

TESCO: ECO-SHOWCASE INTERACTIVE KIOSK

IF WE CAN DO IT, SO CAN YOU



Tesco will now be using the interactive kiosk interface as part of its **nationwide roll-out of eco-friendly stores.**

“Prospect helped Integrity bring to life detailed messaging through exciting and inspiring interactive content. The results have had broad appeal with Tesco customers and staff. Anja and Richard were great project partners; the perfect mix between on-screen creativity and practicality”

Edward Jeans, Project Director, Integrity

Problem

Tesco, the UK's leading retailer, committed to reducing its carbon footprint and wanted to communicate this initiative to UK consumers.

The benefits of Tesco's programme for in-store energy and resource conservation needed to reach a wide audience. Standard static collateral was not doing the job and a more engaging and memorable means of telling their eco-friendly story was desired.

Solution

The solution was to develop an interactive terminal with a touch screen display that would grab the attention of consumers immediately upon entering the store. Inspiring and entertaining, with easily navigated, punchy messages. Tesco wanted to not only demonstrate what it was doing, but also show consumers what they could do at home to help reduce their own carbon footprints.

The experience had to be appropriate to 4, as well as 44 year olds. Prospect proposed a bold, colourful approach that would deliver the messages in a fun, even humorous way, while still supporting the Tesco brand. The team developed content, interface design, interactions and code in parallel, going from concept to implementation in a tight, six-week time frame. The solution was delivered on time and within budget.

Impact

The interface was implemented in Tesco's Shrewsbury location and was an immediate hit with customers. Tesco will now be using the interface as part of its nationwide roll-out of eco-friendly stores.

See casestudy online
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IF WE CAN DO IT, SO CAN YOU

- Understand the target group
- Craft easy to understand messages
- Use humour to animate them in an engaging way
- Make navigation simple enough for children
- Provide inspiration to adults

