

OCADO SEPT - DEC REVIEW 2024

What you'll see

- **A year in numbers**
- **Solo Suppers**
- **Press Office**
- **Christmas**
- **Health Planning**
- **Successes / Learnings**
- **Coming Up**



2024 at a glance

Total year in numbers...

444 pieces of coverage

17 Sell-ins, from press office to campaign launches

75% of coverage in gold tier titles

86% of online and print coverage includes Ocado spokesperson quote

95 pieces of national coverage

49 pieces of broadcast coverage

2023 vs 2024 in numbers

ITEM	DETAIL	2023	2024
National	Number of pieces of coverage	74	95
Consumer	Number of pieces of coverage	43	62
Regional	Number of pieces of coverage	111	213
Trade	Number of pieces of coverage	13	19
Broadcast	Number of pieces of coverage	N/A	49
Nigella Partnership	Number of pieces of coverage	N/A	163
Total coverage	Number of pieces of coverage	252	444

We exceeded expectations this year, with a huge **76%** uplift in total coverage for 2024 compared to 2023.

We saw an increase in national, consumer **and** regional coverage, highlighting that we've grown both quantity **and** quality of coverage, with a 28% increase in national titles.

Q3-4

Q3-4 activity



Coverage highlights

Mail Online



INDEPENDENT



THE TIMES

Turkeys get the chop as Gen Z shuns traditional Christmas dinner

Vegan pigs in blankets and cauliflower cheese are among the new favourites as the younger generation brings fresh flavours to the table



Traditional elements of a Christmas dinner are being phased out by younger chefs in favour of vegan options

First Labour, then Oasis — now 1990s crisps are back in fashion

Frazzles, Skips and Discos are enjoying a revival thanks to curious youngsters (and nostalgic parents)



Turkeys get chop as Gen Z ditches traditional Christmas dinner

Andrew Ellison
Consumer Affairs Correspondent

IF your hosts this Christmas are young — or old — it may be for an unconventional dinner.

Research suggests that Generation Z is going to be the first to ditch the turkey and trimmings a major makeover, opting instead for anything vegan, free-from and dairy-free bread and gluten-free mince pies.

Overall, the online supermarket said consumers aged 18-24 were not being

bothered by Christmas conventions and were bringing their own flavours in the table.

Non-traditional centrepieces are at the heart of this trend, with sales data showing that 18-24 year olds are the most likely customers to plan to choose something other than turkey this year.

It showed that a third of those surveyed leading the charge, a survey by the online retailer found. It showed that a third of those surveyed leading the charge, a survey by the online retailer found.

Traditional turkeys are also receiving a makeover, with one in six 18 to 24 year olds saying they are more likely to consider older consumers are driving this particular trend. Only a quarter of Gen Z shoppers said they would consider a Christmas dinner to be a tradition, while 20% of those aged 55 and over, still sell well, this data shows that younger shoppers are enjoying Christmas in their own way.

Vegan options are gaining in popularity. One in six members of Genera-

tional Z opted for dairy-free, free-from and a smaller proportion preferred vegans pigs in blankets, while one in five were forgoing goose to have a more eco-friendly alternative.

Cauliflower cheese is also receiving a makeover, with only a quarter of those aged 55 to 64 saying they are more likely to consider older consumers are driving this particular trend. Only a quarter of Gen Z shoppers said they would consider a Christmas dinner to be a tradition, while 20% of those aged 55 and over, still sell well, this data shows that younger shoppers are enjoying Christmas in their own way.

Satsuma, long given in Christmas stockings as a symbol of the gift of gold, is also making a comeback after a period of relative obscurity. Sales of satsumas have been surging by Generation Z. Only one in 20 young people said they considered them a Christmas staple, compared with half of those aged 65 and above.

Overall, the online supermarket said consumers aged 18-24 were not being

Mirror

Two hours & three trips to get Xmas din

THE BIG Christmas food shop takes a total of two hours across three separate supermarket trips.

A poll of 2,000 showed 47% of those celebrating find the supermarket trip stressful, with 18% even saying they would rather scrub the bathroom floor.

