

WAITROSE QR CODES

JUNE 2013

Delivering welfare messages to consumers

Waitrose

BACKGROUND

The first Waitrose supermarket was opened in 1905 in Acton. Waitrose is owned by the John Lewis partnership who acquired the business in 1937. Today there are over 290 branches, dedicated to offering quality, value and customer service.

Waitrose employs over 52,000 Partners and has shops throughout England, Scotland and Wales. Locations range from high streets to edge of town sites and vary in size from just 7,000 square feet to approximately 56,000 feet. The John Lewis Partnership as a whole employs nearly 68,000 Partners and has a turnover in excess of £6 billion. As well as Waitrose, it runs 26 John Lewis stores, several manufacturing concerns and a farm.

Waitrose aims to combine the convenience of a supermarket with the expertise and service of a specialist shop. Waitrose have a strong relationship with the ethos of Compassion, having won the **'Most Compassionate Supermarket Award'** for the last two years.

COMMUNICATING HIGH WELFARE MESSAGES

Waitrose has a unique relationship with its farmers, supporting British agriculture in the care of animals to deliver superb quality through the highest welfare standards that really makes a difference. In a particularly competitive market place, Waitrose believe that communicating their higher welfare messages to its customers is of utmost importance.

The world is changing; speed and access to information at your fingertips is becoming the norm. The rise in the use of the tablet device and the use of smart phones is marking a shift towards cross platform digital media consumption.

It was identified that Waitrose could potentially use this new method of immediate information as a platform to communicate its unique pig supply chain.

RESEARCH AND DEVELOPMENT

Dalehead Foods are the dedicated supplier of pig meat products to Waitrose. As a dedicated supplier, they run an on-going series of Innovation Forums where new ideas are discussed and explored. It was following one of these forums that the concept of using QR Codes to communicate their higher welfare messages was born.

This concept was followed-up through research from IGD, Google and the employment of a specialist mobile marketing company, Mobile 5.

Some of the learning's from this research included:

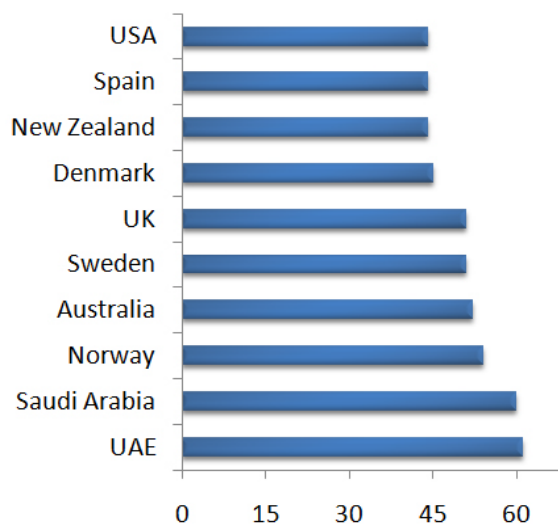
- Smartphone penetration in the UK is over 45% and rising 30% YoY. They also learned that consumers are increasingly using their phones to access the internet and in the UK over half of Smartphone users access the internet daily.
- One in ten UK Smartphone users owned a tablet device alongside their Smartphone.
- The connected shopper uses new mobile technology to enhance their shopping experience.

Waitrose's own figures showed that their customers had a higher penetration of smart phones and were more likely to use them for further information than the general public. It was also very clear that no one else in their competitive market was taking advantage of this technology as a form of communication.

The results of the research were presented to the Dalehead internal business team and Waitrose as a concept. Dalehead mocked-up some initial concept pieces exploring how key messages could be delivered through this technology.

It was of key importance that senior management at both Dalehead Foods and Waitrose bought into this project. Once presented with the data, both teams were very excited about the breadth and extent that this project could improve the communication of their unique welfare messages.

Global smartphone penetration⁽¹⁾



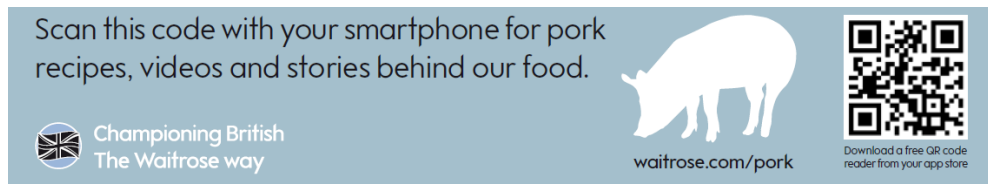
LAUNCHING THE QR CODE

The launch of the project was scheduled for June 2012 to coincide with the launch of the new Waitrose pig advertising campaign. The overall campaign was designed to engage with customers through a variety of channels, highlighting the lengths Waitrose go to, to ensure their pork is produced in the right way – even for everyday staples. Unlike some other supermarkets, high welfare values aren't simply applied to its most premium pork, sausages and bacon, and Waitrose wanted to ensure this was understood by its customers.

The QR codes were launched on pack and in store on the 4th July 2012. Every pork, bacon, gammon and sausage pack (excluding promotional packs), had a QR sticker applied:



Each category within the Waitrose store also had Point-of-Sale supporting the overall campaign:



Shoppers were able to scan the codes with their Smartphones to get an insight into the welfare conditions of the pigs and about the farm and farmers responsible for rearing them – as well as recipes and cooking tips.

A series of press releases backed up the campaign, explaining the thinking behind the initiative. Heather Jenkins, Director of Buying and Agriculture Strategy at Waitrose, said: *“At Waitrose we believe that animals should be able to express their natural behaviours and this marketing campaign highlights the lengths we go to, to ensure that our pork is produced in the right way – even for everyday staples.*

“In fact, 25 per cent of all outdoor bred pigs in Britain end up on the shelves of our supermarkets, which is a huge proportion when you consider that our market share of the grocery industry is 4.6 per cent. Our campaign is designed to engage our customers through a variety of channels and inspire them with some interesting ideas for cooking one of our great British products.”

BUSINESS BENEFITS

The trial project is still live and ongoing - but an initial indication of the number of scans and dwell times is below. This is a promising number of consumers to be actively seeking out further information on their pork products.

The obvious benefit for Waitrose is the continued dispersion of their message and credentials with customers and the hope that they will, in turn, increase other peoples' awareness.

| QR code | Scans 1 st week- 16 th July | Scans 2 nd week- 23 rd July | Scans 3 rd week- 30 th July | Scans 4 th week- 6 th August | Scans 5 th week- 13 th August | Scans 6 th week- 20 th August | Average dwell time |
|-------------------|---|---|---|--|---|---|--------------------------|
| WR kitchen | 1020 | 1082 | 1146 | 1176 | 1197 | 1214 | 1 min 25 seconds |
| Pork pack | 701 | 1130 | 1492 | 1844 | 2220 | 2499 | 16 seconds |
| Gammon pack | 49 | 83 | 127 | 176 | 209 | 233 | 14 seconds |
| Bacon packs | 136 | 416 | 816 | 1228 | 1751 | 2179 | 31 seconds |
| Sausages packs | 871 | 1740 | 2774 | 3359 | 4097 | 4741 | 37 seconds |

[To find out more about Waitrose pork click here.](#)

Compassion in World Farming

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