

DRIVING TESCO SHOPPER
PENETRATION & EXPANDING
OCCASIONS WITH
HEINEKEN

—0.0—

CATEGORY & SHOPPER INSIGHTS



Why?

To drive category penetration we needed to get more shoppers to consider non alc options in more occasions



LIBERATE
NO AND LO

GOOD TIMES
WITH FOOD



Who?

NOLO LAD shoppers over-index for being Younger, Male shoppers either on a Large Shop or an Immediate Use shop

How?

Disrupt & attract shoppers – Non alc & Pizza categories over index for “creating a craving”

“Relax in the evening” & “Treat for me” key occasions

56% of shoppers seek promotions using apps & discount labels

What?

Pizza category TWICE as likely to be in a non alc basket

High pre store planned category

Tesco Finest Pizza identified as the perfect partner

TESCO
finest★





KEY OBJECTIVE



Get **MORE TESCO**
shoppers to consider

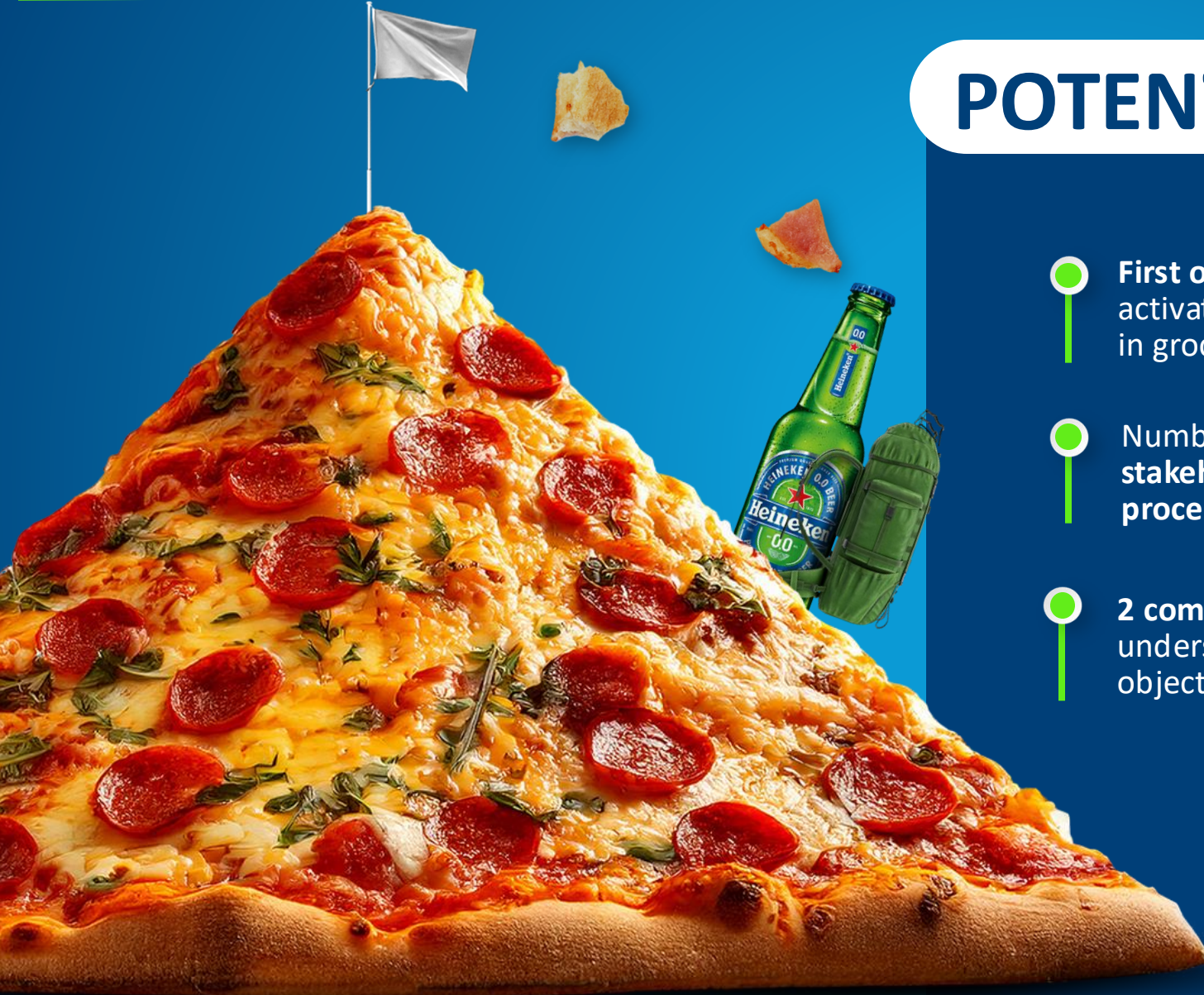
HEINEKEN 0.0%

in **MORE** occasions



HOW CAN WE GET HEINEKEN 0.0% INTO MORE OCCASIONS?

POTENTIAL CHALLENGES



- **First of its kind**
activation - Non alc
in grocery space
- **Number of**
stakeholders &
processes involved
- **2 commercial teams**
understanding
objectives & KPIs
- **Artwork look & feel**
Tesco & Heineken
branding
- **Overcome purchase barriers**
- **Shopper call to action** –
new deal in this space –
needed to be simple
- **Timing**
3 week
turnaround

