

# A MESSAGE THAT REALLY REGISTERED

Supermarket giant Tesco used data and direct mail to reach high-value customers and win them back into stores.

Using data from Tesco's Clubcard loyalty program, the UK supermarket chain identified an opportunity to win back a group of historically high-value shoppers who had gradually reduced their in-store purchases until they'd eventually stopped shopping. The information included the name, address and store of 9,000 lapsed customers.

To reengage this group, Tesco mailed a personal message on a receipt from each shopper's local checkout register, which was referred to as "Till No. 4." The receipt contained a miss-you message and included a discount coupon the lapsed shoppers could redeem in store at Till No. 4. On arrival at the checkout with their purchases and coupon, the register recognized the customer and the in-store receipt greeted them with a new message, "Hurrah! You're back! We missed you." On the spot, the shopper then received another coupon to encourage a cycle of repeat visits.

The Tesco Clubcard is a classic example of data-driven direct mail. Using customer data to create two-way value enabled mass personalization that avoided generic stereotyping. Tesco engaged its customers with precision and relevance – making them feel understood and valued.

This was a retention campaign that really registered. Based on the success of the localized test, Tesco rolled out the campaign nationally. Overall, there was a 56 per cent redemption rate across the two offers [C\$10 and \$20 off], generating a C\$228,000 equivalent uplift in sales in the first 12 weeks of the campaign alone. Thank you for shopping!



DEAR MRS SAMPLE  
WHERE HAVE YOU BEEN?  
IT'S NOT BEEN THE SAME WITHOUT YOU AROUND

IF YOU COME BACK SOON I'LL GIVE YOU £5 OFF YOUR SHOPPING – AND IF I'M BUSY, ONE OF MY FRIENDS WILL DO IT

HOPE TO SEE YOU IN THE NEXT FEW DAYS

FROM TILL NUMBER 4

07/06/05 12:39 1234 567 8910 0000

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A LITTLE EXTRA FROM CLUBCARD  
**£5 OFF**  
YOUR NEXT SHOP IN-STORE

A Sample  
123456 1234 1234 1234

Valid until 07/08/05

Please see over for terms and conditions



9 914427 205003

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Tesco Stores Ltd  
Registered Office  
Tesco House, Delamare Road  
Cheshunt, Herts. EN8 9SL  
[www.tesco.com](http://www.tesco.com)  
VAT NO: 220430231

THANK YOU FOR SHOPPING WITH US



We've missed you recently; so we're offering you a little thank you to welcome you back in-store. We look forward to seeing you soon. If you have any questions please call 0800 59 16 88. Please remember to use your coupon before the end date.

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THANK YOU FOR SHOPPING WITH US



We've missed you recently; so we're offering you a little thank you to welcome you back in-store.

This coupon can only be exchanged for qualifying purchases of goods or services equivalent to its face value, or it can be exchanged for goods or services of a higher value on payment of the difference, at any participating Tesco store in the UK or IOM.

Purchases of tobacco products, Esso fuel, café, lottery products, e-top up, prescription medicines, infant formulae milk and gift vouchers are excluded.  
Age restrictions may apply.  
Customers must be 18 years or over to purchase alcohol. Not redeemable through Tesco.com or Clubcard Great Deals. From time to time other goods or services may be excluded, if so notification will be given at point of sale.  
This coupon has no cash value. No change given. Copied, damaged or defaced coupons will not be accepted.  
Valid until 07/08/05.  
This voucher is and shall remain the property of Tesco Stores Limited and is not for re-sale or publication.



DEAR MRS SAMPLE  
WHERE HAVE YOU BEEN?  
IT'S NOT BEEN THE SAME WITHOUT YOU AROUND

IF YOU COME BACK SOON I'LL GIVE YOU 500 FREE CLUBCARD POINTS – AND IF I'M BUSY, ONE OF MY FRIENDS WILL DO IT

HOPE TO SEE YOU IN THE NEXT FEW DAYS

FROM TILL NUMBER 4

07/06/05 12:39 1234 567 8910 0000

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\*\*\*\*\*  
A LITTLE EXTRA FROM CLUBCARD  
**500**  
FREE CLUBCARD POINTS

A Sample  
123456 1234 1234 1234

Valid until 07/08/05

Please see over for terms and conditions



9 914430 465007



We're missed you recently, so we're offering you a little thank you to welcome you back in-store. We look forward to seeing you soon. If you have any questions please call 0800 59 16 88. Please remember to use your coupon before the end date.

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THANK YOU FOR SHOPPING WITH US

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We're missed you recently, so we're offering you a little thank you to welcome you back in-store.

Hand this coupon over to the Tesco checkout operator along with your Tesco Clubcard to gain 500 Clubcard Points. Clubcard Points will be added to your Clubcard Statement. Valid in the UK & IOM only, not redeemable through Tesco.com. This coupon has no cash value. No change given. Copied, damaged or defaced coupons will not be accepted. Valid until 07/08/05. This voucher is and shall remain the property of Tesco Stores Limited and is not for re-sale or publication.



DEAR MRS SAMPLE  
WHERE HAVE YOU BEEN?  
IT'S NOT BEEN THE SAME WITHOUT YOU AROUND

IF YOU COME BACK SOON I'LL GIVE YOU £5 OFF YOUR SHOPPING WHEN YOU SPEND £20 – AND IF I'M BUSY, ONE OF MY FRIENDS WILL DO IT

HOPE TO SEE YOU IN THE NEXT FEW DAYS

FROM TILL NUMBER 4

07/06/05 12:39 1234 567 8910 0000

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\*\*\*\*\*  
A LITTLE EXTRA FROM CLUBCARD  
**£5 OFF**  
WHEN YOU SPEND £20 OR MORE IN A SINGLE TRANSACTION

A Sample  
123456 1234 1234 1234

Valid until 07/08/05

Please see over for terms and conditions



9 914430 475007



We're missed you recently, so we're offering you a little thank you to welcome you back in-store. We look forward to seeing you soon. If you have any questions please call 0800 59 16 88. Please remember to use your coupon before the end date.

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THANK YOU FOR SHOPPING WITH US

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We're missed you recently, so we're offering you a little thank you to welcome you back in-store.

This coupon can only be used once in part payment when you spend £20 or more in a single transaction in any Tesco store. Purchases of tobacco products, Esso fuel, café, lottery products, e-top up, prescription medicines, infant formulae milk and gift vouchers are excluded. Age restrictions may apply. Customers must be 18 years or over to purchase alcohol. Valid in the UK & IOM only, not redeemable through Tesco.com. From time to time other goods or services may be excluded, if so notification will be given at point of sale. This coupon has no cash value. No change given. Copied, damaged or defaced coupons will not be accepted. Valid until 07/08/05. This voucher is and shall remain the property of Tesco Stores Limited and is not for re-sale or publication.

CLIENT: Tesco | PRODUCT: Tesco Clubcard Win Back Campaign | COUNTRY: United Kingdom | AGENCY: Ehs Brann | AGENCY TEAM: Creative Director/Copywriter/Art Director Nigel Clifton | Account Direction Anna Dobson.

