

**Brand:** Tesco

**Sector:** Retail

**Primary objective:** Awareness and sales

**Formats used:** Audio

### **Background and overview:**

Say It Now, the voice assistant ad tech firm, partnered with Tesco, the UK's largest supermarket chain, and Mediacom, the global media agency, to create their first smart speaker audio advertising campaign that enabled smart speaker listeners to receive reminders on Tesco's weekly Christmas deals by saying 'Alexa, Open Tesco.'

During the Christmas period, Tesco wanted to ensure that smart speaker listeners did not miss out on any of their deals and that their brand name stayed at the front of customers' minds. Reminders were sent to listeners every Monday and Thursday at 10 am, ensuring that they knew about the deals as soon as they were available.

The number of people returning via the reminder prompt rose steadily through the campaign and continued beyond Christmas, demonstrating excellent additional engagement at no extra media cost.

### **What was the role of digital within the media mix?**

Smart speaker listeners who heard the Tesco advert on digital radio were able to set reminders to hear the latest Tesco Christmas offers directly by using simple voice commands. Listeners just had to say "Alexa, Open Tesco" to set the reminders directly on their Alexa. Once set, for as long as the campaign was running, listeners would get details about the latest Tesco Christmas deals. Reminders were dropped every Monday and Thursday at 10 am. This encouraged them to purchase the items on offer online or in person. As Tesco always says, "every little helps."

### **What results did you attain? What was the biggest achievement?**

The campaign performance was very strong. **28.23%** of listeners who spoke with Alexa, prompted by the adverts, requested a reminder or a link to view the Tesco deals online- which is above the industry benchmark. Since Alexa started reading out the top weekly deals from Tesco, dwell time also increased to 53 seconds,

extending the engagement time with listeners, and almost doubling the engagement of the initial radio advert of 30 seconds.

Charles Cadbury, CEO at Say It Now commented: “We were thrilled to partner with Tesco to launch their actionable audio smart speaker advertising campaign. The campaign arrived at a crucial time for customers looking to get the best value from their Christmas shopping, during these days of soaring living costs.”

### **What’s the killer headline?**

Say It Now, Mediacom and Tesco deliver Actionable Audio Ad to set Christmas reminders about Tesco’s Christmas deals.