



Case Study: Tesco



Objective

Brand Awareness for Tesco Whoosh which allows customers to access a greater range of products including: Groceries, Garden, Sports, Leisure (...)

Strategy

Standard display formats (ROS) with 100% SoV across Disabled United for the initial burst of the campaign accompanied with a brand uplift study.

Results

Disabled United were expected to hit a minimum of 1,000,000 impressions, 70% viewability and a 0.2% CTR.

1,170,309 Impressions were delivered within the given time frame, resulting in a viewability rate of 90.5% & delivering a total of 5,300 clicks with a 0.45% CTR.

Disabled United Audience

Demographics

Disability Types

- 29% Mobility/Wheelchair users
- 8% Cognitive
- 5% Vision Impairment
- 6% Hearing Impairment
- 23% Carer
- 29% No disability

Age Distribution

- 34% 18-34
- 28% 35-49
- 38% Over 50

Key Statistics

- 65% Female, 35% Male
- 2.8M unique UK users monthly
- £28,200 average personal income

Audience Interests and Lifestyle



Home Ownership

29% own a home, with 10% over 50 - prime for home-related purchases



Family Life

39% married, 31% have children, 55% own pets



Travel

One-third of disabled audience travel abroad annually



Entertainment

High interest in TV series, sports, and new TV promotions

Media Activation Strategy



1

Display Formats

Standard display (ROS) and Outstream video with 75% SoV

2

Brand Uplift Study

Brand uplift study conducted to measure the impact of the campaign on brand awareness and sentiment.

3

Homepage Takeover

100% SoV takeovers across DU utilisation historical traffic data & capitalising on spikes when aligned with specific editorial pieces.

4

Campaign Metrics

Minimum 4,249 clicks, 1,000,000 impressions delivered



Key Takeaways

Growing Market

12.2 million disabled individuals in the UK with significant spending power

Diverse Interests

Home, travel, entertainment, and family-oriented products align with audience needs

Loyal Customer Base

93% would revisit accessible and inclusive businesses

Proven Results

Successful campaigns for Stannah, Trustford, and Toyota demonstrate effectiveness



Join Our Growing Ranks of Prestigious Partners

In the very near future, companies that do not have 100% accessible and inclusive diversity policies will be entirely a thing of the past.

So, rather than getting left behind, join the ever-growing ranks of companies who realise that not only is being compassionate and inclusive the right thing to do, it's also the most practical and profitable thing to do.

Visit us online at: www.disabledunited.com

Here is a selection of great companies that are proud to work with Disabled United.



Join them and be in great company!