

MediaCom UK lands Grand Prix for Excellence in Media Planning at Cannes Lions

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MediaCom UK's work for Tesco landed the Grand Prix for Excellence in Media Planning. We also received eight shortlist nominations, making MediaCom the most decorated media agency in the competition.

The Grand Prix campaign, Tesco's Food Love Stories, enabled the retail giant to turn food shopping from a functional to an emotional purchase. While competitors focused on food provenance, Tesco used its first food campaign in three years to celebrate "the food you love to cook for the people you love".

The message was spread via paid digital, out of home and radio, with data targeting ensuring the delivery of personalised stories to consumers. Owned media, including point-of-sale, recipe cards, email, print and digital helped spread the word.



The fully-integrated campaign delivered a 53% improvement in quality scores, making Food Love Stories Tesco's most effective campaign ever.

MediaCom worked with BBH London on the campaign with ITV Creative, Global Radio, Facebook and JCDecaux also providing production services.

"This is fantastic news, and I'm hugely proud of the UK team for winning the ultimate prize in our industry. Nor could I be happier for our client, Tesco, who worked in partnership with us to create this memorable campaign," said Stephen Allan, Worldwide Chairman and CEO of MediaCom. "Tesco's Food Love Stories combines great insight with fantastic business results and demonstrates how our Systems Thinking approach can help brands be both creative and effective in the way they invest their marketing budgets. I'm also thrilled by the geographical spread of our shortlisted work. From Vietnam to India, Australia to Belgium and Israel to Russia, we have ensured our clients get the same high quality of service in every market".

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