# Lidl seeks Scottish voice for self-checkouts in local engagement push



Lidl is embarking on an innovative venture by inviting Scottish customers to audition for the voice of its self-checkouts across Scotland. This initiative not only aims to provide a distinctive audio experience but also to reinforce the supermarket's commitment to local engagement. By seeking an "unexpected Scottish voice in the bagging area,” Lidl is acknowledging the cultural significance of integrating local identity into everyday shopping interactions.

This move mirrors industry trends where personalisation enhances customer engagement. Recently, Tesco launched a similar campaign that allowed shoppers to audition for the voice of its self-service checkouts through TikTok. This approach, which garnered significant online attention and a wide pool of candidates, reflects a growing interest in involving customers in brand experiences. Tesco's initiative, which attracted over 3,000 auditions and received more than 46.1 million views on social media, underscores the effectiveness of interactive marketing strategies in today’s digital landscape.

Further aligning with contemporary shopping trends, Lidl has also implemented card-only payments at its self-checkouts in certain Scottish stores, streamlining operations and embracing modern payment methods. This transition indicates a broader shift within retail sectors towards more security and efficiency, providing a smoother checkout experience for customers. While cash transactions remain available at staffed tills, the decision to focus on card payments at self-checkouts enhances the speed and convenience of shopping.

In addition to technological and experiential innovations, Lidl’s local approach is part of a wider strategy to foster deeper connections with Scottish customers. Engaging the community through unique promotional activities embodies a multifaceted approach to retail that combines tradition, modernity, and locality. The ongoing popularity of interactive campaigns reflects consumers' desire to be part of the brands they love, which not only enhances loyalty but also revitalises the shopping experience.

Lidl's commitment to merging local flavour with modern technology illustrates a thoughtful response to evolving consumer expectations, with efforts to personalise the shopping environment while adapting to contemporary payment models. This blend of tradition and innovation is essential for retailers aiming to thrive in a competitive landscape.

As Lidl seeks the unique voice of its customers, it appears set to continue leading in the ways that supermarkets can meaningfully enhance the retail experience while also staying attuned to the needs and preferences of the local community.

### Reference Map

* Paragraph 1: [[1]](https://www.thegrocer.co.uk/news/lidl-invites-scots-customers-to-audition-to-be-the-voice-of-its-scottish-self-checkouts/704302.article), [[2]](https://www.thegrocer.co.uk/news/lidl-invites-scots-customers-to-audition-to-be-the-voice-of-its-scottish-self-checkouts/704302.article)
* Paragraph 2: [[4]](https://www.thegrocer.co.uk/tesco/tesco-on-tiktok-shoppers-invited-to-be-new-voice-of-the-checkout/671807.article), [[5]](https://www.grocerygazette.co.uk/2022/11/24/tesco-new-self-checkout-voice/)
* Paragraph 3: [[3]](https://www.scotsman.com/news/uk-news/the-major-change-being-introduced-at-many-lidl-stores-across-scotland-4781867)
* Paragraph 4: [[2]](https://www.thegrocer.co.uk/news/lidl-invites-scots-customers-to-audition-to-be-the-voice-of-its-scottish-self-checkouts/704302.article), [[7]](https://www.thegrocer.co.uk/news/lidl-invites-scots-customers-to-audition-to-be-the-voice-of-its-scottish-self-checkouts/704302.article)
* Paragraph 5: [[1]](https://www.thegrocer.co.uk/news/lidl-invites-scots-customers-to-audition-to-be-the-voice-of-its-scottish-self-checkouts/704302.article), [[3]](https://www.scotsman.com/news/uk-news/the-major-change-being-introduced-at-many-lidl-stores-across-scotland-4781867)

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## Bibliography

1. <https://www.thegrocer.co.uk/news/lidl-invites-scots-customers-to-audition-to-be-the-voice-of-its-scottish-self-checkouts/704302.article> - Please view link - unable to able to access data
2. <https://www.thegrocer.co.uk/news/lidl-invites-scots-customers-to-audition-to-be-the-voice-of-its-scottish-self-checkouts/704302.article> - Lidl is seeking a distinctive Scottish voice for its self-checkouts in Scotland. The supermarket chain is inviting Scottish customers to audition for this role, aiming to enhance the shopping experience with a local touch. This initiative reflects Lidl's commitment to community engagement and personalized service in its Scottish stores.
3. <https://www.scotsman.com/news/uk-news/the-major-change-being-introduced-at-many-lidl-stores-across-scotland-4781867> - Lidl has implemented a significant change in its Scottish stores by converting self-checkouts to card-only payments. Signs have been placed in some shops indicating that self-checkouts now accept only card payments, while cash transactions remain available at staffed tills. This move aligns with the retailer's efforts to modernize payment systems and streamline the checkout process.
4. <https://www.thegrocer.co.uk/tesco/tesco-on-tiktok-shoppers-invited-to-be-new-voice-of-the-checkout/671807.article> - Tesco has launched a TikTok campaign inviting shoppers to audition for the new voice of its self-service checkouts. Participants are encouraged to duet with Tesco's original TikTok video and include the hashtag #TescoVoiceOfCheckout for a chance to win 10,000 Clubcard points. This innovative approach aims to engage customers and personalize the shopping experience.
5. <https://www.grocerygazette.co.uk/2022/11/24/tesco-new-self-checkout-voice/> - Following a viral TikTok competition, Tesco has selected a new voice for its self-checkouts. The winner, 27-year-old veterinary surgeon Izzy, will now be heard on self-service machines across nearly all Tesco stores. The competition attracted over 3,000 auditions and garnered more than 46.1 million views under the hashtag #tescovoiceofcheckout.
6. <https://www.bbc.com/news/uk-england-derbyshire-53741531> - Lily Taylor-Ward, a checkout assistant at Lidl in Sandiacre, Derbyshire, gained national attention for her operatic performances outside the supermarket. Her singing sessions, initially during the Thursday night clap for carers, attracted a large following, leading to her performance for Captain Sir Tom Moore's 100th birthday.
7. <https://www.thegrocer.co.uk/news/lidl-invites-scots-customers-to-audition-to-be-the-voice-of-its-scottish-self-checkouts/704302.article> - Lidl is seeking a distinctive Scottish voice for its self-checkouts in Scotland. The supermarket chain is inviting Scottish customers to audition for this role, aiming to enhance the shopping experience with a local touch. This initiative reflects Lidl's commitment to community engagement and personalized service in its Scottish stores.