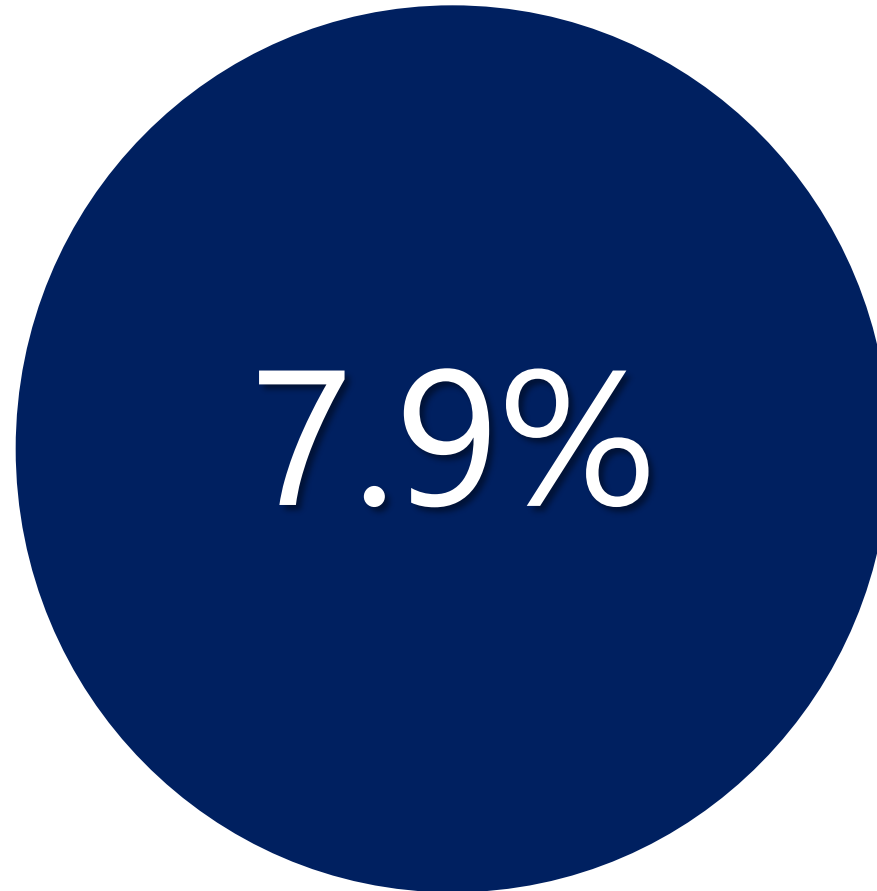


Lidl Vs Goliath

Best Ongoing Use of TV

Lidl's market share in 2014



The early days



How could we demonstrate
that power?

Choose to live a little



Choose to live a little





+7%
Sales increase

Homecoming



Homecoming



Our Christmas planning

Determining our
SOV

Setting the
effective
frequency

Mindset mapping

What was our next move?

Consistency of message



269
2014

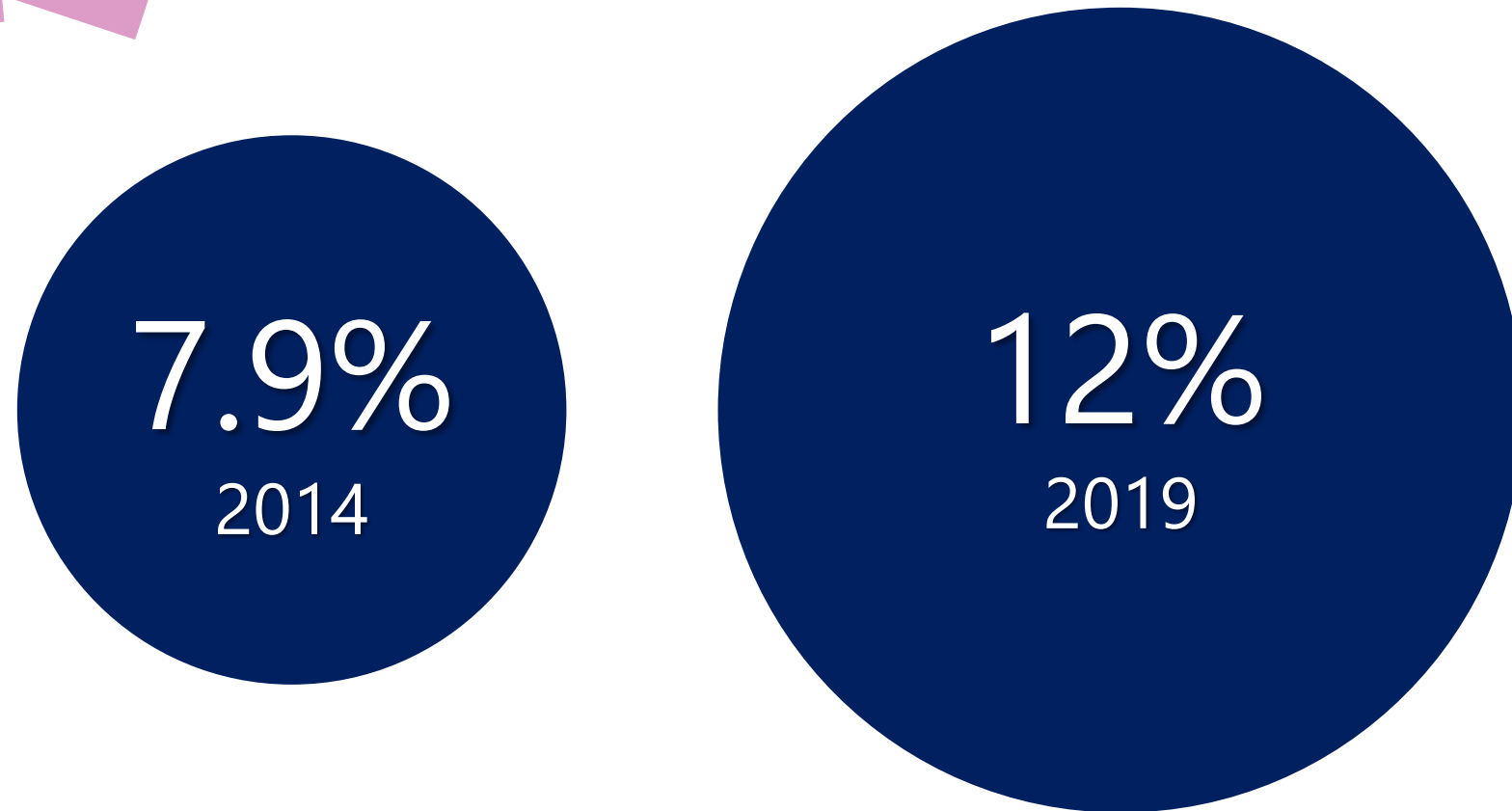
We needed to shift our focus,
stop shouting about everything
and concentrate on what was
important.

**Role of
Media**

**Consistency
of message**

**The
science
behind the
plan**

Lidl's market share in 2019



Thank You!