

Agency
EHS Brann

Client
Tesco

Product
Tesco Clubcard Win Back Campaign

Title
Till No. 4

Country
United Kingdom

Background
The Clubcard database had enabled Tesco to identify high-spending customers who, over a six-month period, had been gradually spending less in-store and eventually stopped shopping. The data enabled Tesco to target customers who had remained inactive for three months to encourage them back to Tesco.

However, the approach had to be sufficiently light touch to transform how the recipients felt about Tesco. They needed to feel they were being addressed personally and that the retailer very much wanted them to return to their stores.

Idea
9,000 customers were sent a personal message on a receipt from their local cash register, "Till No. 4." They were told how much they were missed and would they please come back to make use of the attached discount coupon.

When they did return, the cash register recognized them and promptly issued another message on their receipt, saying: "Hurrah! You're back! We missed you." It also issued them with another coupon, thus ensuring a repeat visit.

Results
This execution was a massive departure for Tesco. Sending a cash register receipt with a personalized message enclosed within an unbranded envelope was seen as something of a gamble. But it paid off and what had started as a test was then rolled out nationally.

Overall, there was a 56% redemption rate across the two offers (£5 off and £10 off coupons), generating a £123,023 (CAN\$228,000) uplift in sales in the first 12 weeks of the campaign alone.

Insights
The story of the Tesco Clubcard is one of the great case studies of the transformative power of direct marketing. *Scoring Points: How Tesco Continues to Win Customer Loyalty*, written by Clive Hunby and Terry Hunt – the "H" in agency EHS – is fascinating. Terry, a spectacular award-winning writer and creative director, explains that he became a data junkie because the numbers really can provide the insights that change everything.

Just look at this simple case study. Tesco could identify by name, address and store 9,000 customers who had been in the habit of spending over \$1,500 a month, but who had stopped. When you have such detail, it is almost impossible not to have a more interesting creative idea than if you are talking generalities to mass audiences. Data gave Tesco the chance to talk about specifics rather than about generalities and for creative people, that means greater creative opportunity.

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