

Merry Christmas everyone

Tesco unites with other UK supermarkets against racism



ASDA



Iceland

the food WAREHOUSE

Sainsbury's
live well for less
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Every little helps

#StandAgainstRacism

08 DEC 2020

Tesco joined up with Aldi, Asda, Co-Op, Iceland, Lidl, M&S and Waitrose to show a united front following the racist response to Sainsbury's Christmas ad.

In a first, and despite the traditional retail Christmas ad rivalry, the UK's leading supermarkets have joined together with Channel 4 to take over two primetime ad breaks in a united stand against racism. The move comes after Sainsbury's Christmas ad, Gravy Song, became the subject of racist comments on Twitter. Unfortunately, such bigotry is not an isolated issue in the industry, so Tesco and their fellow supermarkets wanted to show solidarity.

The ad break takeover aired on the evening of Friday, 27th November and ran all the participating supermarkets' ads back-to-back – a move that would traditionally be avoided.

The break also included the full version of Sainsbury's advert. All of the adverts were preceded by a statement from Channel 4 highlighting its stand against racism. The activity was further supported by participating brands' social media channels.

Read more about the campaign, which MediaCom supported Tesco in through media planning and buying, via Campaign [here](#).

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