

**WARC**

# What's working in supermarkets and grocery

Campaign updates and category trends

# Talking point: supermarket strategies

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## Grocery brands are focusing on community, culture and consumer needs

**Tesco** 'Every Little Helps' brand revitalization helped increase consumer perceptions in the UK.

**Bou Khalil** initiative in Lebanon to support local refugees won the heart of local population.

**Intermarché** addressed sugar consumption issues in France with a product and campaign that helped consumers reduce intake.

**Big Bazaar** campaign during Diwali cut through the industry clutter with an emotional campaign that connected with the people of India.

## Established supermarkets are looking for new ways to demonstrate quality credentials in battle against discounters

**Aldi** demonstrated the discounters' desire to focus on quality by engaging customers in the UK with a holiday campaign showcasing its unexpected product range.

**Booths** increased brand quality perceptions and awareness among consumers in the UK with new, simplified label strategy.

**Sainsbury's** is delivering personalized in-store content to UK shoppers, resulting in sales uplift.

# Capitalizing on community & cultural connections

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# Tesco rebuilding consumer trust

## Addressing customer needs to shift consumer perceptions

Tesco established a brand purpose campaign to rebuild trust among consumers in the UK who considered the brand untrustworthy and undifferentiated.

### Objectives

Turn 'Every Little Helps' tag-line into a genuinely customer-centric proposition again, and live by it.

### Insight

As customers shopped elsewhere, Tesco found itself in an unappealing 'middle' ground: undefined, yet everywhere. This lack of brand differentiation was eroding Tesco's market share.

### Strategy

Return to core values and set brand purpose by reshaping product offerings and customer service standards, Tesco repositioned itself as a helpful shopping experience, releasing several campaigns in a mix of print, digital and broadcast media, that put customers and the community as the main actor interacting with the brand.

**13%**

rise in NPS scores

**1.4%**

YOY increase in revenue

**+5pp**

Increase in consumer perceptions of quality YOY

“

The strategy required a radical shift in the media mix from print to digital to better reflect customer behaviour.



### Takeaways

- Developing a 'purpose' can be used not only to overhaul a brand, but to drive transformation across a business
- Use 'inside-out' thinking: review the role of internal staff in delivering the brand experience
- Use data to drive relevant localised and personalised digital messaging

[Read the full case study on WARC](#)

# Bou Khalil generations of caring

## Cultural relevance campaign builds brand awareness

Cause related Bou Khalil campaign in Lebanon, emphasised brand purpose of 'generations of care' with consumer participation in supporting refugees.

### Objectives

Increase footfall and brand awareness with campaign focused on helping Syrian refugees.

### Insight

Lebanon has absorbed more than two million Syrian refugees, a large majority of whom are children who are begging or being exploited.

### Strategy

To help Lebanese comfortably donate, Bou Khalil developed an alternative currency, 'Good Notes', to be purchased for the needy. The initiative involved in-store POS placements, educational events and social video placement.

**\$4.2m** **20m**

earned  
media value

social users

**25m**

Lebanese  
pounds of  
'Good Notes'

“

Pushing aside hard sales objectives in favour of stepping up to social enterprise is rewarded by winning the population's hearts, which in turn translates into real brand loyalty, as the Good Note demonstrated.



### Takeaways

- Brands can implement tangible solutions to societal problems and positively impact cultural issues
- It is not enough just to state a brand's promise, it must be brought to life and exemplified

[Read the full case study on WARC](#)

# Intermarché national health initiative

## Product adjustments to increase healthy habits result in sales growth

Intermarché in France increased share and consumer acquisitions by focusing on a cultural health issue.

### Objectives

Be identified as the leader in food quality aimed at helping consumers adopt healthier lifestyles, as a response to concerns about unhealthy sugar consumption.

### Insight

French people consume an average of 70 grams of sugar daily, illustrating sugar overconsumption.

### Strategy

Intermarché created a yoghurt multi-pack, with each container having decreasing amounts of sugar to help consumers 'detox' to a '-30% sugar' yogurt product.

**30%**

increase in  
store traffic

**3800%**

rise in daily  
yogurt sales

**44%**

sales increase for  
product users

“

It is a campaign that didn't just impact consumers' behaviour regarding sugar, but also impacted on the culture of a company and gave it purpose: to change the way people eat for the better.



### Takeaways

- Transformative campaigns empower consumers to take control of their consumption patterns
- Consumers want retailers to provide them with tools to improve their health
- Brands that acknowledge cultural challenges and provide solutions have new opportunities for growth

[Read the full case study on WARC](#)

# Big Bazaar winning consumer hearts

## Emotional socially inclusive campaign to address cultural exclusion

Big Bazaar developed an emotional campaign for those unable to celebrate Diwali that reached millions of consumers in India.

### Objectives

Build brand affinity while keeping to core values, "Making India Beautiful."

