

# Sainsbury's Café Nectar Messaging

Ideation

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# The challenge



## Job description

Overview of campaign

Café participation of Nectar is circa 58%, which is below average for Sainsbury's. We want to grow our Nectar participation as part of our strategy to increase loyalty and in the future, we're reviewing the opportunity to offer Nectar prices in the cafe.

Tesco's have POS in the café asking customers to swipe their Clubcards and we want to utilise the digital screens in the café to activate this.

## Copy objectives

- Replicate the Nectar screen below for use in the Café
- In the circle – **“Collect and spend your points in the Café”**
- Copy underneath – **1 point per £1** Requirements



**What do they say?**

# Competitor snapshot

Waitrose



Tesco



Costa



Starbucks



M&S



# The ideas

# Collect & spend

# **Collect and spend Nectar points**

Bag 1 point per £1 spent in the cafe.

**Stopped for a coffee?**  
Collect and spend Nectar points.

**Time for a cuppa?**

Collect and spend Nectar points.

**Spend**

**Buying brekkie?**  
Pay with Nectar points.

**Collect**

**I call that lunch**  
Bag 1 Nectar point per £1  
spent in the cafe.

**Sip. Snack. Swipe Nectar points.**  
Bag 1 point per £1 spent in the cafe.

# All the ideas

**Collect and spend Nectar points**

Bag 1 point per £1 spent in the cafe.

**Stopped for a coffee?**

Collect and spend Nectar points.

**Time for a cuppa?**

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**Buying brekkie?**

Pay with Nectar points.

**I call that lunch**

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**Sip. Snack. Swipe Nectar points.**

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