response to briefs.

Now working with agency partners such as Fabric, this approach should also help ensure agencies are joined up in thinking and response.

Based on the year so far, how would we score ourselves against the below -



How we'd score ourselves...



COMING UP

WHAT'S TO COME



Christmas Campaign



Retro crisp reactive



Value planning for 2025



Nigella Solo Suppers

THANK YOU