

Kevin solves Aldi's Christmas Problem

“Best use of TV and...”



Aldi: an Irish institution

Almost 4,000 employees across
137 stores

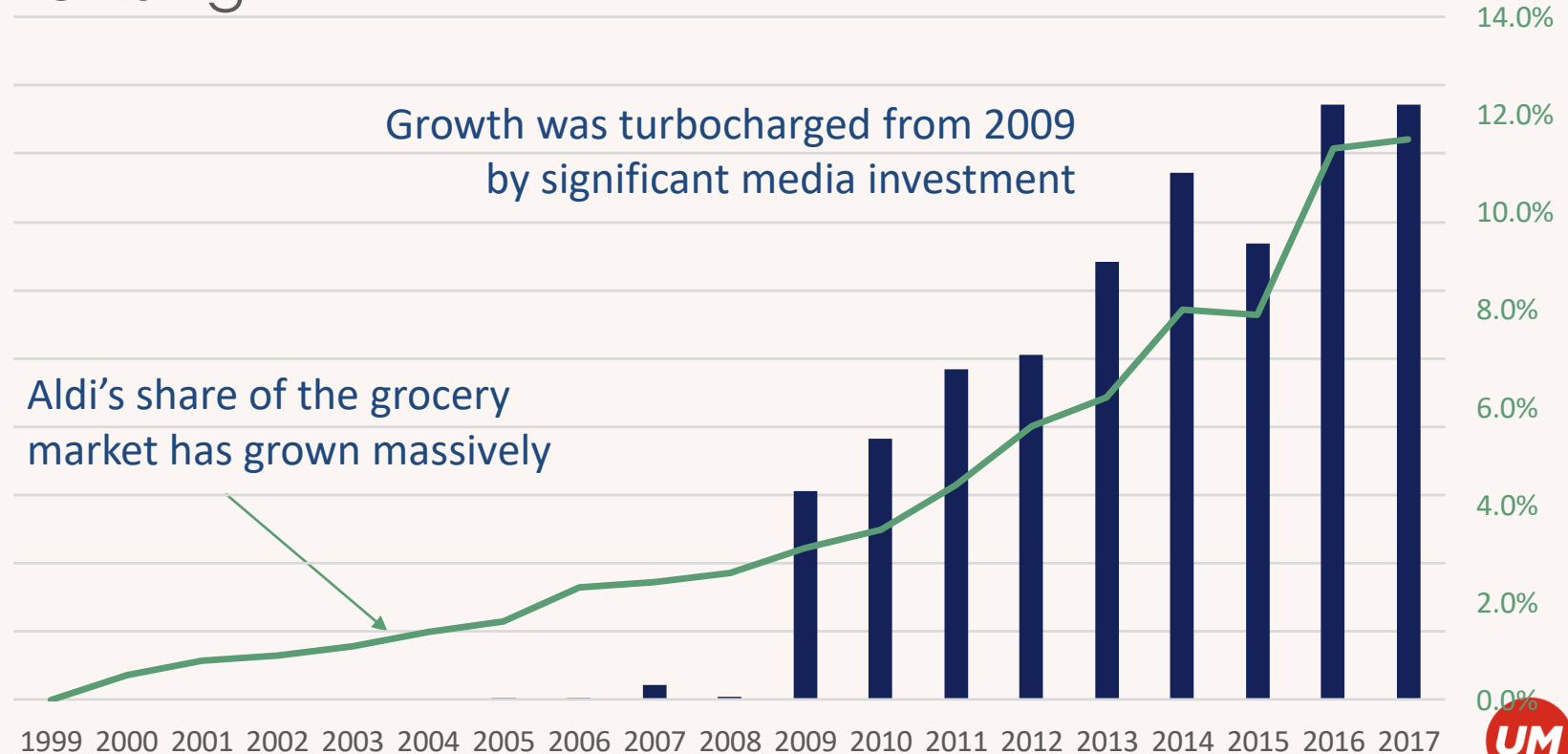
Over 4m shopping trips each
month

Proud sponsor of the IRFU,
supporting rugby from the
grassroots to the World Cup

Named Ireland's top brand by
YouGov's BrandTracker



A success story driven in part by investing in advertising



Aldi's Christmas problem

DUNNES
STORES

TESCO
IRELAND



SuperValu
Real Food, Real People



LIDL

UM

So how do you combine the everyday with the fantastical?



