



Ocado Corporate PR 2024 Review

Corporate Communications
Jan '24 - Dec'24



What you'll see

- A year in numbers
- Preparing to defend
- Strategy in action
- Executive profiling
- Financial and results
- Successes and learnings
- Coming Up



2024 at a glance

2024 in Numbers

454 pieces of coverage	15 sell ins to a range of media	43 pieces of national coverage
8 face to face journalist and analyst meetings secured	94% spokesperson inclusion	11 business announcements landed

Coverage highlights

Restaurant-brand 'fakeaways' are latest treat for cut-price dining

Takeaways are losing out at weekends to meals from big chains sold in supermarkets, Ocado's data reveals



This is MONEY

MORE STORIES

Demand for low and no alcohol drinks continues to grow and close the gap with booze, says Ocado



Ocado chief: We've cut prices to be a 'supermarket for all'

Ocado Retail Hannah Gibson explains how the online grocer sharpened its offer, while still offering items as as niche as plantain crisps and edible flowers



Retail chief executive Hannah Gibson examines strawberries destined for Ocado deliveries

JULIAN BENJAMIN FOR THE SUNDAY TIMES

Why a daily dish of kimchi can help beat middle-age spread

The Korean food can cut the risk of obesity by 11 per cent, research suggests. Plus: learn how to make it below



Kimchi, whose main ingredient is shredded fermented cabbage, features in almost every meal in traditional Korean cooking

ED JONES/AFP/GETTY IMAGES

After being a staple of traditional Korean diets for centuries, kimchi has recently become a trendy option at hipster cafés and health food shops around the world.

Ocado launches aisle stocked exclusively with female-founded brands

The 'Buy Women Built' aisle is thought to be the first of its kind offered by a major UK supermarket.



A SELECTION OF PRODUCTS FROM OCADO'S NEW 'BUY WOMEN BUILT' AISLE
(SIMON JACOBS/PA)

RETAIL

How to pitch your product to catch the eye of a supermarket buyer

The product itself saved The Jolly Hog's bacon when they pitched it to Ocado from a lunchbox, while Choc on Choc says packaging is key. What else do buyers look for?



The Jolly Hog co-founders, from left: Josh, Max and Olly Kohn. Max said getting a first meeting with a grocery buyer was easier said than done, with their efforts to cold-call Ocado initially failing

THE JOLLY HOG

The memory of pitching to Ocado for the first time in 2015 is etched in Max Kohn's memory. He and his two brothers and fellow co-founders of the sausage

Ocado starts trial selling everyday products in refillable packaging

First phase of trial starts this month and includes rice and pasta



The scheme will trial reusable vessels for rice, pasta, non-bio liquid detergent and fabric conditioner. Photograph: Charlie Bard/IMakeYouHungry.com

THE TIMES
TUESDAY MARCH 19 2024



Crémant is produced using the same methods as champagne, but is typically aged for less time

PATRICK HERTZOG/AFP VIA GETTY IMAGES

Crémant: the booming budget fizz that France kept secret

Activity breakdown per quarter

PRESS OFFICE	DETAIL	2024
Q1 Jan - Mar		
Strategy in action	<i>Proactive press office opportunities</i> <i>Reactive press office opportunities</i>	3 3
Campaigns	<i>Basket Barometer</i>	<i>Not progressed</i>
Q2 Apr - Jun		
Strategy in action	<i>Proactive press office opportunities</i> <i>Reactive press office opportunities</i>	4 4
Preparing to defend	<i>Issues managed (inc. Nocaodo trial)</i>	15
Q3 Jul - Sep		
Strategy in action	<i>Proactive press office opportunities</i> <i>Reactive press office opportunities</i>	2 4
Preparing to defend	<i>Issues managed</i>	9
Campaigns	<i>Going Local (not progressed)</i>	<i>Not progressed</i>
Q4 Oct - Dec		
Strategy in action	<i>Proactive press office opportunities</i> <i>Reactive press office opportunities</i>	4 3
Preparing to defend	<i>Issues managed</i>	20
Campaigns	<i>Retail and Business Media Dinner</i>	
TOTAL	<i>Strategy in action (reactive and proactive)</i> <i>Preparing to defend (issues management)</i> <i>Campaigns</i>	27 43 1(3)



Preparing to defend - always on (press office)

Preparing to Defend

Issues management

Media management, statement drafting and monitoring for 43 issues, with themes ranging from delivery issues and supply chain queries to pricing and supply shortages.

