

Tesco creates the UK's first virtual grocery store

Tesco used interactive digital eyelites to ensure that flyers didn't go home to an empty fridge.

THE DETAILS

Tesco created the first virtual supermarket store at Gatwick Airport where customers could view a range of everyday products on Eye Airports' media, scan the barcodes via their smartphones and book a home delivery slot for when their return. Out-of-home technology delivering real benefit to customers.

RESULTS

- Tesco reached 3,000 new customers a day during the campaign
- Average dwell time was 4 minutes
- Coverage on BBC News
- Campaign **achieved 135,000 touches**
- App rating increase from 2 stars to 4 stars

TESTIMONIAL

Erik Juul-Mortensen, TFWA (Tax Free World Association) President: *"Its very presence [Tesco's virtual store] signals that Gatwick Airport understands that passengers expect to find the latest technology in airports. Augmented reality is taking salesmanship to a new dimension."*

KEY FACTS

Client: Tesco
Campaign: Come home to a full fridge
Location: Gatwick Airport
Target Market: Holidaymakers

AWARD WINNING CAMPAIGN
Digital Out of Home
Innovation Award
Love Content