

Tesco partnered with Activision Blizzard Media to amplify Quality Perception and incite Purchase Intent of their food products during the holiday season. Through choice-based ads, Tesco was able to effectively reach highly engaged and leaned-in players on Activision Blizzard Media’s premium and brand-safe platform.

The Goal

Increase Perception of Tesco’s quality food and drive Purchase Intent during the holiday season.

November-December 2021

Campaign Date

:10s videos and
Interactive End Card

Creative Formats

United Kingdom

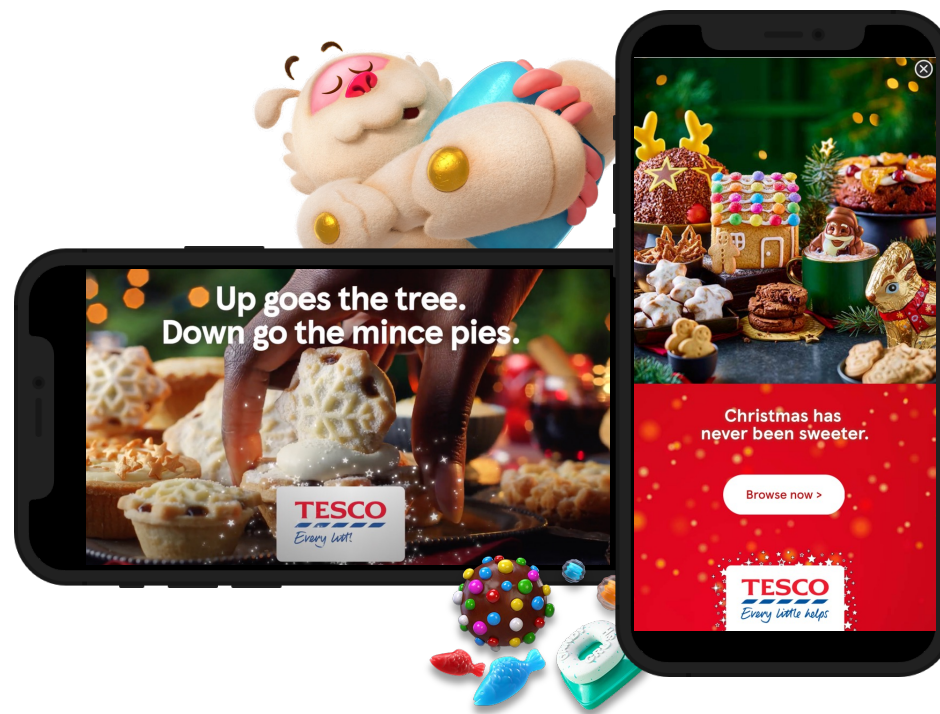
Market Measured

King Games

Inventory

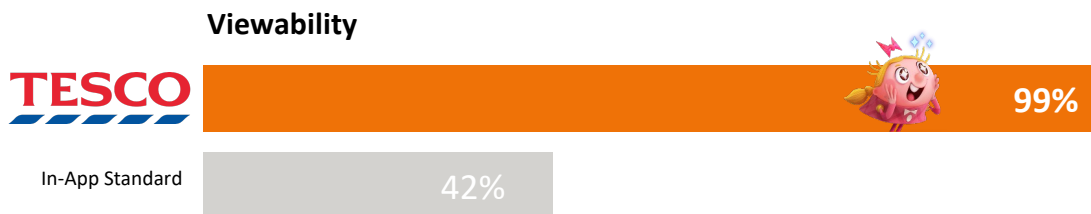
The Solution

Tesco’s holiday campaign featured strong, high-quality product placement throughout the Rewarded Video and utilized a sound-off strategy, incorporating captions where possible. Additionally, the Interactive End Card included a clear Call to Action, encouraging users to visit the Tesco website. Consequently, the campaign achieved its objective of increasing the Quality Perception and Purchase Intent of Tesco’s food products.



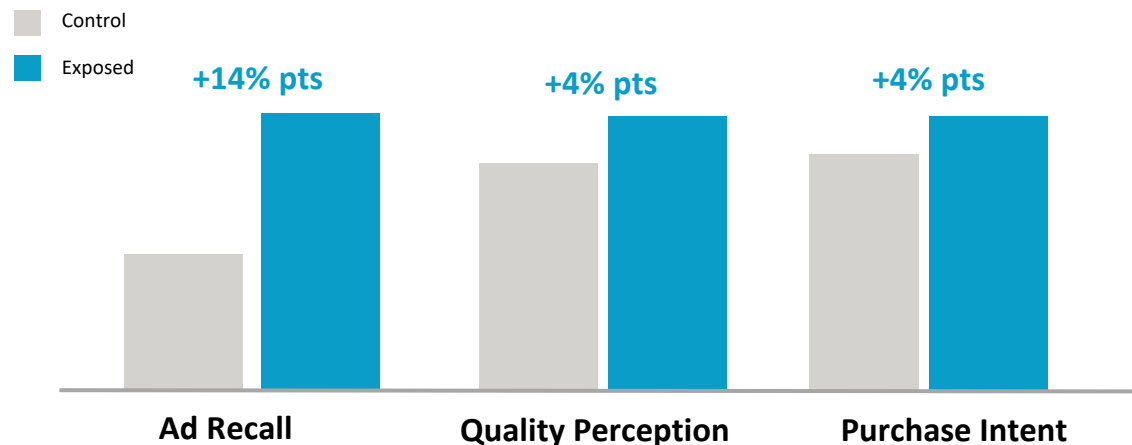
The Results

An effective holiday campaign resulted in Viewability and Video Completion Rates for Tesco that far exceeded the industry averages.



The Success

Tesco's holiday campaign successfully drove significant impact across the board, with Ad Recall in particular seeing a strong **double-digit lift**.



“ Our campaign with Activision Blizzard Media was integral in helping us achieve our objectives during the 2021 holiday season. The mobile platform allowed us to uniquely connect with a valuable audience and as a result, we saw significant lifts in our brand metrics.

– Tom Mardon
Media Manager, Tesco