Advisory

Counsel around preparation and response for critical issues, including NOcado, Crowdstrike, riots and Erith Park fire.

Commenced planning for OSP migration and 2025 risks/milestones.

Readiness

Review and recommendations around crisis communications protocols and playbooks, bespoke process designed for cyber-related issues where systems are down.

Proactive – strategy in action

Best of British

Helped deepen understanding of what Ocado Retail stands for by raising awareness of its ongoing commitment to support British farmers through the launch of the brand's Buy British aisle, the largest of its kind in the UK

Results:

- Media exclusive placed with Josie Clarke at PA to land industry leadership despite other retailers having already announced similar initiatives
- 22 total pieces of coverage
- 88% of coverage included key range messaging
- 100% of online and print coverage included Ocado spokesperson quote



The Grocer logo and navigation menu: Home, RETAIL & WHOLESALE, PRODUCTS & SUPPLIERS, PEOPLE, REPORTS & DATA.

NEWS

Ocado claims biggest Buy British shopping aisle of any UK supermarket

By George Nott | 4 March 2024 | 3 min read



BUSINESS | BUSINESS NEWS

Ocado latest grocer to add 'Buy British' tab to website

The retailer said searches for 'British produce' was up 77% year on year while 87% of customers considered it important to support British farmers.



Ocado is fourth retailer to launch 'Buy British' online section



In a recent survey 87% of Ocado customers said that helping British farmers is important to them (Image: PA Media)

NEWS	POLITICS	FOOTBALL
CELEBS	TV	SHOPPING

Ocado adds 'Buy British' aisle to website in show of support to farmers



Ocado latest grocer to add 'Buy British' tab to website

The retailer said searches for 'British produce' was up 77% year on year while 87% of customers considered it important to support British farmers.

Josie Clarke • Monday 04 March 2024 16:36 GMT



Buy Women Built

Championed innovative initiatives that drove market differentiation for Ocado Retail by partnering with Buy Women Built to launch the first dedicated aisle in a major UK supermarket for female-founded brands

Results

- 303 pieces of coverage across national, regional and trade titles
- Exclusive interview with Hannah Gibson in the Sunday Times
- Coverage in 6 national titles, including The Daily Mail, Sky News, Evening Standard, the i, The Mirror
- 84% of coverage included key range messaging
- 94% of online and print coverage included Ocado spokesperson quote
- Secured interest from BBC Radio and Times Radio for an Ocado Retail spokesperson to discuss the initiative



A selection of products from Ocado's new 'Buy Women Built' aisle

NEWS POLITICS FOOTBALL CELEBS TV STRICTLY SHOPPING ROYALS

Ocado launches aisle that only stocks products from female-founded brands

The Buy Women Built aisle is thought to be the first of its kind offered by a major UK supermarket, and offers more than 1,000 products from 130 brands

Mail Online

Ocado launches aisle stocked exclusively with female-founded brands

By PA MEDIA

PUBLISHED: 12:26, 7 October 2024 | UPDATED: 13:22, 7 October 2024



Online grocer Ocado has launched a new "aisle" stocked exclusively with products from female-founded businesses.

The Buy Women Built aisle is thought to be the first of its kind offered by a major UK supermarket, and offers more than 1,000 products from 130 brands across food and drinks, health and beauty, home care and cleaning and children's ranges.

The backstories of a number of founders will also be featured on the site, allowing customers to learn about the "people behind the products", the retailer said.

THE TIMES

Home UK World Comment Business & Money Sport Life & ...

Brands made by women get a 'digital aisle' of their own at Ocado

The retailer will stock over 1,000 products exclusively made by females. Five founders hope the move will inspire other women to boost the UK's low levels of women entrepreneurship



Ocado features female founders for new range

By Josie Clarke

Online grocer Ocado has launched a new "aisle" stocked exclusively with products from female-founded businesses.

The Buy Women Built aisle is thought to be the first of its kind offered by a major UK supermarket, with more than 1,000 products from 130 brands across food and drinks, health and beauty, home care and cleaning and children's ranges.

The back stories of a number of founders will also be featured on the site, allowing customers to learn about the "people behind the products", the retailer said.

Ocado said its online model provided a route to market for many emerging brands by offering a "foot in the door" and the opportunity of reaching a national customer base.

Ocado Retail chief executive Hannah Gibson said: "I know how important it is to support female entrepreneurs, especially those who are just starting out, and create a space where female-led businesses can thrive."

The Standard

Ocado launches aisle stocked exclusively with female-founded brands

The 'Buy Women Built' aisle is thought to be the first of its kind offered by a major UK supermarket.