Queues are most stressful, with 63% complaining about them, Ocado — behind the poll — is upping its game with Oxford University's Prof Charles Spence.

He said: "In-store shopping in the festive season can send heart rates and stress levels soaring."

Xmas shop stresses: 1. Queues (63%) 2. Crowds (60%) 3. Empty shelves (39%) 4. Forgetting an item (38%) 5. Parking (37%)

HELLO!

Nigella Lawson's new go-to Gochujang pasta recipe for the perfect solo supper

Gochujang is a popular condiment in Korea

DAILY Mirror

Retro crisps like Frazzles and Chipsticks making a comeback with UK shoppers

Social media appears to be driving plenty of younger shoppers back to old-fashioned crisp flavours, with brands like Discos and Skips soaring in popularity compared to fancier modern styles



We'll be back, say prisoners released early with nowhere to go

British prisoners have been having "T" days, where they are allowed to leave their cells to exercise, go shopping and visit friends, but not all of the 100,000 people in prison have been given the same rights. Last week, the Ministry of Justice announced that from October 12, 2024, all 18-25 year olds will be released from prison after just 12 months.

Government sources insisted that the changes were "not a gesture to the public", but a simple hold-back process and lack of resources.

"We have to make sure we are prioritising the most vulnerable," said a source.

But critics have argued that the changes will lead to a spike in reoffending.

It is not clear what other measures will be taken to support those released, such as mental health services and job training.

The changes will affect 18-25 year olds, but not 16-17 year olds, who will remain in prison until they are 21.

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In pictures



SOLO SUPPERS

Results at a glance

45 Pieces
of coverage

Including:

10 nationals vs. KPI of 4
4 consumer vs. KPI of 3
25 regional vs. KPI of 5
5* broadcast vs. KPI of 1

84% of online and print
pieces included
spokesperson quote

5 pieces of
broadcast
coverage

71%
included
research
statistics

Combined
reach of over
990m

83%
included
hero
imagery

80% of
coverage
highlights
Ocado's
food range

78% contained
recipe link to
Ocado.com

**Our story had such talkability factor that it was discussed twice on Jeremy Vine, and once on Magic FM and BBC East. However only our Times Radio interview with Nigella secured brand mention.*

Imagery...



Our recipe for success...



Photography

We captured photography of Nigella and the exclusive Go-To-Gochu Pasta in the comfort of her home.

This provided us with appropriate visual assets to accompany our story.



Research

To support our story, we gathered data on Brits' solo cooking habits.

Our research uncovered key behavioural insights, revealing that the joy of solo suppers is often overlooked.



Interviews

We secured a double-page spread in The Times to mark the launch of Ocado's Solo Suppers campaign. This was also on the front page of the main paper, and T2 magazine.

To make the most out of our Nigella partnership, we also secured a live broadcast interview with Times Radio.



Media Materials & Strategy

To guarantee media coverage, we targeted a range of outlets, and carved up our story from multiple angles.

This allowed us to outreach to recipe writers, food and drink, news and lifestyle news desks.

...and the end of an era!

Nigella learnings to take forward for future partnerships



Photography

As a national treasure, Nigella is a visual asset herself, meaning any imagery we have of her will be always be media worthy.

A creator like Poppy isn't as immediately recognisable and so rather than picture stories, we'll need to target social desks and utilise recipe imagery for consumer media and less showbiz angles.



Research

Research will always be a lead, or provide context for our stories.

With Poppy (or any other brand partner), we will continue to use research to craft our narratives, and provide proof points to backup our stories.



Interviews

Nigella's icon status attracts many interview opportunities, but managing messaging and talent could be a challenge.

With Poppy, they may be fewer but, higher quality. Talent access remains essential, and we can adapt deliverables to suit Poppy's brand.



Media Materials & Strategy

Nigella's tabloid appeal meant our story sparked a flurry of uncredited articles and broadcast mentions.

