

# TESCO

## ATM ADVERTISING



**TESCO**  
CASH MACHINE  
CUSTOMER ENGAGEMENT



Click here to play

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Evaluations conducted by IRI Worldwide show a positive correlation between a visit to a Tesco cash machine, seeing a branded campaign on that machine and then the sales of the product being promoted. Not only do cash machines influence purchasing behavior on the featured product but there is also a halo effect on ROI and sales uplift on the brand as a whole and even on other brands within the company's portfolio. This is why so many brands include ATMs as part of their shopper marketing campaign schedules throughout the year. Whatever you're promoting (NPD, seasonal, competition, brand awareness and so on), we can help you plan a successful campaign to deliver results.

## Cash Still Matters!

The UK population are still withdrawing cash at ATMs:

**+ £1.5BN per week**

Source: LINK

Visits to ATMs are increasing post covid-19 restrictions being relaxed:

**+ 30M transactions per week**

Source: LINK

More and more people are going back to using cash:

**On average, 2 out of 3 people**

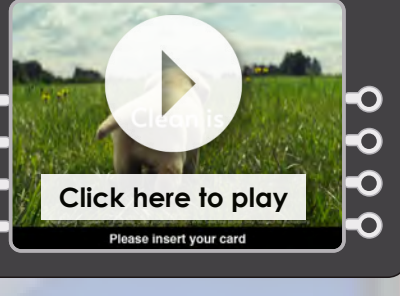
Source: LINK

## ATMs at Tesco

1

Attract plays as the customer approaches the ATM

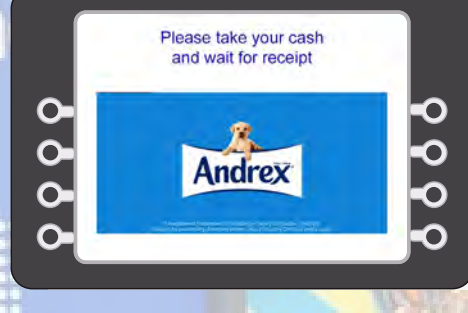
10 second animation



### TESCO ATM REACH

- 2,993 ATM screens at 2,802 stores
- 16.5m four weekly visits
- 19.8m four weekly advert impressions

High quality 1-2-1 engagement



2

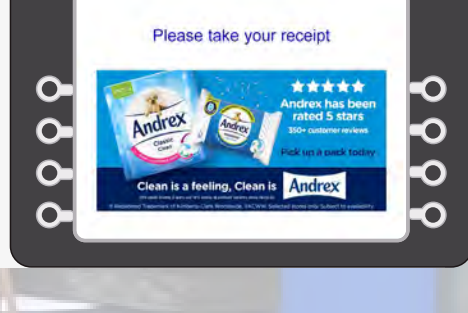
In-transaction plays as customers transaction is processed

5 second animation, loops up to 4 times

3

Thank you plays as cash is dispensed and receipt is printed

5 second static



43 seconds of dwell-time

100% share of voice



4

Printed branded receipt or coupon for customer to take away with them

## Targeting Opportunities



Target by time of day



Thermally activate your campaign



Target by gender



Add a coupon receipt



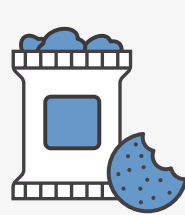
Ask customers an on-screen question

## A Media Channel That Delivers Results



### Dairy:

Featured brand **£0.11**;  
Brand sku's **£0.18**;  
Manufacturers product portfolio **£2.94**



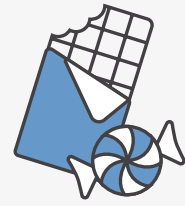
### Snacking:

Featured brand **£3.84**;  
Brand sku's **£4.67**;  
Manufacturers product portfolio **£8.62**



### Household:

Featured brand **£0.43**;  
Brand sku's **£0.73**;  
Manufacturers product portfolio **£2.11**;  
Category **£2.08**



### Confectionery:

Featured brand **£0.27**;  
Brand sku's **£0.79**;  
Manufacturers product portfolio **£2.14**



### Soft Drinks:

Featured brand **£3.56**;  
Brand sku's **£3.56**;  
Manufacturers product portfolio **£4.02**



### Health & Beauty:

Featured brand **£0.34**;  
Brand sku's **£0.58**;  
Category **£3.39**

Source: IRI Worldwide

Please contact the team for more information related to your category/categories

"Tesco has one of the largest ATM networks in the UK, with cash machines in over **2,800 stores** across the UK. While our estate makes up **6% of the UK's machines** we command a **15% share** of all cash withdrawals and process an average of **500,000 customer transactions** every day! Having our ATMs in the UK's largest retailer means we are twice as busy as other cash access points. The impact of the Covid pandemic has reduced the demand for cash, yet the last 18 months has strengthened our view that customers value the convenience of being able to access their cash whilst collecting their Tesco shopping, rather than the distance to an alternative.

It is estimated that between five and eight million people are still dependent on cash in the UK, and life's needs, be it paying the window cleaner, hairdresser, buying goods on Facebook Marketplace or the kids' pocket money. **1 in 4 transactions in our stores are paid in cash**, and our customers mix between cash and card depending on the nature of the shop. The size of both our retail and ATM business means that Tesco plays an important part in the UK's cash strategy and, for this reason, we continue to invest in the latest ATMs, signage and software to ensure customers can access their cash in the best location and with an enhanced customer experience."

**Duane Campbell, Head of ATMs, Tesco Bank**

For further information or to discuss a campaign please contact atmAd Sales Team

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