The Grocer

Ocado launches dedicated female-founded brand aisle

By George Nott | 7 October 2024 | undefined



Refill Coalition

Educated media on Ocado Retail sustainability commitments by raising awareness of its ongoing commitment to reduce plastic consumption through the launch of its Refill packaging trial as the first online retailer to pilot the scheme

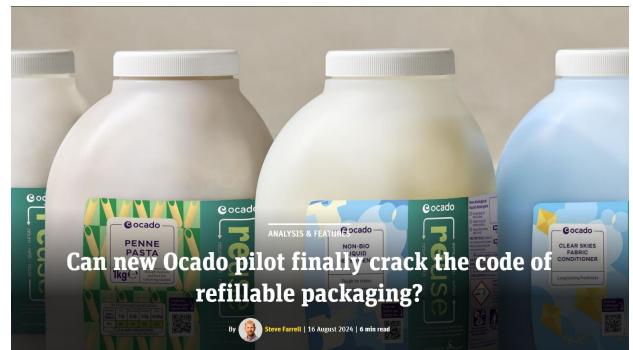
Results:

- Secured media exclusive with Sarah Butler at The Guardian to land in-depth quality 'hero' coverage, before distributing more widely to retail trades
- Phase two resulted in further coverage in trade media, as Ocado Retail announced the success of the trial and expansion to laundry lines
- The announcement of the refill packaging generated industry debate and praise for Ocado Retail succeeding where others had failed
- 34 total pieces of coverage
- 74% of online and print coverage included Ocado spokesperson quote

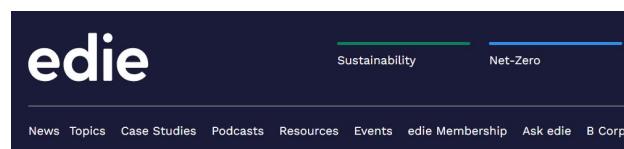


Ocado starts trial selling everyday products in refillable packaging

First phase of trial starts this month and includes rice and pasta



The Grocer



Ocado expands pre-filled lines as consumer demand soars

After selling more than three times as many units as expected of pasta and rice in pre-filled refillable packaging, Ocado is expanding the trial to laundry products.



The items in your weekly shop you should be refilling – and those that aren't worth it

Ocado is now offering reusable containers for the likes of pasta and rice, but some things are better the old-fashioned way

Corporate Storytelling

Put Ocado Retail at the heart of the cultural conversation around consumer shopping trends and behaviours to secure coverage talking about Ocado's value, range and quality, underpinned by proprietary data and executive commentary

Results:

- 9 separate trends stories told based on timely and culturally relevant topics including gut health, no/low alcohol, Clarkson's Farm and fakeaways
- 54 pieces of coverage in total, including key national and trade targets
- 31 pieces of national coverage, including in the Times, the Guardian, the Telegraph, Daily Mail, the Independent, Metro, the Independent and the Mirror
- 92% of coverage included Ocado spokesperson quote

This is MONEY
FINANCIAL WEBSITE OF THE YEAR

Home | Business | Saving & banking | Investing | Cost of living & bills | Cars | Cards & loans | Pensions | Mortg



THE SUNDAY TIMES

Home UK World Comment

Demand for low and no alcohol drinks continues to grow and close the gap with booze, says Ocado

HEALTH

Why a daily dish of kimchi can help beat middle-age spread

The Korean food can cut the risk of obesity by 11 per cent, research suggests. Plus: learn how to make it below



Mail Online

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

Crémant: the booming budget fizz that France kept secret

Sales of the sparkling wine, which is similar to champagne without the hefty price, are up by 51 per cent. Have we lost our taste for high-end vino?

News | Opinion | Sport | Culture | Lifestyle |  The Guardian

Low alcohol sales boom ahead of Euros final

More fans are embracing 'nolo' booze and canned 'mocktails' while watching the game to be sure of a clear head the next day

Restaurant-brand 'fakeaways' are latest treat for cut-price dining

Takeaways are losing out at weekends to meals from big chains sold in supermarkets, Ocado's data reveals



Sales of restaurant-branded products have increased by more than 50 per cent in a year, according to

Proactive - executive profiling and media engagement

Executive Profiling

Increased visibility of Ocado Retail leadership team through targeted executive profiling that built trust in Ocado's leadership and humanised the brand, giving ORL its own distinct tone of voice and perspective outside of its parent companies and financial results.