We're less likely to risk not being mentioned with slightly lower profile talent as following on from the interview point, if media cover they'll provide more context.

the Nigella partnership made up **36% of our total 2024 coverage*

Our story didn't only land in top tier titles, it also sparked a nationwide debate



We'll be back, say prisoners released early with nowhere to go

Kyiv to get go-ahead to strike deep into Russia

US could OK cruise missile attacks 'within weeks'

British believe that the United States could be about to give the go-ahead to launching cruise missiles from ships at sea, and David Lammy, the Foreign Secretary, has called for a ban on such weapons.



From sunflowers to a five-star night

New hope for snorers — and their partners

Emmer Hayton health editor
Newspaper editor and overnight host on BBC Breakfast, she has been to bed with snorers, though. Despite the general assumption that snoring is a sign of a healthy sleep, she says it can be a right pain in the neck. "It's not just the snorer who suffers, it's the partner who gets woken up by the snoring, breathing and gasping for air," she says. "It's a real concern because it can affect your mood and your performance at work."



Oh crumbs!
Why Nigella loves eating in the bedroom

The domestic goddess likes reclined dining but she has rules about doing it in her boudoir, she tells Hannah Evans



Nigella's Go-To Gochujang Pasta

"I eat absolutely anything in bed unless it needs a knife and fork." This simple and easy delicious pasta recipe by TV chef Nigella Lawson is the perfect meal for when dining alone – and it's so good you wouldn't want to share anyway



Nigella Lawson confesses to secret bedroom habit

"I am very pro-eating in bed. I will eat absolutely anything that needs a knife and fork. It has to be either spoon," she told *The Times* to mark the arrival of her new *Ocado* extolling the joys of solo suppers.



Nigella Lawson's new go-to Gochujang pasta recipe for the perfect solo supper

Gochujang is a popular condiment in Korea



TV > News TV

FOOD FOR THOUGHT Legendary chef Nigella Lawson reveals the perfect dish when dining solo – and how to make it

Scroll down for the full recipe



Discover Nigella Lawson's quick and comforting solo meal recipe: Gochujang pasta

In celebration of eating alone, Nigella Lawson has shared her favourite recipe for those nights when you're just cooking for yourself – and it's both healthy and comforting



A third of adults also admitted to being timid when solo-cooking with new ingredients or trying a new recipe. (Image: SWNS)



Nigella Lawson shares go-to meal she cooks when no one else is around

Nigella Lawson has shared her go-to recipe for when she is dining alone, and it's a quick and easy Gochujang pasta that you can whip up in just 15 minutes



Nigella Lawson shares the ultimate pasta recipe perfect for eating alone

This simple and easy delicious pasta recipe by TV chef Nigella Lawson is the perfect meal for when dining alone – and it's so good you wouldn't want to share anyway



I worship Nigella Lawson. But I disagree with her – very strongly – about eating in bed

The recipe accompanying Lawson's interview – [gochujang orzo](#) – meets her spoon criteria but reads like a reclined catastrophe-in-waiting for me. I can imagine myself dropping spoonfuls of sticky pasta down my pyjamas, leaving pungent red smears and chive snippets all over the duvet (yes, the duvet I am conjuring is almost unbearably erotic, deal with it).



Learnings & Successes

Syndication Of Interview

As we've experienced, the media can twist Nigella's words out of context. In her recent interview with The Times, a quote about "eating in bed" sparked a wave of clickbait articles.

While this is hard to control with such high profile talent, we'll continue to ensure the messaging in our briefing documents is tight, as well as ensuring we pitch our release as soon as an exclusive has gone live to maximise the chance of our messaging being included.

Multi-asset Approach

Having talent interview access, imagery, data, and the recipe asset, gave media multiple angles to hook onto.

This resulted in an array of different types of coverage, from a recipe lead piece in Hello! to syndication of our hero interview across ReachPLC titles.

Campaign Messaging

As our campaign sparked a new, topical debate within the media, we secured additional articles following The Times interview.

iNews and The Guardian successfully incorporated our key messaging, thanks to an authentic narrative supported by interesting data.

PRESS OFFICE

Press office in numbers Sep – Dec

127 pieces of coverage

Including:

41 nationals / consumer
37 regional / trade
42 broadcast

31 pieces in national titles

24 pieces of national coverage in gold tier titles

100% of coverage featured Ocado brand mention

78% of online and print coverage included Ocado spokesperson quote.

