# Waitrose’s giant 3D kebab billboards and bold price cuts redefine summer food marketing in London



Retailers are increasingly deploying creative tactics to capture consumer attention, and Waitrose’s latest summer campaign is a vivid example of this trend. Teaming up with Wonderhood Studios, MG OMD, Grand Visual, and Talon, Waitrose has installed two striking billboards in London—one in Camden and another at Westfield White City—that feature giant 3D kebab skewers breaking through the posters. This eye-catching stunt anchors their summer campaign titled "Anything is a kebab if you put a skewer through it!" aimed at encouraging customers to experiment with summer foods in a spontaneous, fun way.

The campaign, aptly named "Let your summer side out," embraces the relaxed nature of the season where mealtimes become flexible due to impromptu gatherings and a looser schedule. It invites shoppers to rethink their food choices by using seasonal produce and highlights the joy of playful, unexpected meals. According to Nathan Ansell from Waitrose, the campaign is about encouraging spontaneity and fun around food during the summer months. Jack Croft of Wonderhood, one of the creative minds behind the idea, confirmed the concept’s playful notion that nearly anything can be turned into a kebab with a skewer. Grand Visual facilitated the creation and installation of the 3D food items, ensuring they look realistic from all angles to maximise impact and engage passersby.

The choice of Camden and Westfield White City as billboard locations was strategic, selected by media buyers Talon to reach Waitrose’s key customer demographic who frequent these bustling areas. Geraldine Ridgway from MG OMD explained that the large-format billboards were designed to stop people in their tracks and embody the campaign’s focus on sparking spontaneity during the summer. The campaign’s integration across different platforms reinforces a message of seasonal enjoyment and adventurous eating.

Complementing this playful summer campaign, Waitrose has also been making significant moves on pricing to attract customers. At Westfield White City, the supermarket recently unveiled another prominent 3D billboard promoting its £100 million investment in price cuts across hundreds of products. This extensive initiative includes over 200 items, ranging from cupboard essentials like British butter and tomato ketchup to summer barbecue staples such as British cocktail sausages, salads, and ice cream. About half of these products have been reduced by at least 10%, underscoring Waitrose’s attempt to balance lower prices with its commitment to quality and ethical sourcing, including supporting British farmers and sourcing higher welfare meat.

The price cut campaign is backed by a broad integrated marketing push from adam&eveDDB and MG OMD, spanning TV, press, radio, digital, social media, and out-of-home advertising. The strapline "New Lower Prices on hundreds of your favourites" features prominently, reflecting Waitrose’s aim to communicate value without compromising its well-established standards. However, not all of the supermarket’s outdoor marketing has gone smoothly; a recent "wonky" billboard in Wandsworth, designed to highlight falling prices with a tilted structure, was fenced off by local council staff over safety concerns. The incident prompted a lighthearted response from Waitrose on social media, underscoring the challenges that can come with adventurous advertising.

Together, these campaigns paint a picture of a retailer actively seeking to engage consumers through innovation and value. From playful, large-scale 3D installations that celebrate the joy of summer food, to a serious commitment to price reductions without sacrificing core quality values, Waitrose is striving to keep its brand fresh and appealing in a competitive market. Whether it’s a giant kebab skewer in Camden or a bold price cut billboard in White City, the underlying message is clear: summer is the time to be spontaneous with food, and Waitrose wants to be the destination of choice for diners inspired by that spirit.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.creativeboom.com/news/two-giant-kebabs-take-over-london-as-waitrose-serves-up-its-summer-campaign/), [[7]](https://lbbonline.com/news/Waitrose-Invites-the-UK-to-Let-Your-Summer-Side-Out)
* Paragraph 2 – [[1]](https://www.creativeboom.com/news/two-giant-kebabs-take-over-london-as-waitrose-serves-up-its-summer-campaign/), [[7]](https://lbbonline.com/news/Waitrose-Invites-the-UK-to-Let-Your-Summer-Side-Out)
* Paragraph 3 – [[1]](https://www.creativeboom.com/news/two-giant-kebabs-take-over-london-as-waitrose-serves-up-its-summer-campaign/), [[7]](https://lbbonline.com/news/Waitrose-Invites-the-UK-to-Let-Your-Summer-Side-Out)
* Paragraph 4 – [[2]](https://www.johnlewispartnership.media/pressrelease/waitrose/details/16695), [[3]](https://retailtimes.co.uk/waitrose-boosts-marketing-campaign-with-new-3d-billboard-in-london-to-mark-more-than-200-price-cuts/), [[4]](https://ethicalmarketingnews.com/waitrose-boosts-marketing-campaign-with-new-3d-billboard-in-london), [[5]](https://www.marketing-beat.co.uk/2023/06/27/waitrose-price-cut-campaign/)
* Paragraph 5 – [[2]](https://www.johnlewispartnership.media/pressrelease/waitrose/details/16695), [[3]](https://retailtimes.co.uk/waitrose-boosts-marketing-campaign-with-new-3d-billboard-in-london-to-mark-more-than-200-price-cuts/), [[4]](https://ethicalmarketingnews.com/waitrose-boosts-marketing-campaign-with-new-3d-billboard-in-london), [[5]](https://www.marketing-beat.co.uk/2023/06/27/waitrose-price-cut-campaign/), [[6]](https://www.theguardian.com/business/2024/apr/27/wonky-waitrose-billboard-fenced-off-by-london-council-as-stunt-backfires)
* Paragraph 6 – [[1]](https://www.creativeboom.com/news/two-giant-kebabs-take-over-london-as-waitrose-serves-up-its-summer-campaign/), [[2]](https://www.johnlewispartnership.media/pressrelease/waitrose/details/16695), [[3]](https://retailtimes.co.uk/waitrose-boosts-marketing-campaign-with-new-3d-billboard-in-london-to-mark-more-than-200-price-cuts/), [[7]](https://lbbonline.com/news/Waitrose-Invites-the-UK-to-Let-Your-Summer-Side-Out), [[6]](https://www.theguardian.com/business/2024/apr/27/wonky-waitrose-billboard-fenced-off-by-london-council-as-stunt-backfires)

