





**HOW DID TESCO BECOME
HUNGARY'S MOST "LIKED"
RETAILER CHAIN IN JUST 3
WEEKS?**



IT IS DIFFICULT TO GENERATE ENTHUSIASM
FOR A NON-SPECIFIC AND EVERYDAY BRAND.
THIS GOES FOR ALL MAJOR STORE CHAINS
INCLUDING TESCO.
A LUCKY BRAINWAVE BROUGHT US THE
SOLUTION: TESCO AS A BRAND MIGHT NOT BE
CLOSEST TO PEOPLE'S HEARTS – BUT
EVERYBODY HAS A PERSONAL ATTACHMENT TO
HIS OR HER LOCAL TESCO STORE.



THEREFORE, WE CREATED A FACEBOOK-BASED WINNING GAME WHERE PARTICIPANTS COULD FIGHT FOR THE THRONE OF THEIR OWN RESPECTIVE TESCO STORE - AND THIS WAS BRINGING THEM CLOSER TO THE TESCO BRAND.



PARTICIPANTS COULD WIN WITH EVEN A SINGLE CLICK, BUT THEY WERE ENCOURAGED TO KEEP COMING BACK FOR MORE BADGES AND PRIZES.

THIS IS HOW IMRE SZITKÓNÉ BECAME THE QUEEN OF TESCO FERIHEGY HYPERMARKET AND ALSO THE MAIN WINNER OF THE GAME. BESIDES GREAT PRIZES, SHE COULD ALSO ENJOY A MAJESTIC RECEPTION AT HER FAVOURITE TESCO STORE.

RESULTS OF THE THREE WEEKS:

**SIGNIFICANT TRAFFIC BOOST ON
TESCO FACEBOOK PAGE: MORE
THAN TWELVE-FOLD INCREASE IN
THE NUMBER OF FOLLOWERS
(FROM 4 000 TO 50 000)**

**TESCO PULLED AHEAD OF ITS
COMPETITORS AND BECAME THE
STORE CHAIN THAT EARNED THE
MOST LIKES IN HUNGARY.**

**AND ABOVE ALL THINGS:
THIS CRITICAL MASS OF FANS
CREATED LONG-TERM GROWTH
POTENTIAL FOR TESCO (OCTOBER
2012: 168 000 FACEBOOK FANS,
1. RANKING IN THE BRANCH).**