71% of coverage included key range messaging

Total reach of over **2 billion**

Coverage highlights

Evening Standard



GOING OUT | FOOD + DRINK
No wonder Gen Z love Nineties crisps – all the poshed-up, po-faced flavours are no fun →

Gen Z's nostalgia for all things Nineties continues with the humble crisp. Thank God, says David Ellis

THE TIMES

1990s revival spreads to the crisps aisle

Retro crisps from the 1990s are flying off the shelves – expert thinks they know why

As blasts from the past continue, popular crisps from decades ago are experiencing a serious spike in sales with likes of Frazzles and Discos flying off shelves

BY ANDREW HOBBS

RETRO crisps from the 1990s are flying off the shelves – and supermarket data shows that for the first time since 1995, Frazzles, marketing 40% this one and KP's iconic Prawn Cocktail Skips, are the top sellers. And another old friend, Discos, has come back into fashion after a long absence. Discos, now called Frazzles, have taken some of the credit as chips have become moreish again. "It looks like the 90s are back," says David Ellis, of the Evening Standard. "People are eating more crisps, with more variety, and it looks like the 90s are back."

DAILY STAR

A Frazzling comeback!

RETRO CRISPS ARE BEING REDISCOVERED

BY ANDREW HOBBS

RETRO crisps from the 1990s are flying off the shelves – and supermarket data shows that for the first time since 1995, Frazzles, marketing 40% this one and KP's iconic Prawn Cocktail Skips, are the top sellers. And another old friend, Discos, has come back into fashion after a long absence. Discos, now called Frazzles, have taken some of the credit as chips have become moreish again. "It looks like the 90s are back," says David Ellis, of the Evening Standard. "People are eating more crisps, with more variety, and it looks like the 90s are back."

"While the 90s are back, it looks like the 90s are here to stay," adds Ellis. "The trend is still going strong, with brands like Frazzles and KP's Prawn Cocktail Skips being rediscovered by consumers looking for nostalgic favourites."

msn

yahoo! news

DAILY STAR

Daily Record

Brits are celebrating Christmas earlier than ever and demand Mariah Carey gets 'thawed out'

Shoppers are already stripping shelves of festive goodies - despite there being eleven weeks to go to the big day - with a 41% increase in sales of mince pies compared to this time last year found



Frazzles and Skips back on shopping list

BY NATHALIA WYMARZCYK

OLD-SCHOOL crisps Frazzles and Skips are making a comeback. Sales of the brands have soared in popularity over the last year.

The big name Smiths with brands of Frazzles and Chipsticks up 48 per cent and 42 per cent.

Smiths' sales are also up 42 per cent more in demand. Ocado figures show that Walkers and Nabs are up too.

It's believed to be behind the trend with young people filming themselves trying the snacks for social media.

Nigella Lawson of Ocado said: "With many millennials now shopping for the first time, it looks like they're rediscovering old lunchbox loves."

The wave of 90s nostalgia is also helping.

The Telegraph

The retro 90s crisps surging back into fashion after Gen Z revival

Data shows the nation's young and old are munching their way through brands such as Skips, Frazzles and Chipsticks



The Guardian

Sales of old-school crisps jump as shoppers rediscover 1990s' favourites

Retailers report surge of interest in the likes of Frazzles, Skips and Chipsticks despite launches of upmarket crisps



Mail Online

Labour, Oasis and now classic crisps - the 90s really are back! Old-school snacks last popular three decades ago enjoy return to fashion on social media...so what's YOUR favourite?



LBC

heart

Magic Radio

BBC Radio

cocado

METRO

Retro crisps from the 90s are making a 'trendy' comeback – and Nigella Lawson is thrilled

Online supermarket Ocado.com claims sales of Smith's Crispy Bacon Frazzles have increased by 48% over the last year, with Prawn Cocktail Skips and Smith's Salt & Vinegar Chipsticks also on the rise, with sales rising by 47% and 42% respectively.

