

# Tesco Stores CR

An important retailer in the Czech Republic successfully tested a new way of reaching customers through beevendo - Location Based Services system.

**Tesco Stores PLC**  
[www.itesco.cz](http://www.itesco.cz)



## In cooperation with

**T-Mobile Czech Republic PLC**  
[www.t-mobile.cz](http://www.t-mobile.cz)

**Tektronix, Inc.**  
[www.tek.com](http://www.tek.com)

**beevendo Ltd.**  
[www.beevendo.com](http://www.beevendo.com)

## Market segment

Retailers  
Retail chain

## Issue

Reaching customers in real time.  
Quick response to changes during the advertising campaign.  
Customers targeting depending on the customer profile, time and location.  
Increasing efficiency and supporting the marketing campaign.  
Decreasing costs of getting a new customers.

## Solution

The customer is informed about products via SMS message.  
Advertising message is sent based on the customer profile defined according to the location and accurate timing for delivering SMS.

## Advertising campaign conditions

Venue: local Tesco store  
Location: city Pribram + 5 km circuit  
Timing: 8.12. - 13.12. 2009  
Period of delivering SMS: 47 hours  
Target audience: women 25-45

## Closer to customers

Tesco Stores CR is one of the leading retailers on the Czech market. Its annual turnover varies approximately CZK 50 billion. Its retail chain contains 113 stores which provide a service to 1.5 million customers a week.

The proposed beevendo campaign supported a campaign for getting new clients and increasing their permanent awareness of Tesco products and services.

In the pilot project a bonus card product was communicated within the campaign "Who else will give you CZK 800 for loyalty?" Everyone who showed the received SMS in the local store was given discount vouchers for CZK 800. The customer could use one CZK 100 discount voucher for each purchase above CZK 500.

## Campaign conditions

### Area

The local Tesco store was selected for the pilot project. The area for delivering text messages was a radius of 5 km from the place of store plus surroundings with a radius of 1 km.

### Campaign timing

The campaign was from 8.12. till 13.12.2009 and from 11AM to 7PM. The total time of delivering text messages was 47 hours.

### Target audience

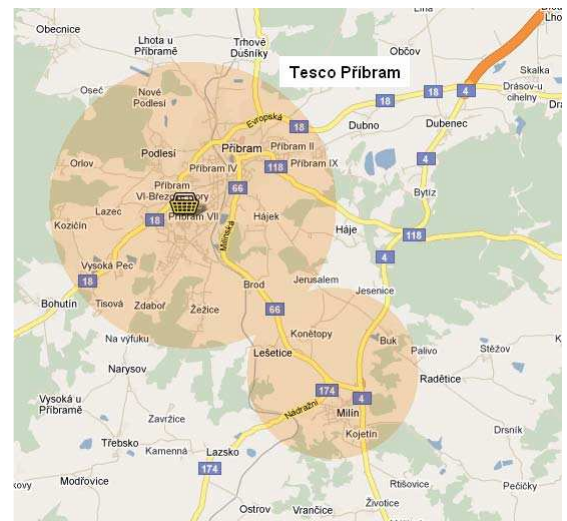
The target audience was defined as women 25- 45. This profile was represented by 11.161 telephone numbers provided by T-Mobile.

### Text of the SMS message

"\*Up to CZK 800 for loyalty in Tesco Pribram until 31.1.10. Plus a gift from a hostess for the first 1.000 customers showing this SMS until 13.12.09 (11AM- 7PM)."

### Motivating element

Each customer showing the SMS message received a chocolate as a gift.



### Results

During the campaign 7.886 customers were reached.

785 customers came to the store and received bonus vouchers with a gift. Each tenth customer responded to the message. The conversion rate was 9.95%.

### Used systems

beevendo - Location Based Services  
SMS Connect

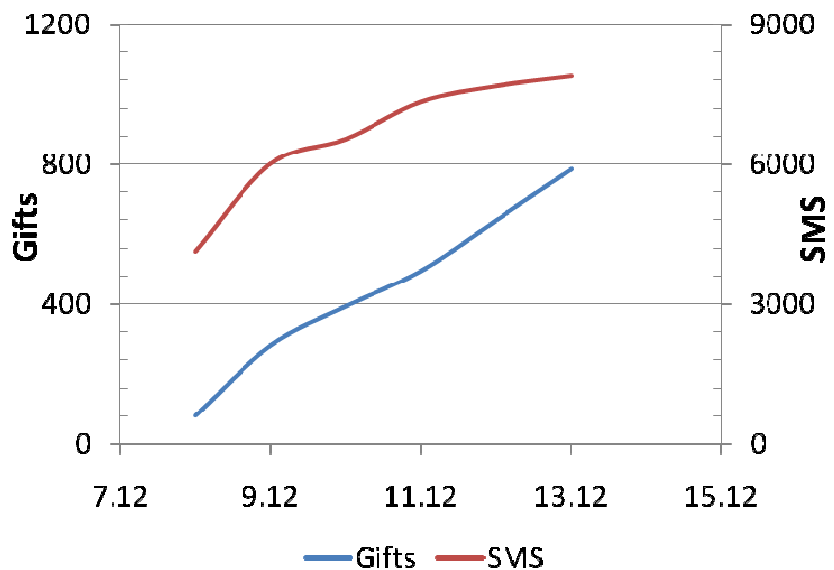
### Keywords

Location-Based Services  
Location-Based Mobile Marketing  
Push SMS  
Advertising message

### Evaluation of campaign

During the campaign a total of 7.886 messages was sent. This number is 70.66% of the total telephone numbers corresponding to the selected customer profile. The maximum number of messages sent per day was 4.141 messages and the average daily number of messages was 1.314. The maximum speed of sent messages per hour was 1.185 and the average speed of delivering messages was 168 messages per hour.

785 gifts were given out during the campaign which is 9.95% of the total number of sent messages. The maximum number of distributed gifts per day was 200 on Tuesday particularly and on average 131 gifts per day were given out.



Cumulative process of delivering SMS messages and giving out gifts during the campaign.

“The efficiency of the target-oriented messages surprised us pleasantly.”

Michal Stadler,  
Marketing Director,  
Tesco Stores CR

### Conclusion

The SMS campaign for the local Tesco was part of the campaign for getting new customers and keeping their permanent brand awareness. The campaign covered the local area of the Tesco. From the evaluation point of view the campaign was very successful because it managed to attract each tenth customer reached via the text message. Michal Stadler, Marketing Director, speaking about the success of the campaign adds: “We would like to use beevendo next year in our marketing activities.”

Tesco greatly appreciated the efficiency of reaching new customers and would like to go on using the beevendo system to support their further campaigns. Another important fact was that there were no negative reactions to the messages.