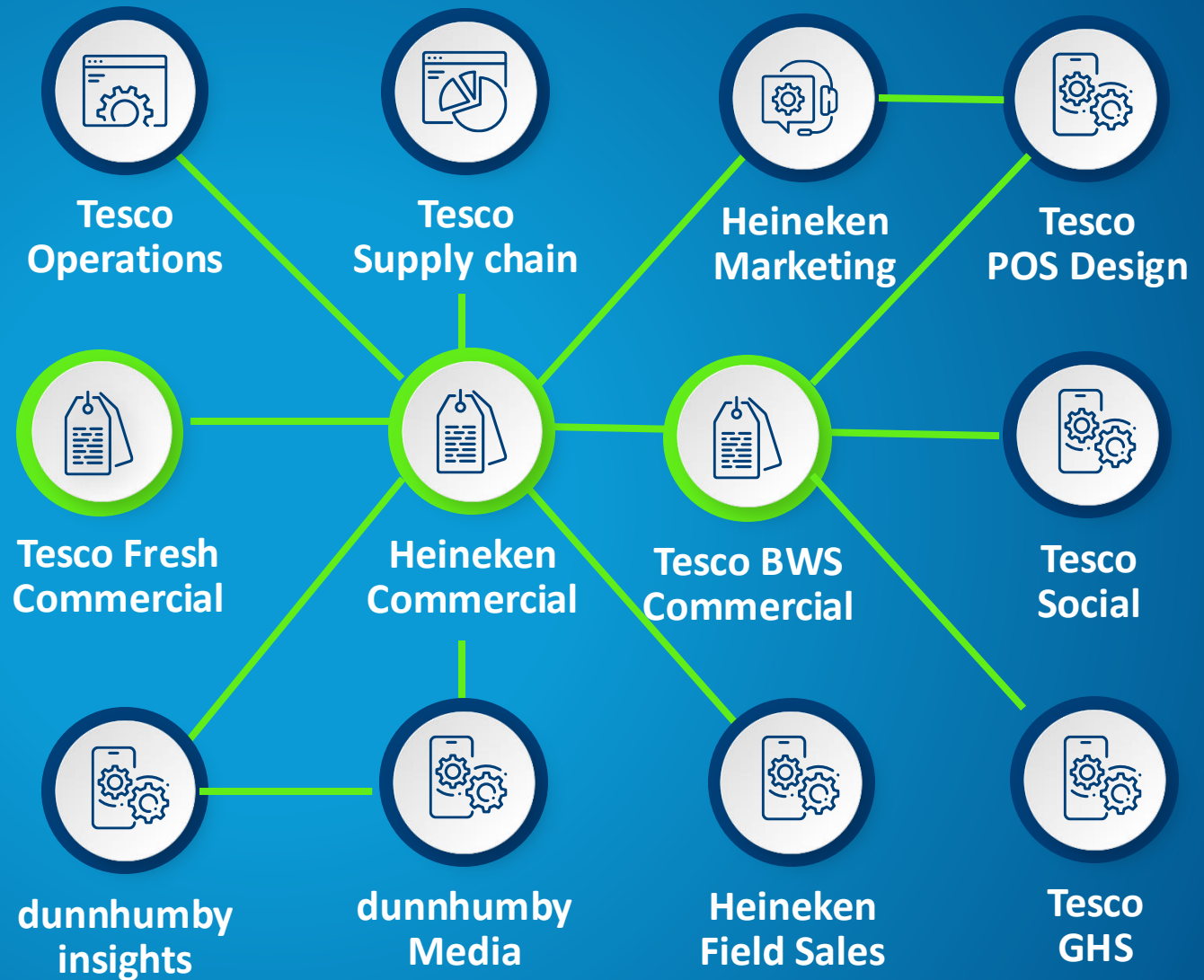


OUR STEPS TO SUCCESS



STAKEHOLDER ENGAGEMENT

Full cross functional
collaboration from
concept to delivery



WINNING THE TESCO SHOPPER DECISION ALONG **THEIR PATH** **TO PURCHASE**



71%

of shoppers purchase decision
can be influenced by touchpoints

CONNECT



GUIDE



CONVERT



(RE)TARGET



Entrance Zone

Impact Zone

Purchase Zone



PRE STORE



IN STORE



AT SHELF

Meal deal for 2
€10
Clubcard
Price

Buy 1
Finest Pizza &
1 Heineken®
0.0% 4 pack
or
Any 2
Finest pizzas



35%

Shoppers looking for
inspiration for their
meal for tonight

30% of consumers
using social media
to select an outlet



10%



40%

Cold is sold!

70% bought from the
chiller in stores that
have chilled offering



TESCO | HEINEKEN

WINNING THE TESCO SHOPPER DECISION ALONG THEIR PATH TO PURCHASE



PRE STORE

Social Media
& Influencers

Radio

E-Newsletter & Banner

Tesco.ie placement

Tesco Staff Comms



IN STORE

Digital screens
at entrance to store

Fresh chiller co branded
takeovers

INITIALLY A 4 WEEK ACTIVATION TESCO
EXTENDED TO 6 WEEKS!



The perfect match-day deals!