A moment for Retro Crisps!

Mail Online

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Evening Standard

THE Sun METRO

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DAILY STAR

A Frazzling comeback!

RETRO CRISPS ARE BEING REDISCOVERED

By CHARLES MAGNUS PALMER
RETRÒ crisps from the 1990s are flying off the shelves as Britons rediscover old school favourites. Supermarket data shows sales of Smith's Crispy Bacon Frazzles have increased by 48% over the last year, with Prawn Cocktail Skips up 47%, and Smith's Salt & Vinegar Chipsticks up 42%. And another old favourite, Dairylea, saw sales jump by 30% in the same period. Ocado.com says sales of retro crisps are up 12% across its website. Ocado's chief executive, Richard Walker, said: "There's been a real resurgence in the popularity of retro crisps, with brands like Frazzles and Skips being rediscovered by a new generation of consumers." Ocado's chief executive, Richard Walker, said: "There's been a real resurgence in the popularity of retro crisps, with brands like Frazzles and Skips being rediscovered by a new generation of consumers." Ocado's chief executive, Richard Walker, said: "There's been a real resurgence in the popularity of retro crisps, with brands like Frazzles and Skips being rediscovered by a new generation of consumers."

The Telegraph

The retro 90s crisps surging back into fashion after Gen Z revival

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The Guardian

Sales of old-school crisps jump as shoppers rediscover 1990s' favourites

Retailers report surge of interest in the likes of Frazzles, Skips and Chipsticks despite launches of supermarket crisps



Magic RADIO

BBC RADIO

Virgin RADIO

i News

We spotted a trend in the news agenda of *everything* retro making a comeback.

From 90's fashion, music and even politics, the nation was nostalgia mad.

To jump on this hype, we used Ocado's data to highlight how searches for and sales of retro crisps were soaring during this 90s resurgence.

The result? We secured 18 pieces of national coverage, featuring in outlets like The Guardian, The Daily Telegraph, Mail Online, Evening Standard, The Sun, and more.

But it wasn't just a hit with the press, we got the nation buzzing about the return of the nik nak, with mentions on Good Morning Britain, Virgin Radio, and BBC Radio 4.

Ocado

We then jumped on Brits early shopping Christmas habits...

Our data showed that Brits were festive-fanatics and eager to start their Christmas food shopping in September ...

Our story secured two strong national hits in the **Daily Star** in both print and online.

We had a strong lead with **The Guardian**, which unfortunately fell through. This led us to change our strategy, pitching an exclusive to a top tier national, then distributing more widely after securing the initial opportunity.



Brits are celebrating Christmas earlier than ever and demand Mariah Carey gets 'thawed out'

Shoppers are already stripping shelves of festive goodies - despite there being eleven weeks to go to the big day - with a 41% increase in sales of mince pies compared to this time last year found



NEWS By Kate Nelson

18:05, 10 Oct 2024 |

SANTA STORES



PIE-EYED: Treats selling fast

■ by ISOBEL DICKINSON
CHRIMBO-crazy folk are snapping up festive food and Advent calendars with 11 weeks to go.
Online retailer Ocado has seen a 41% increase in sales of mince pies compared with this time last year.

There has also been a boom in demand for nasty pigs in blankets, chocolate coins and mince pies.

Laura Harris, the chief customer officer at Ocado Retail, said: "We're always amazed to see when people

start searching for Christmas on site, and this year it seems earlier than ever." She added: "At the same time, we know that for many it feels much too soon for mince pies.

"Happily, there's lots of amazing autumnal food and

drink to enjoy in the meantime."

It is predicted the super-early festive food sales season could be down to a surge in interest on social media.

Even though it's still only

October, many TikTok users have already been posting videos of their Christmas haul online.

Some have amassed more than four million views, with hashtags for "Christmastok" trending.

isobel.dickinson@dailystar.co.uk

Yule never believe demand for festive food.. 11wks out

Press office performance vs KPIs (for the year)

We performed above KPIs in terms of **key brand messaging** and inclusion of **Ocado's spokesperson quote**.