### Insight

In order to make Diwali truly inclusive, the brand needed to shine a light on the fringes of the society that no one was looking at such as blind or orphaned children or rescue workers.

### Strategy

Launch of 'Paper Papakhas' (origami firecrackers), an effort to spark conversations about sections of society that were unable to celebrate. Big Bazaar launched a TV campaign, videos were shared on Facebook and YouTube, digital patakhas were shared on Twitter, OOH, radio spots and PR partnerships with children's charities.

20m

social  
impressions

38%

content  
engagement

12.6m

people  
reached

“

In a nation that is becoming increasingly socially conscious, a brand's business performance is linked to the kind of conversations it has, and the kind of causes it takes on.



### Takeaways

- To effect social change, the campaign must reach consumers through several channels
- Tap into emotions associated with holidays to build consumer affinity

[Read the full case study on WARC](#)



For a brand that wants to effect social change, the campaign has to reach people through several channels. TV still offers the most reach in India and hence is great to spark the initial message, making it easier for people to own the conversation once it is on social media.

Big Bazaar case study



# Battling the discounters

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# Aldi cuts through at Christmas

## Engaging 'spokesman' strategy retained customers through holidays

UK shoppers at Aldi, a discount supermarket that does not stock big-name brands, were less loyal through the Christmas period when they shop elsewhere for products considered to be 'treats'.

### Objectives

Counter seasonal sales performance shortfall.

### Insight

The magic of Christmas is that consumers see everyday things in the most amazing ways.

### Strategy

An integrated media campaign to get shoppers to reappraise Aldi's Christmas range by ramping up 'Everyday Amazing' through 'Kevin the Carrot' a brand 'spokesman' that showcased the unexpected holiday product range available at Aldi.

7.5m

views

15.1%

YOY sales  
increase

1m

new  
shoppers

“

With such a competitive market and without being the highest spender, generating engagement, cut-through and interest was crucial.



### Takeaways

- Frequency of messaging helps communicate range
- Focus on premium private-label products during the holidays
- Capitalise on consumer willingness to buy into the hyperbole of Christmas marketing

[Read the full case study on WARC](#)

# Booths label strategy

## New packaging to boost quality perceptions vs discounters

Booths own-label branding was inconsistent, failing to communicate the products' quality. Labeling strategy was adjusted to increase sales.

### Objectives

Make Booths' own-label synonymous with all the positive attributes of the retail brand.

### Insight

Private-label sales are falling slightly (0.4%) as consumers move to the growing discount stores such as Lidl and Aldi.

### Strategy

'Own-label' developed for the brand reflected existing customer perceptions and a limited palette to convey value and quality. Booths had no above the line advertising and a limited CRM through its cardholder program and sales success can be attributed to packaging designs.

11%

overall sales  
increase vs.  
competitors  
YOY

73%

volume  
increase  
attributable to  
the brand

“

We developed a simple monolithic system that encouraged a consistent quality in all Booths branded products and creatively reflected the values of the retail brand.



### Takeaways

- Simple design reflects quality
- Carefully consider brand perceptions for label design
- Ensure that branding is consistent across the board

[Read the full case study on WARC](#)

# Sainsbury's banks on location marketing

## Personalised messages at the right time in the right context influenced purchase decisions

Superior data analytics and targeting resulted in sales lift for Sainsbury's in the UK.

### Objectives

Determine whether offline analytics paired with online data could influence shopper behaviour.

### Insight

Location marketing has the potential to supply the solution to deliver the right message in the right place at the right time to the relevant audience through the appropriate channels.

### Strategy

Data gathering online and offline enabled Sainsbury's to delivery in-store loyalty customer offers with beacons at retail entrances. This allowed researchers to test further forms of messaging and test heat maps that reveal the impact of dwell time on conversion.

7%

sales  
increase in  
test store

20

stores with  
technology  
installed since  
test

“

Our hypothesis is we're stealing share from competitors; we're stealing visits from competitors because of the ability to see personalized, in-the-moment offers



### Takeaways

- Real-time marketing message delivery to the target audience has immediate influence on behaviour
- Geolocation tracking helps build useful insights on lifestyles and purchase motivations

[Read the full case study on WARC](#)



In a commoditized marketplace there's a bigger opportunity: great experience. Given we can't just compete on some of the prices the discounters offer, this is something that is absolutely fundamental to being able to stay ahead and keep a competitive advantage.

Clare Muscutt, Head of Customer Experience Design, Sainsbury's

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## Brand and category intelligence

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- In-depth examples of the challenges brands have faced, and the insights that powered their campaigns;
- Exclusive brand strategy reports from 60+ media, marketing and tech conferences from around the world;
- Inspiration from the most-awarded campaigns in every category.

WARC's tailored email alerts service allows you to stay in touch with the brands, categories and topics that matter to you.

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