

Marketing analysis and evaluation of Tesco

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Introduction

Tesco is the largest grocery retail brand in UK. It operates in a quite dynamic and turbulent business environment featured with a high level of rivalry. In addition to that, customer needs and preferences have significantly changed since the pandemic by imposing additional challenges in terms of engaging and communicating with the audience. One of the positive impacts of the pandemic on Tesco's operations has been associated with the opportunities for a better addressing of customers' needs. This could be achieved through an intensified online presence, a wider variety of healthier items in store, sustainability and strengthening employees' expertise, loyalty and welfare - key sources of competitive advantage.

The current assignment focuses on developing a series of blog posts to increase the awareness of customer base in regard to these topics and engage buyers in a dialogue which is expected to become the foundation of a stronger relationship and greater loyalty. Relevant marketing theory has also been considered before planning and developing the posts.

Tesco blog posts

Blog post #1: The importance of reusable packaging

Reusable packaging becomes increasingly important with time. Environmental pollution, scarcity of resources and the increasing needs of society impose a greater pressure on both companies and individuals. Maybe you don't believe that emphasising on reusable packaging by each one of us makes a difference, but here is where you are wrong. Reusable packaging is designed to be used multiple times and this makes it a very important source of sustainability and mitigating the negative footprint on environment arising from plastic waste. Reusable packaging leads to a significant decrease in carbon emissions, plastic waste and pollution. It offers a longer lifespan of product packaging and is more eco-friendly. Reusable packaging is

also cost-efficient, as it eliminates the need for multiple manufacturing of single-use packaging. This results in lower price of the final product which makes it more affordable and more efficient. In addition to all that, reusable packaging is stronger and more durable than single-use packaging.



Probably you already noticed, but here at Tesco, we have significantly increased the use of reusable packaging for our products, as a part of our sustainability strategy. For us, this is one of the best solutions for eliminating waste and making products more efficient, affordable and safe. It's not easy. Actually, it's quite a challenge. But we strongly believe that shared effort would lead us to the desired result. This is why we launched the UK's largest ever reusable supermarket packaging trial in several of our stores. And the best part is, that you can use it both in-stores and during online shopping – just pay a refundable deposit on each piece of reusable prefilled packaging and send it to us once empty. We truly believe that this is not only the future, but the chance for us to make the world a better place. So, tell us in the comments do you use reusable packaging? What do you like about it? What concerns you about it? What can we do to improve your experience? What other practices you have to have a more sustainable and eco-friendly way of life? What would you like to see in our stores (both online and offline)? We are always there to chat about it and make it happen!

Blog post #2: Healthier nutrition ideas

Nowadays, we all live a more stressful and busier life featured with higher levels of anxiety and pressure. The pandemic, fears for own and others' health, lack of physical movement and deprivation of social contacts have affected our health and welfare. We know how difficult it is to restore the pre-coronavirus routine and be the same energetic and motivated people we used to be. Through our regular research, we found out that most people now prioritise their health, proper nutrition and welfare more than before but struggle to find the proper ways to maintain them. This is why, we will give you some easy tips you can implement in your daily routine when nutrition and food is concerned. You can use these tips when making your grocery list and choose among the wide variety of products we have.

- Choose good carbs, such as whole grain foods.
- Consume more protein foods, like fish, meat, nuts and beans.
- Pay attention on the healthy fat ingredients and avoid products which are high in saturated fat.
- Focus more on fresh vegetables and fruits – we have quite a variety there!
- Select healthier alternatives of products which you can substitute – sugar-free drinks, stevia, coconut oil etc.
- Drink more water.
- Bake or roast instead of fry meals.



Blog post #3: Supporting colleagues during times of crisis

Yes, the pandemic was difficult and still marks our days. It was a challenge for everyone and we completely understand. This is why we decided to invest in excessive support for our colleagues and our team. We use the large variety of strong partnerships and collaborations with third parties to provide an exquisite working environment to our employees and ensure that their needs are fulfilled. We have adopted many different policies allowing more flexible working in times of COVID-19 and in need for self-isolation or other measures. We have provided our employees and customers with disinfection materials and advanced protection in-stores (e.g. screens, face coverings, hygiene stations etc.). We developed a mental wellbeing portal which is accessible online, so that our employees can enter at their own convenience and location and use the large number and diversity of resources available. To encourage physical wellbeing, we developed partnerships with organisations which provide rewards to workers who are active and healthy and maintain positive habits. You can see the stories of some of our employees on our website and our social media accounts. Comment below with your story! We are sure that it's inspiring!



Meet Tommy

A Tesco colleague from Brighton, who needed a flexible role while caring for his mother.

[Watch Tommy's story](#)

Say hello to Shizelle

A new graduate who discovered a passion for cybersecurity through the Tesco graduate programme.

[Watch Shizelle's story](#)



Blog post #4: Shopping online? The new normal

During the last decade, online shopping is increasing in preference for consumers. But COVID-19 has further triggered this trend and, nowadays, online shopping is the new normal. At Tesco, we reported a 74% increase of digital sales in 2020, which is one of the best indicators of new preferences of buyers. And it's quite understandable, online shopping has many (really many) advantages. It allows you to save time and efforts to go to the store, as well as the transport cost if any. It gives you the opportunity to shop at your own convenience and location without considering store's working time or place. Online it is also easier to compare different products, their features and prices and thus, make a more informed decision. E-stores (including Tesco Direct) often offer more discounts. Also, on e-stores you have more detailed information about each product, which can be assessed without any pressure. We know that you love online shopping as much as we do, which is why we invested in many new functionalities on Tesco Direct and our mobile app. Did you try them? Tell us what you think in the comments.



Blog post #5: Digitalisation – you asked, we did

Digital is fascinating. These are your words. In our research and surveys, you asked for more digital innovations, both online and offline. At Tesco, we also saw the other proofs. In the outbreak of the pandemic, we had to more than double our capacity for online orders which reached 1.5 million per week. We opened an urban fulfilment centre which is a fully-automated warehouse. We invested in supply-chain visibility technology, more high-tech solutions in-store (e.g. self-check-out stations) and more state-of-the-art functions on our e-store and mobile app. We also increased our presence on social media and love our discussions with you there! Is there something else you would like to see? Share in comments.



Blog post #6: Our new, innovative, must-have, up and coming brands you don't want to miss

We know that product variety is essential for you. You know we do everything we can to provide you with the best mix of items which fulfil your needs and expectations. So, let us present to you the new star brands in our portfolio – innovative, different, healthy and tasty as never before!

- OGGS – plant-based egg alternatives and sweets.
- Pip & Nut – natural nut butter products.
- Denzel's – healthy dog snacks.
- OceanSaver – zero-plastic, plant-based cleaning refills.

This is just a small part of our new-comers, but we wanted to share them with you. Because we listen to everything you have to say. Because we care! Did you try any of these yet? Tell us what you think on comments or on our social media accounts.



Conclusion

Blog posts are among the main elements of digital marketing communication strategies of companies. They are of significant importance for engaging audience and encouraging feedback and loyalty. The currently proposed blog posts aim at higher awareness of potential and existing customers of Tesco considering the variety of implemented policies as a response to COVID-19. They are also developed in a way to trigger interest and encourage both purchase and feedback. This is expected to lead to more sales (both online and offline), as well as higher retention rate.