Results:

- Hannah Gibson's first profile interview since she took on the role of CEO in **The Sunday Times**. The narrative focused on how Hannah's passion for food and eye for detail has positively impacted the business
- Detailed feature in the **Daily Mail** during the peak Christmas trading period, focused on Ocado Retail's pure-play online business model and how it is setting the business up for success
- In-depth profile with Amit Chitnis in **The Grocer** discussing how Ocado works with suppliers and industry partners
- Feature in **The Times** featuring an interview with Hannah on how smaller, challenger brands could catch the eye of ORL buyers and its role in supporting their development
- Positioned ORL leadership as established industry experts and commentators amongst target media
- Improved relations between Ocado Retail and key industry titles like The Grocer as a result of more proactive, open conversations

Ocado chief: We've cut prices to be a 'supermarket for all'

Ocado Retail Hannah Gibson explains how the online grocer sharpened its offer, while still offering items as niche as plantain crisps and edible flowers



Retail chief executive Hannah Gibson examines strawberries destined for Ocado deliveries
JULIAN BENJAMIN FOR THE SUNDAY TIMES



Engaging with key retail and business media

Instigated regular media events within the calendar to improve and deepen relationships with key opinion formers such as one to one tours of Ocado Retail's CFCs and hosting the first ever media dinner for Ocado's Leadership Team and over 15 influential media

Results:

- Increased visibility of Hannah Gibson's profile amongst senior journalists, resulting in several interview profile requests from Reuters, The Times, The Telegraph, etc.
- Secured top-tier media attendance at ORL's first ever media dinner
- Educated senior journalists from The Times and Daily Mail on how ORL operates through visits to Luton CFC
- Introduced Hannah Gibson to an influential journalist at the BBC, The Times, The Grocer and more
- Helped raise Amit's Chitnis profile to secure media interviews in influential grocery trades, resulting in Amit to be invited as guest speakers at events with The Grocer and Retail Week
- Built relationships between ORL leadership and key media, establishing them as industry experts and commentators



Financial and Results

Financial Communication Support

Financial Reporting

Provided comprehensive support for financial calendar reporting, including Ocado Group's results and ORL's quarterly Trading Updates, including:

- Input into materials (RNS, Q&A, scripts)
- Invited journalists to media call and set up 1-1 calls when relevant
- Transcribed media and analyst calls
- Provided regular updates on coverage
- Ensured senior support in person at Hatfield on reporting days



Peer Monitoring

Shared a regular drumbeat of news from peers and the sector, including:

- Monitoring grocery peers: provided analyst call transcriptions and coverage summaries
- Monitoring key suppliers: provided an overview of their results and the media reaction
- Regularly shared relevant analyst notes and media articles on the sector

DIAGEO

★ Heineken®

Sainsbury's

PREMIER
FOODS

Nestlé

TESCO

Unilever

Strategic Counsel

Provided ad hoc strategic advice, while continuing to build Hannah's relationship with key analysts and journalists:

- Regularly attended weekly calls as well as separate, six-weekly calls with Mat
- Set up meetings for Hannah: provided briefing notes in advance and attended on the day
- Shared ad hoc advice notes, e.g. around M&S engagement

Media briefing - Emma Simpson, BBC News

Time and Date:	8.30-9.30am, 4 th December 2024
Location:	Mortimer House Kitchen, 37-41 Mortimer Street, W1T 3JH
Attendees:	Emma Simpson, BBC News Hannah Gibson, Ocado Retail Oliver Hughes, MHP

Emma Simpson | Business Correspondent | BBC News

	Emma has been Business Correspondent for BBC Money & Work since May 2022, covering a range of business topics with a particular focus on the UK retail industry.
	She regularly appears on the BBC's flagship One, Six and Ten O'Clock news programmes across TV as well as on the Today Programme and writes on BBC Online on supermarkets and retailers, most recently on Lidl, Sainsbury's and Aldi, alongside broader consumer trends. Notably, she has also led the BBC's reporting of the Post Office scandal.

Results coverage highlights

Pushed out the trading statements to the media, helping to generate widespread national media coverage where ORL had a positive main focus. Arranged interviews with key journalists on or around results, helping to increase share of voice, including at Ocado Group and M&S's results.

Q4 Trading Update

Instrument	Change
Ocado Group Plc (London Stock Exchange (LSE))	+9.52 %

FINANCIAL TIMES

Retail race
JD Sports falters as
Ocado wins

Sportswear chain JD Sports yesterday warned of a "challenging market" while online grocer Ocado Retail reported a boom in trade, highlighting the retailers' divergence of fortunes. Shares in JD Sports, which has 4,558 stores globally, fell 6.4 per cent after the FTSE 100 company said annual profit expectations would come in behind its previous forecast.

