



MAXIMIZING THE MOMENT

ALDI'S AMBITION TO EXCEL DURING THE HOLIDAYS

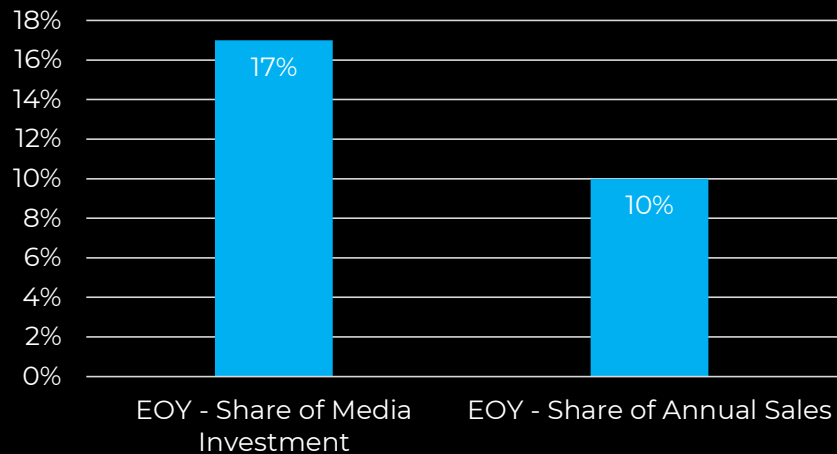




End Of Year, a key period for the category

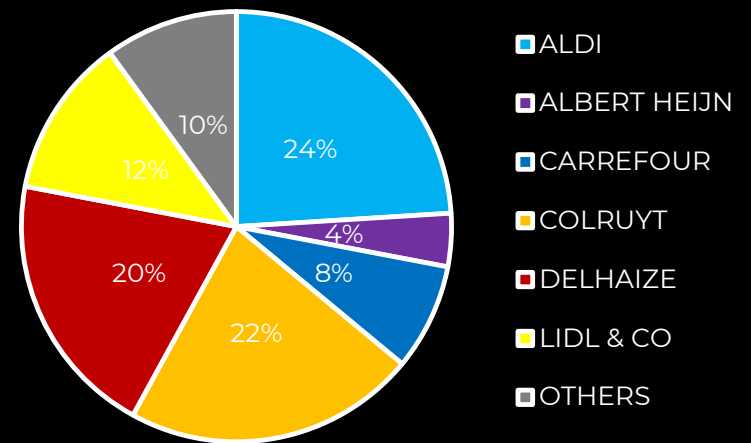
EOY-period is key for the category

Share of EOY-period



And ALDI invested heavily during EOY 2020

Share of Invest - EOY 2020



Source: GfK 2021 & Nielsen 2021





Despite the high investments, ALDI's EOY 2020 performance lagged behind. Therefore, a new approach was needed.

Only 37%

of ALDI's loyal consumers shopped during EOY at ALDI in 2020

Index 96

market-share in EOY 2020, compared to ALDI's 2020 full year market performance

Marketing objective in 2021-2022-2023:
Achieve competitive growth for ALDI in the next EOY periods.



Source: Profacts x ALDI 2021



2 major insights that unlocked our new comms strategy

During EOY, the consumer stops being loyal and instead shops at the supermarket that offers everything for the holiday period.

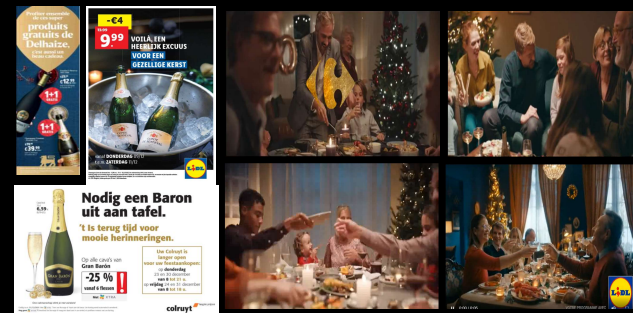
→ Improving key perceptions (affordability and fresh) of ALDI's product offering throughout the whole year was key in order to be first-stop shop by the EOY-period.

1 out of 4

ALDI-shoppers indicated that the limited festive product offering was the main reason of not shopping at ALDI during EOY.

Sea of sameness in EOY-period: Grocery campaigns are very similar during the holiday period: same colours, scenes, In addition, 17% of all media investments take place in the EOY-period.

→ To challenge the end-of-year status quo, we had to rise above the standard and develop a cut-through media plan.



