

There's an Ocado Just For You

Ocado launches major multi-channel brand campaign featuring national television advert



08.05.21: Ocado, the online grocery retailer, today launches a major multi-channel brand campaign, *There's an Ocado Just For You*. Produced in partnership with St Luke's creative agency, the beginning of the campaign is to be marked by a new television advert which will be first aired at 9pm on Saturday 8th May 2021 across all mainstream TV channels.

With so much choice on [ocado.com](https://www.ocado.com), there really are no two Ocado baskets the same - something that has been cleverly reflected in the advert's visuals. The campaign showcases the fact that Ocado has the widest range of products in the industry at almost 50,000 - more choice than any other supermarket - whilst also celebrating Ocado's increase in capacity and the opening of delivery slots for current and new customers. The advert also reflects Ocado's new identity and signature colour, purple grape, that launched earlier this year, created with Jones Knowles Ritchie, the branding agency.

Ocado's extensive range includes household brand names, unique artisan producers, small and independent brands, award-winning Ocado own-label products including household essentials, and the widest range of Organic options. In addition, Ocado is the exclusive online home of the M&S food and drink range, featuring over 5,000 product lines. Recent additions to [Ocado.com](https://www.ocado.com) include a dedicated B-Corp aisle for eco-friendly brands and separate Rising Stars aisle formed to celebrate the small and independent suppliers that took part in the Ocado Rising Stars awards which invited customers to vote for their favourite up-and-coming brands.

From the extendable bread table folding out of the back of a Morris Minor van to a tractor filled with fresh fruit and vegetables to a whole frozen section behind a skiddoo, the advert is a playful take on the fact that Ocado proudly caters to any and all preferences. With media planning and buying orchestrated by Hearts & Science, Ocado's televised advert will be supported by a range of above-the-line media including radio adverts, print adverts and bus wraps. Digital media has been organised by mSix, using data-driven methods to amplify the campaign across search, social, display and video channels.

Filmed in December 2020, adhering to all relevant restrictions at the time, the production crew braved the December temperatures to visit eight different filming locations across the UK. The advert stars 57 animals including 28 sheep, cats and dogs and follows the journeys of seven unique Ocado branded vehicles, including a boat from the Isle of Wight, a vintage skiddoo from Scotland and a piaggio, as they make Ocado deliveries across the country.

Laura Harricks, chief customer officer at Ocado Retail says: "This is such an exciting step for us and we are delighted to have produced such a brilliant brand campaign that features a fantastic TV advert. This year is a big one for Ocado as we have already opened one new state-of-the-art Customer Fulfilment Centre and have another two more due to open later in the year, meaning more availability for more customers. We're looking forward to welcoming more people than ever to come and experience Ocado's terrific range, service, value and convenience. Our tagline captures the fact that Ocado caters for anybody and is unique for everybody - whether you prefer focaccia or just white sliced bread, There's an Ocado Just For You."

To book a delivery slot, please visit www.ocado.com

You can share your thoughts on our advert using the hashtag: #OcadoJustForMe

For more information on the campaign, please contact ocadoretail@tulchangroup.com

About Ocado Retail

Ocado Retail Ltd is a joint venture between Marks & Spencer Group and Ocado Group. It is responsible for Ocado.com and Ocado Zoom.

With over 725,000 active customers, we are the world's largest dedicated online supermarket. Customers benefit from an unbeatable range of over 49,000 products – including big-name brands, the M&S food and drink range, and Ocado Own Label products – unbeatable service, with more than 97% orders accurate and on-time, and the most sustainable grocery proposition with the lowest levels of food waste (0.04%) of any British grocer.

Every order is carefully packed in one of our distribution centres using world-

leading software and technology. Shopping is then delivered direct to customers using a network of regional spokes in one of our vans. Ocado developed the first grocery shopping app in 2010 and continues to develop and innovate to offer their customers the best possible experience.

About St Luke's

St Luke's is an independent, management owned creative agency that specialises in helping companies set a new agenda. Clients include: HEINEKEN: Old Mout, Bulmers; Diageo: Tanqueray, Zacapa; KP Snacks: Tyrrells, Popchips, KP Nuts, Dole, Mail Newspapers, Gu and Ocado.

About Hearts & Science

Hearts & Science UK is an agency of 85 people with billings of £100m and over 30 clients. (Hearts UK clients include GoCompare, Audible, UKTV, Ocado, Sanofi, Center Parcs, The Bill & Melinda Gates Foundation, Yakult, Ramsbury Single Estate, Thames Water, Freeview and SEGA.)

About Jones Knowles Ritchie

Jones Knowles Ritchie (JKR) is a design led creative company with offices in London, New York and Shanghai. The 300-strong team believe in designing brands from the idea out to drive growth, build distinctiveness and create engagement. Since its inception in 1990, JKR has partnered with companies including AB InBev, Burger King, Kraft Heinz and Mars Inc through to category disruptors Hippeas, Ugly and The Gut Stuff.

About mSix

With over 40 offices worldwide, m/SIX is backed by WPP, the world's largest communications agency network, and embraces a unique ownership structure between The&Partnership and GroupM. m/SIX specialises in driving commercial, as well as audience growth, in today's data and tech-led media landscape, and is an industry leader in transparency, martech and next-generation audience insight. Clients include Toyota, Lexus, News Corp, Britvic and TalkTalk.