In contrast, Ocado Group's shares rose 9.5 per cent after Ocado Retail, the online supermarket it co-owns with Marks and Spencer, reported strong sales growth in its fourth quarter.

THE TIMES

Business
M&S helps Ocado Retail to 'record' Christmas sales

Hannah Fish Retail Editor

The recent revival at Marks & Spencer is helping Ocado Retail to win over more shoppers and increase sales volumes.

Hannah Gibson, chief executive of Ocado Retail, the joint venture between Ocado Group and M&S, cred-

Gibson said: "When it comes to growth, there's multiple factors [and] one of those factors is absolutely M&S. We've gone from having over the last year less than 10 per cent of our sales in-store to almost two-thirds of their range on-site to almost 100 per cent of their range. That's made a huge difference."

"On top of that, M&S is already win-

CITY AM



Ocado said its average number of weekly orders rose 16.9 per cent to 476,000 last year

Grocer Ocado savours record-breaking year

AMBER MURRAY up over nine per cent as investors

The Telegraph

Ocado cheers rise in sales as M&S food attracts shoppers

Ocado has cheered a jump in sales as the online grocery retailer said it attracted more customers who were shopping more frequently.

The company, which is run as a joint venture with Marks & Spencer, reported revenues of £715.8m for the 13 weeks to Dec 1, 17.5pc higher than the same period a year earlier.

THE TIMES

Ocado raises outlook after sales boost

Emma Powell

Stronger summer trading has prompted Ocado to raise the outlook for sales growth this year, as the grocery delivery business gained more customers.

Ocado Retail, the 50-50 joint venture with Marks & Spencer, reported a 15.5 per cent increase in revenue to £658 million during the 13 weeks to the start of September, up from £570 million a year earlier. The result was stronger than analysts had expected, with a consensus forecast of 9 per cent revenue growth over the second half of the financial year.

FINANCIAL TIMES

Ocado Retail upgrades profit forecast after strong sales



Q3 Trading Update

The Telegraph

THE STANDARD

Ocado Retail reports sharp rise in orders and revenues

Ocado Retail is predicting its sales growth this year will be stronger than initially expected after it reported a sharp rise in third-quarter turnover.

Revenues rose 15.5pc year on year to £658m for the quarter ending Sept 1 while average orders per week rose 14.7pc to 437,000.

Hannah Gibson, its chief executive, said Ocado is winning customers away from rivals, including Aldi and Lidl.

She said: "We've seen switching from Tesco now consistently for 12 months in a row. And we've also seen switching from some of the discounters at points as well."

Ocado Retail 'starting to deliver' with sales up 15%

RETAIL
Simon English

OCADO seems to be over the post-pandemic slump that saw people ditch online deliveries in favour of shopping at supermarket stores.

Its joint venture with M&S was boosted by a jump in customer numbers in the last quarter.

Daily Mail

We're winning business from Aldi and Lidl
Ocado chief hails recovery



Successes and Learnings

Department

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Successes and Learnings

Strategic Profiling

Be more strategic with how we use Hannah Gibson in 2025. Engage specialist journalists to tap into specific topic areas more broadly than just the running of the business.

Not only will this deepen understanding of the breadth of what ORL does but allows us to elevate other voices to continue humanising the brand.

Corporate Storytelling

Continue efforts to craft agenda-setting, headline-grabbing, data-driven storytelling which conveys ORL's scale, deep customer relationships and brand relevance.

Only Ocado can provide the level of customer insights due to the nature of its business model, we must use this to our advantage to position the brand as a social commentator.

Proactive approach

A more open and proactive approach with media is working both in terms of strengthening relationships and driving informed and well messaged coverage.

Moving forwards, what other opportunities can we explore to build trust and advocacy in the brand amongst key stakeholders

Integrated channel strategy

The integrated nature of our team has meant we have been able to amplify the Ocado Retail narrative consistently across all relevant touchpoints to reach your corporate audiences.

Looking ahead what other formats can be explored to ensure we are continuing to provide insightful commentary from both Hannah and the brand to drive share of voice in wider industry



Coming Up

What's to come in 2025

OSP Mitigation



Small Suppliers Campaign



In-Conversion Campaign



M&S Consolidation





Thank you

ocadoMHPteam@mhpgroup.com

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