

Tesco adapts award-winning “Food Love Stories” campaign for lockdown

AWARD WINNING BRANDS COVID-19

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Amid the coronavirus pandemic, Tesco has launched their new ad to unify the nation through cooking.

Last night, during ITV's *Gordon, Gino and Fred's Road Trip*, Tesco's latest ad in their “Food Love Stories” campaign was launched. The ad features members of the general public cooking dishes that they then dedicate to a person they love but cannot physically be with right now.

The campaign encourages foodies to share their meals on social media using #FoodLoveStories. It will also be supported by out-of-home activity hailing the efforts of key workers as COVID-19 continues to disrupt the nation.

Since the lockdown, Tesco has pivoted their communications to helping the nation through these tough times and demonstrate how, now more than ever, Tesco is here to help. As the nation adjusts to a 'new normal', consumers have found new ways to communicate and spend time with each other, including cooking via virtual video calls; such methods have already featured in Tesco's "Love Food Stories: Nan's 'Long Distance' Roast Lamb".

Tesco's 'Dedications' ad will return next month with more Food Love Dedications submitted from people across the nation.

The "Food Love Stories" campaign was first launched in 2017 and has since won a Media Lion Grand Prix in 2018.

Creative by BBH and media handled by MediaCom UK.

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