This was a great year for press office as we sold in **9 reactive** news stories.

We smashed our KPIs securing **89 national** and **consumer pieces** for the year with several strong news jacks which delivered great results.

ITEM	DETAIL	KPI	RESULTS
National / Consumer	Number of pieces of coverage	18	89
Regional / Trade	Number of pieces of coverage	18	73
Broadcast	Number of pieces of coverage	N/A	35
Key brand messaging	Percentage of hits with one or more key messages	60%	70%
Spokesperson quote	Percentage of coverage w/ Ocado spokesperson quote	50%	63%
Top tier titles	Percentage of coverage in top tier titles	N/A	64%

**AAHCADO EXPERIMENT
AND CHRISTMAS PRESS
OFFICE**

RESULTS OVERVIEW

41 PIECES OF COVERAGE

Including:

- 8 nationals vs. KPI of 5
- 5 consumer vs. KPI of 2
- 25 regional vs. KPI of 10

40 pieces in gold tier titles

100% contained key messaging

2 pieces of print coverage in National titles

Combined reach of over **1.18b**

25% included Hero Assets

Total Reach from National & Consumer Titles **1b**

7 pieces included the experiment video

CAMPAIGN IMAGERY + CONTENT



We scientifically proved that Ocado is a less stressful way to shop this Christmas...



Experiment

We conducted an experiment to scientifically prove that Ocado is a calmer shopping solution this Christmas. We used the production company Bearjam to facilitate the experiment and relied on the scientific guidance from Professor Charles Spence.



Research Story

To accompany our experiment results, and to help bolster our findings, we looked into Brits' behaviours around Christmas food shopping in-store.

We had strong data stats which helped to strengthen our news story and support claims about the stress of in-store shopping vs online.



Experiment Video

We didn't just want to tell the nation about in-store shopping stress, we wanted to show it too...

Working with Bearjam, we produced an experiment video which was a hit with gold tier titles such as The Telegraph, Mail Online and Daily Express.



Media Materials & Strategy

Utilising our strong media connections, we secured an exclusive opportunity with The Telegraph - securing pieces in both print and online.

With our strong research angles and comparative data points for our research we hit lots of headlines.

Coverage highlights

The Telegraph

Christmas food shop 'is as stressful as a blind date'

Britons spend almost two hours on average buying edible goodies for the big day



and overwhelmed when shopping in-store.

EXPRESS

Christmas food shop takes nearly two hours and three trips to the supermarket

Professor measures effects of food shopping on heart rate



MailOnline



It's beginning to feel a lot like stress! Christmas food shopping is as stressful as taking an exam or having a job interview, study finds

THE Sun

FOOD FOR THOUGHT The big Christmas food shop takes nearly two hours - and three separate trips to the supermarket

Pics: a shortlist of the most stressful aspects of the Christmas food shop

Research has revealed that Brits make three trips to the supermarket to get what they need for their Christmas dinner Credit: Alamy

With many having had to dash out for milk (19 per cent), bread (15 per cent) and potatoes (12 per cent) at the last minute.

It also emerged almost half of Brits (47 per cent) find the in-person supermarket food shop over Christmas a stressful experience, with 18 per cent claiming they would prefer to scrub the bathroom floor.

Laura Harris, Ocado chief customer officer, which commissioned the research, said: "It's fascinating to see the results of the research and just how much of a difference it can make to seasonal stress levels."

BBC RADIO OXFORD

Festive shop as stressful as a blind date

By Madeleine Ross

BATTLING crowds to do the big Christmas food shop finds as stressful as talking to someone on a blind date, a study has revealed.

Britons spend an average of one hour and 53 minutes sorting out their Christmas food shop, with the time spent in-store rose by an average of 44 per cent in the festive period, to 115pm. Those preparing for a blind date typically spend 1hr 40min doing so.

The research, by Ocado, saw 20 shoppers fitted with heart rate monitors to shop. They also completed a mood survey before and after shopping.

Long queues were rated the most stressful part of the experience, followed by the crowded aisles and forgetting things, according to a survey of 2,000 by the online supermarket.

