

Tesco

Tesco drives brand lift for Whoosh with immersive Candy Crush Saga experiences



The Goal

Tesco wanted to build awareness and consideration for Whoosh, its on-demand grocery delivery service, among highly engaged audiences.

As a relatively new convenience offering within Tesco's broader retail ecosystem, Whoosh needed an opportunity to stand out and demonstrate its value in a memorable way.

The team sought an immersive environment where consumers would be actively engaged, allowing Tesco to showcase the speed and convenience of the service beyond a traditional ad impression. The objective was not only to increase awareness of Whoosh, but also to help consumers better understand the offering, strengthen brand perceptions, and ultimately drive intent to use the service.

The Solution

Tesco partnered with Candy Crush Saga to bring Whoosh to players through a coordinated suite of immersive ad experiences.

- [Rewarded Video](#) introduced the service and built awareness.
- An interactive [Playable](#) experience showcased the convenience of on-demand grocery delivery.
- In-Game Gifts reinforced the brand through memorable, rewarded moments.
- [Rewarded Portal](#) provided a dedicated destination where players could continue engaging with Whoosh in exchange for rewards.

Together, the experiences created a connected journey across multiple player touchpoints.

The Results

46.8%

Point lift in
Ad Recall

28.3%

Point lift in
Brand Awareness

5.6%

Point lift in
Action Intent