Source: Profacts x ALDI 2021 & Nielsen 2021





In order to achieve our goals we created a long-term communication framework

	BUILD	INSPIRE	CAPITLIZE
Objective	Change ALDI's first stop shop perception in order to win EOY (Throughout the year)	Improve EOY-product line perception (Inspiration phase – W45-47)	Cut through the clutter with high-attention impact (EOY/ festive phase – W48-52)
Role for Comms	Scheduling mid-pressure campaigns throughout the year to build key brand associations through the 'Fresh' campaigns and 'Affordability' campaigns before EOY, focusing on product line and price perception respectively.	Inspire Belgians right before the EOY-buying by offering inspiration and by highlighting the extent of the ALDI EOY product line through an efficient media mix.	Capitalizing on our improved perception by maximizing media presence through efficiency and combining high-attention media in order to cut through the intense EOY period.
Messaging	"9 consumers out of 10 buy fresh at ALDI." "ALDI's house brands, same quality, lower price."	"Thanks to ALDI you'll have everything at home to enjoy the holidays."	"Everything for your EOY, for an affordable price"
Contact Points	Total Video Total Audio Display SoMe Mobile DOOH Print	Total Video Total Audio Display SoMe Mobile (D)OOH 2m ²	Total Video Total Audio Display Mobile SoMe Big format OOH (Bxl Corridor, etc) Cinema Print (Native)
Metrics	Improve fresh perception Improve affordability perception	Improve EOY-product line perception	Ad Recall & Attribution Loyal consumer retention EOY-sales



How our media approach differed in the 3 phases

Objective

BUILD

Change ALDI's first stop shop perception in order to win EOY

(Throughout the year)

- **Timing:** 2-to-3 campaigns strategically chosen throughout the year, with one scheduled right before 'Inspire' phase, close to EOY
- **Pressure:** Mid-pressure campaigns
- **Main medium:** Total Video & Audio as the main layer in order to establish Fresh and Affordability associations. Native Print & Digital to establish a deeper message memorization.
- **Supported by:** (D)OOH, Social, Display, Mobile in order to boost reach 1+ and frequency of messaging
- **Optimized on:** Budget Efficiency (maximizing R1+ vs budget)

Media Planning Decision-making

INSPIRE

Improve EOY-product line perception

(Inspiration phase – W45-47)

- **Timing:** W45-W47, right before key EOY-period of W48-52
- **Pressure:** Sufficient-pressure campaigns (minimum investment to combat competition)
- **Main medium:** Total Video & Audio as the main layer on lower GRP-level (e.g. 100 TV GRPs) as competitive spend is still rather low.
- **Supported by:** (D)OOH, Social, Display, Mobile in order to boost reach 1+ within this 3-week period
- **Optimized on:** Budget Efficiency (maximizing R1+ vs budget)

CAPITLIZE

Cut through the clutter with high-attention impact

(EOY/ festive phase – W48-52)

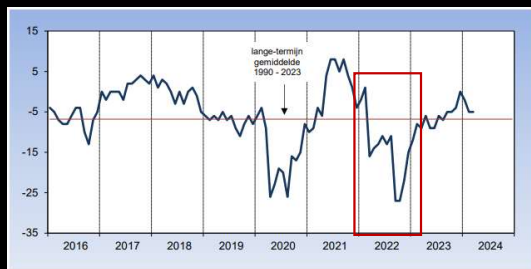
- **Timing:** W48-W52, key EOY sales period
- **Pressure:** High-pressure campaigns
- **Main medium:** Total Video & Audio on higher GRP-level (e.g. 250 TV GRPs)
+ Cinema + Big OOH formats (e.g. Bxl Corridor)
- **Supported by:** 2m² OOH, Social, Display, Mobile to boost reach 1+ and frequency of messaging
- **Optimized on:** Maximum attention impact (optimized on tested recognition, message memorization & attribution scores via post-testing)



Two examples of how our continuous research and post-testing resulted in year-on-year media optimization

'22 vs '21

In 2022 the Russo-Ukraine war started. As a result, food prices along with energy prices went up drastically, resulting on a drop in consumer confidence. As a result, we rescheduled the 'affordability' campaign right before the EOY instead of the Fresh campaign.



October	November	December
BUILD AFFORDABILITY CAMPAIGN	INSPIRE W45-47	CAPITALIZE W48-52

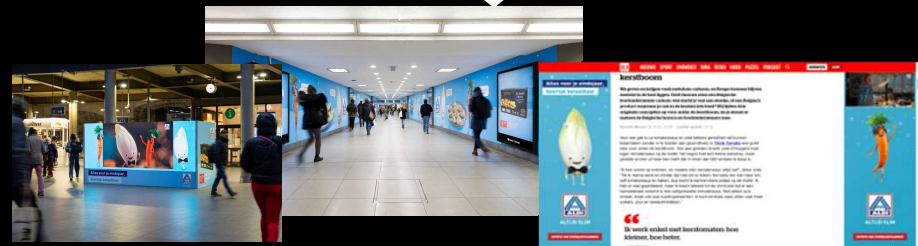
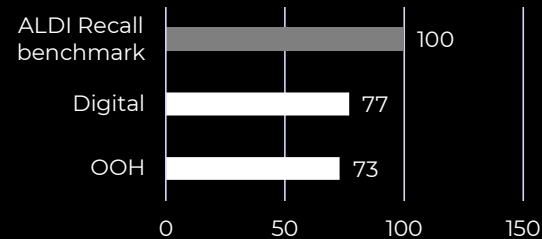


Source: NBB 2023 & Effects Tracking 2021-2024

'23 vs '22

We shifted OOH and Digital budgets towards higher attention formats in as our post-test suggested we could improve recall on these campaign assets. As a result, we were able to increase Recall and Attribution even more.