Prof Charles Spence, an experimental psychologist from the University of Oxford, said: "Our experiment showed that in-store shopping during the festive season can send heart rate into overdrive."

Laura Harris, the chief customer officer at Ocado, said that "creating a calm and easy experience" for customers is a "top priority".

The Mail ON SUNDAY

INDEPENDENT

I'm sorry to sound like the Grinch, really I am, but nothing about the process has ever felt remotely enjoyable. And I'm not the only one to think so. New research by Oxford academics commissioned by Ocado revealed that Christmas shopping can be more stressful than watching a horror film or sitting an exam: shoppers' heart rates spiked by 44 per cent to 115 BPM due to the stress of looking for a Christmas turkey, for example.

Mirror



edinburghlive

HertsLive

GlasgowLive

KentLive

YorkshireLive

WalesOnline

TeessideLive

LeicestershireLive

SomersetLive

EssexLive

CoventryLive



Aol.

yahoo!

cocado

Coverage highlights

MyLondon

Some people will be tucking into 10 Christmas meals this year

Chef Seema Pankhania has come up with twists to make sure not every meal is the same

With Christmas falling midweek this year and trends such as '[Friendsmas](#)' also on the rise, a recent study by Ocado has highlighted a significant surge in the number of [Christmas](#) gatherings this season. The study suggests that Brits can't get enough of the Christmas dinner, as a third are planning to enjoy at least three this festive season, while one in 10 are planning to tuck in between five and 10 times.

GlasgowLive

edinburghlive

WalesOnline

KentLive

TeessideLive

LeicestershireLive

EssexLive

HertsLive

YorkshireLive

SomersetLive

BelfastLive

SurreyLive

LincolnshireLive

AberdeenLive

GrimsbyLive

THE TIMES

How the top chefs cook Christmas lunch — 34 recipes and tips

Mary Berry, Raymond Blanc, Jamie Oliver, Thomasina Miers and more share their easy dishes for a stress-free meal



Seema Pankhania's garlicky turmeric bread sauce

Ingredients

- 600ml milk
- 50g butter
- 1 tsp turmeric
- 3 cloves of garlic
- 1 tsp ginger, grated
- 4 green chillies, chopped
- 2 cloves
- ½ tsp black peppercorns
- ½ tsp salt
- 100g breadcrumbs

Method

1. Pour the milk into a saucepan along with the butter, turmeric, ginger, garlic, chillies, black peppercorns and salt.
2. Gently heat for 20 min then strain the bits out using a sieve. Stir in the breadcrumbs and season with more salt if needed.

Ocado has partnered with Seema Pankhania ([@Seemagetsbaked](#)) to share her twists on some classic festive staples

ocado

Coverage highlights



News UK > Home News

Fried chicken and duck are on the menu for Gen Z this Christmas, study shows

More than a third of 18 to 24-year-olds are considering duck for Christmas Day

Holly Evans • Tuesday 24 December 2024 09:03 GMT • 0 Comments



Turkeys take a hit in popularity among the younger generation (Alamy/PA) (PA)



Turkeys get the chop as Gen Z shuns traditional Christmas dinner

Vegan pigs in blankets and cauliflower cheese are among the new favourites as the younger generation brings fresh flavours to the table



Traditional elements of a Christmas dinner are being phased out by younger chefs in favour of vegan options



Now Gen Z are giving Christmas dinners a 'woke' rebrand with gluten-free mince pies, coconut-oil roasties and vegan pigs in blankets

- The traditional Christmas dinner has been given a new look by Gen Z
- READ MORE: I'll be cooking my family's Christmas dinner in air fryers this year

A number of shoppers have elected to incorporate new additions to the customary meal, and have departed from typical roast chicken and roast turkey dinners



© Shutterstock / Fokus Art



Turkeys get chop as Gen Z ditches traditional Christmas dinner

Andrew Elliot
Consumer Affairs Correspondent

If your hosts this Christmas are young or relatives then you may be in for an unconventional dinner.

Research suggests that Generation Z is giving the traditional meal of turkey and trimmings a major makeover, opting instead for alternatives like vegan pigs in blankets to roast duck, paired with mushroom wellington and gluten-free mince pies.

