



BEST CREATIVE MEDIA USE

ALDI, GAME ON



A CHALLENGING BRIEF

WHAT

The Launch of the 4th edition of ALDI's Emoji campaign

WHY

ALDI wanted to ignite children's creativity, envisioning the Emoji puppets as more than just collectibles, but as tools for imagination.

WHEN

The first phase of the Emoji campaign.

BUDGET

The limited media budget of €25.000.





WHY WE DESERVE AN AMMA

1.

A CHALLENGING BRIEF

Despite the challenges of limited time, finding a suitable contact point and a modest budget of €25.000, we created an exciting experience for our target audience.

2.

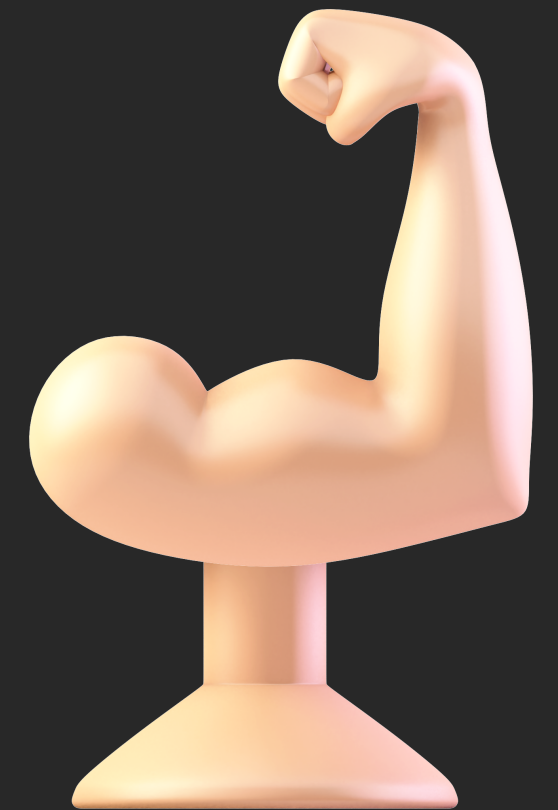
PERFECTLY ADAPTED TO THE AUDIENCE

By blending gaming and influencer collabs, we crafted an experience that resonated deeply with our target audience, while meeting ALDI's objectives of triggering the imagination around emojis.

3.

REACHING OUR TARGET WITHIN THE GAMING COMMUNITY

The surge in active players during the campaign was a testament to the captivating nature of our 'Obby', drawing in new participants even after its conclusion.





STAGE 8
medium

THX

People	Count
White	4
frosz	4
Dark blue	-
Bright blue	-