Making that vegetable work as hard as possible

TV & VoD



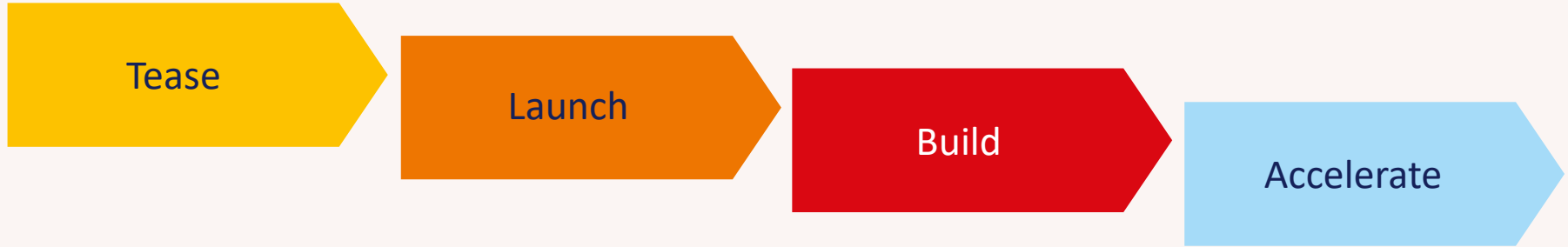
Press

OOH

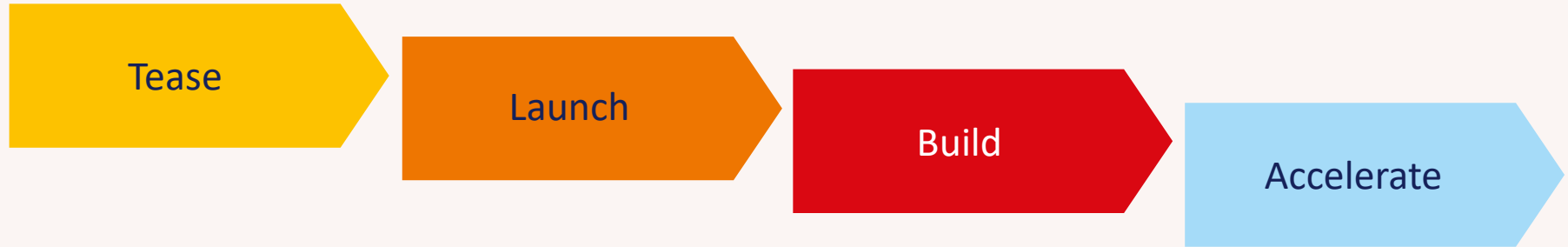


Instore & Brochure

Phasing the media activity

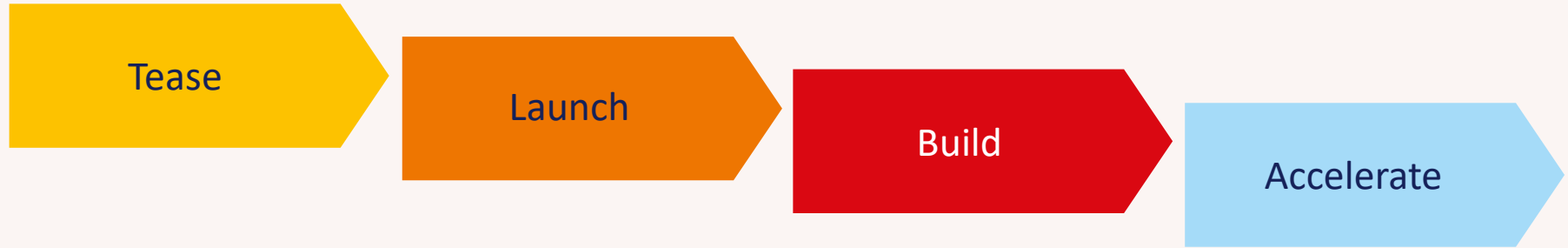


Phasing the media activity



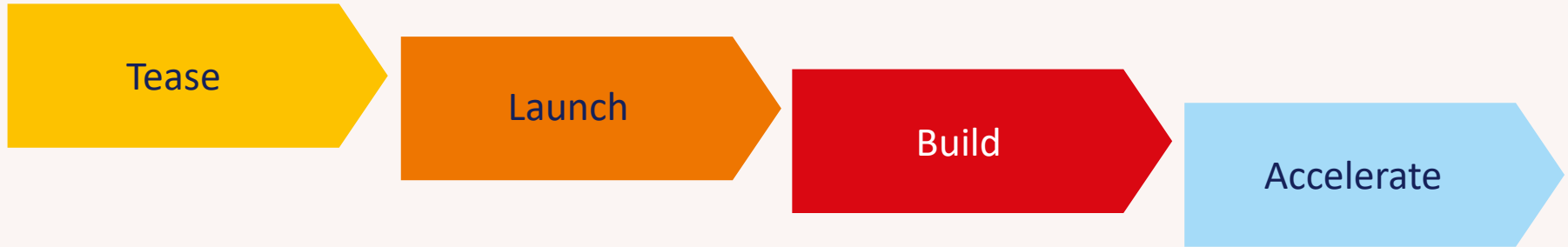
- Pique interest
- Minimal spend behind this phase
- Initially PR and press; TV used in 2018

Phasing the media activity



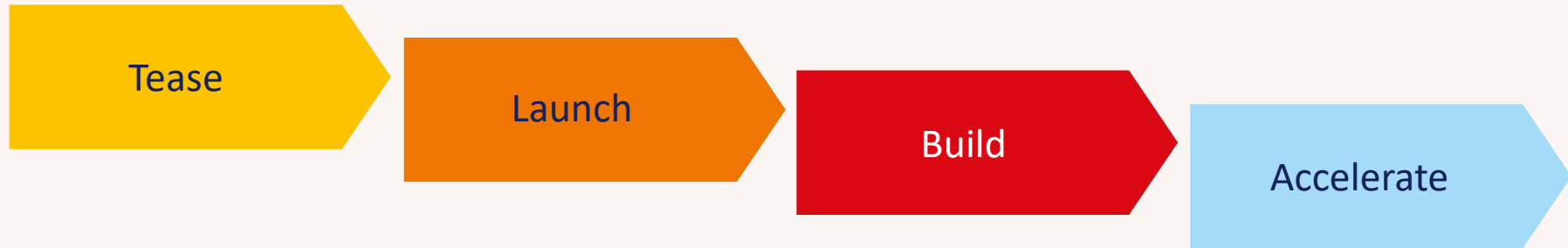
- Start with longer second length to create narrative
- *Not product specific at this stage*
- Strong mix to deliver 80%+ reach in first few days
- Get the right shows (Christmas, cooking, family)
- **Co-ordinate media for maximum effect**

Phasing the media activity



- Structure on a day-by-day basis across all media
 - Product-specific copy
 - Each copy at efficient but effective weight
- Maintain weight in late November / early December

Phasing the media activity



- Higher weight levels to drive into key weeks
- Use *Top & Tail* activity in a structured way
 - All about quality & sequencing
- Structure activity to support products available in store
- Ramp up targeted VoD

Success! Now, do it again (only better)



Kevin and his family have become retail stars in their own right