Ocado, the online supermarket, said consumers aged 18-24 were not being

bound by Christmas convention and were bringing new flavours to the table.

Non-traditional centrepieces are at the top of the list of things to consider, showing that a third more of Ocado's customers plan to choose something other than a turkey this year.

Younger consumers are leading the charge, a survey by the online supermarket found that 40 per cent of the 18 to 24 year olds questioned said they would be

opting for a dairy-free version of the dish.

Younger consumers are leading the charge, a survey by the online supermarket found that 40 per cent of the 18 to 24 year olds questioned said they would be

such as mushroom wellington and a similar proportion preferred vegan pigs in blankets, while one in five said they would opt for coconut oil roast potatoes instead.

Cauliflower cheese is also on the menu, with 35 per cent of 18 to 24 year olds opting for a dairy-free version.

Saturns, long given in Christmas stories as the home of the three wise men, St Nicholas, are being given short shrift by the younger generation. Some young people said they considered them a Christmas staple, compared with half of those aged 65 and above.

More than a fifth of Generation Z opted for dairy-free bread sauce and a similar proportion preferred

essential composted with 3 per cent of oil and 45 per cent of water.

The research suggests there may be a a new trend in Christmas conversations, with 40 per cent of 18 to 64 saying that they would be open to experimenting with Christmas dinner.

Laura Hinchliffe, head of PR and communications at Ocado, said: "While many of the traditional staples of the Christmas dinner are still selling well, this data shows that younger shoppers are enjoying Christmas in their own way."

The Mail
ON SUNDAY



Successes & Learnings

Timings & Sign Off

Campaigns of this scale require more time between sign-off and launch to allow for thorough reviews and unforeseen approvals, such as legal team sign-offs, which caused last-minute high-pressure edits.

Moving forward, accounting for last minute delays, such as a change of voiceover on the day, will be factored into timelines.

Strong Media Assets

The video performed exceptionally well with online media, appearing in gold tier title The Telegraph, and our survey results achieved widespread coverage. Ocado's support in providing props for the shoot was also invaluable.

We'll use our experiment campaign video treatment as a benchmark for content moving forward.

Interview Opps

Media appetite to interview Charles wasn't as strong as expected, largely due to the saturated festive news agenda, and broadcast media being very cautious over branding.

For example, Channel 5 gave feedback that the campaign was too branded to feature. In the future we'd look to address this in the planning stages, ensuring we're giving journalists enough material to justify editorially.

Going Against The Grain

The majority of brands and competitors Christmas campaigns were fluffy gimmicks that relied on pre-existing notions and imagery around Christmas, rather than saying anything new.

Our experiment stood out both creatively and in the media, securing quality coverage in high-brow titles.

OVERALL LEARNINGS TO INFORM 2025

Successes & Learnings

Press Office

We've achieved impressive outcomes this year through newsjacking, thanks to our swift and straightforward approach that delivers impactful results.

A standout example is our success with crisps. We tapped into the trending media topic of 90s nostalgia revival, and capitalised on a product everyone has an opinion about – resulting in far and wide national coverage (and debate!).

Looking ahead, we'll maintain this strategy, looking to jump on trending topics that are accessible to everyone, sparking real world conversations.

Campaigns

Our integrated PR and social approach to campaigns, such as Freshness, has driven impressive multi-channel success—a strategy we'll continue to apply to our 2025 campaigns.

While our Christmas campaign was successful, moving forward we will look to incorporate more time from sign-off to execution for a campaign of that scale.

Planning

Our tissue session taking place next week (w/c 20th) will help to ensure complete alignment on the 2025 brief and strategy and we can also use this to align on expectations and deliverables before delving into our response.

Discussing these points from the offset should help ensure our ideas are well-aligned with the results we collectively want to achieve this year.

With agency partners like Fabric now on board, this approach will also help ensure cohesive thinking and coordinated responses across all agencies.

COMING UP

What's To Come



Holland & Barrett



Easter



Newjacking



2025

THANK YOU