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## Bibliography

1. <https://www.creativeboom.com/news/two-giant-kebabs-take-over-london-as-waitrose-serves-up-its-summer-campaign/> - Please view link - unable to able to access data
2. <https://www.johnlewispartnership.media/pressrelease/waitrose/details/16695> - Waitrose has unveiled a striking new 3D billboard in London's Westfield White City as part of its integrated marketing campaign. This initiative highlights the supermarket's new price cuts across hundreds of products, including cupboard staples and summer items. The campaign is part of a £100 million investment, with half of these products now at least 10% cheaper, without compromising on quality or Waitrose's values, such as sourcing higher welfare meat and supporting British farmers. The campaign features the strapline 'New Lower Prices on hundreds of your favourites' across various media platforms.
3. <https://retailtimes.co.uk/waitrose-boosts-marketing-campaign-with-new-3d-billboard-in-london-to-mark-more-than-200-price-cuts/> - Waitrose has enhanced its marketing campaign with a new 3D billboard in London's Westfield White City, marking over 200 price cuts across hundreds of products. The campaign, part of a £100 million investment, includes items like British butter, tomato ketchup, Fairtrade golden caster sugar, British cocktail sausages, salads, and ice cream for summer barbecues and picnics. Half of these products are now at least 10% cheaper, maintaining Waitrose's commitment to exceptional quality and values, including sourcing higher welfare meat and supporting British farmers. The campaign features the strapline 'New Lower Prices on hundreds of your favourites' across various media platforms.
4. <https://ethicalmarketingnews.com/waitrose-boosts-marketing-campaign-with-new-3d-billboard-in-london> - Waitrose has unveiled a new 3D billboard in London's Westfield White City as part of its integrated marketing campaign, highlighting new price cuts across hundreds of products. The campaign is part of a £100 million investment, with half of these products now at least 10% cheaper, without compromising on quality or Waitrose's values, such as sourcing higher welfare meat and supporting British farmers. The campaign features the strapline 'New Lower Prices on hundreds of your favourites' across various media platforms.
5. <https://www.marketing-beat.co.uk/2023/06/27/waitrose-price-cut-campaign/> - Waitrose has unveiled a giant 3D billboard in London's Westfield White City to promote its latest price cuts and boost its integrated marketing campaign. Created by communications company adam&eveDDB, the striking billboard is one of an array of elements that form the campaign and features the strapline; 'New Lower Prices on hundreds of your favourites'. Following a record-breaking £100 million investment, the upmarket supermarket chain is promoting its commitment to offering 200 new lower prices through a campaign that will run on TV and in press (including front page strips in national papers) radio, digital, social media and OOH advertising. The supermarket claims to have made at least half of these products 10% cheaper without compromising on quality or Waitrose value, which includes sourcing higher welfare meat and commitments to British farmers.
6. <https://www.theguardian.com/business/2024/apr/27/wonky-waitrose-billboard-fenced-off-by-london-council-as-stunt-backfires> - A Waitrose billboard erected in a wonky fashion as a marketing stunt was fenced off by council staff amid public safety fears. The retailer erected an askew billboard on Lindore Road, in Wandsworth, south-west London, in a nod to its falling prices. The billboard, depicting a downwards arrow flanked either side by food items, was accompanied by text that read: 'Well, this is good – new lower prices on hundreds of your favourites.' While the message to customers was that prices were on the way down, this did not translate across the board, with public concern prompting Wandsworth council to erect fencing around the billboard. The move provoked a lighthearted reaction from the retailer on X. In a post, which tagged the council, it said: 'Thanks for the swift action but while our prices are falling rapidly, our billboard certainly isn’t!'
7. <https://lbbonline.com/news/Waitrose-Invites-the-UK-to-Let-Your-Summer-Side-Out> - Waitrose has partnered with independent creative agency Wonderhood Studios to create a Summer campaign that stands out from the usual seasonal fare. The work follows Wonderhood Studio’s social division Wonderhood Makers’ successful Christmas and Easter social media campaigns for the retailer. The campaign 'Let your summer side out' is centred on the insight that during the summer, flexible mealtimes, impromptu get togethers and a more relaxed schedule changes the way we eat in the UK. Seasonal produce is also explored as people are encouraged to let spontaneity lead their food lives, with images which hero the feeling of summer fun and make the best of the Waitrose summer product range and seasonal fresh produce.