Will you be watching the hurling or football final?

Comms team
Friday, July 18, 2025

The excitement is building as the All-Ireland hurling and football finals fast approach! Whether you're a die-hard fan, or just looking forward to two thrilling matches, we've got the perfect deal to make your match-day experience even more delicious!

Sink your teeth into one of our Finest pizzas while sipping on a refreshing Heineken 0.0, with our latest meal deal offer...



HEINEKEN

RESULTS

KEY WINS



- Heineken 0.0% was the **BIGGEST** brand driving 45% of the category growth vs. PP
- Heineken 0.0% grew +3% in market share of non alc beer & cider
- 91% value **INCREMENTAL**
MORE Customers +69%
MORE Spend +24%
MORE Units +29%

Tesco Finest pizza
MORE Customers
+60% value sales



PRE STORE

Social Media
4.8M Views

E- Newsletter to over
630k Tesco shoppers

Tesco.ie banners
100k impressions



IN STORE

Digital screens at
entrance to store
& Fresh chiller
Takeovers
Reaching over
1.3M Tesco shoppers



MORE
PEOPLE
MORE
SPEND

TESCO



OUR TOP TIP

RECOGNISE
OPPORTUNITIES & MAKE
PROMPT DECISIONS
WORK AS PARTNERS TO
CREATE SHARED VALUE