Recall Results – EOY'22

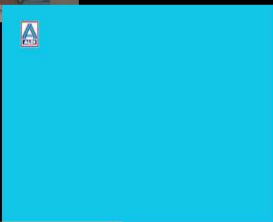




Examples of creatives in 2023

(Click on videos and audio fragments)

BUILD
W14-W25
FRESH CAMPAIGN



Annonce



Aldi
9 clients sur 10 achètent leurs produits frais chez ALDI. Et vous ?

[Learn More](#)

Aldi

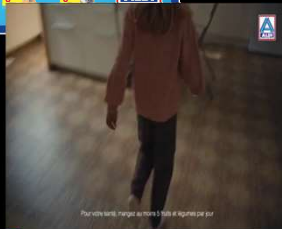
BUILD
W40-W45
AFFORDABILITY CAMPAIGN

Goedkoop, goedkoper, ALDI

Tal van basisproducten nu nog goedkoper.



ALDI



INSPIRE
W45-W47
PRODUCT LINE MESSAGING



Alles voor je eindejaar, heerlijk betaalbaar



ALTIJD SLIM



Vanaf nu bij ALDI



Le menu de fête d'ALDI : chic et pas cher

Grâce aux recettes rapides d'ALDI, vous servirez toujours des recettes festives et abordables pendant les fêtes.

Sponsored | Aldi

[LEARN MORE](#)

CAPITLIZE
W48-W52
ATTRACTING CONSUMERS & PROMO FOCUS



PROMO

ALDI is open op ZONDAG 24/12 van 8.30 tot 13 u.



Tout pour vos fêtes chics et pas chères



ALDI

Alles voor je eindejaar, heerlijk betaalbaar



Maak een eindejaarsmenu!



ALDI



Our long-term approach resulted in an ALDI win during EOY

Positive influence on Product Range Perception

Growth In Destination Categories

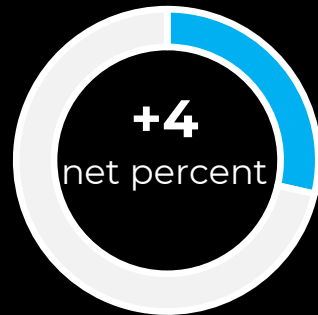
i179

MS% on Meat & Fish

i109

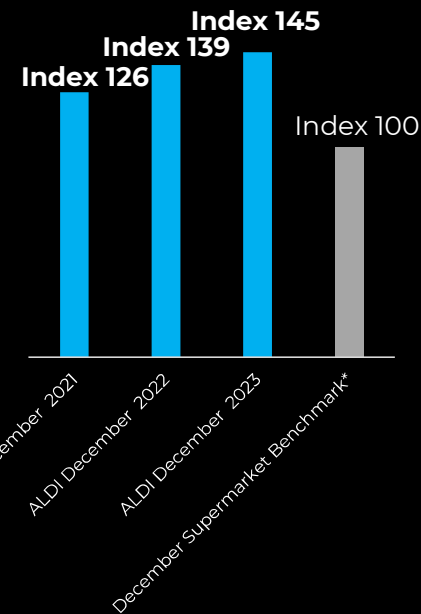
MS% on Fruits & Veggies

Net Positive Perception on ALDI's Product Range

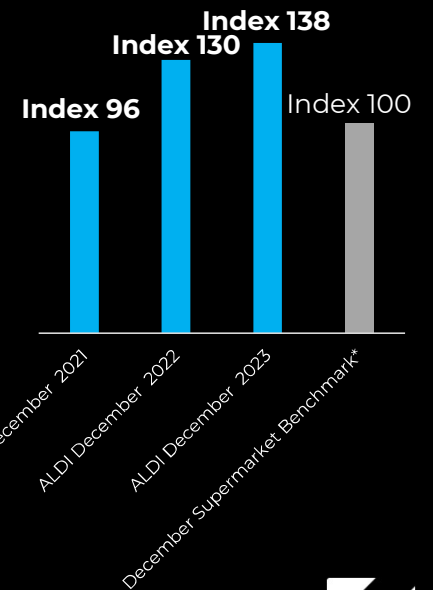


Increase in recall and recognition

Campaign Recall



Brand Attribution



Source: Profacts x ALDI 2021-2024 & Effects Tracking 2021-2024





Why we deserve an AMMA-award

1.

A Thorough Analysis

The long-term strategy was created through a thorough analysis and integration of data from consumer research, competitive, post-testing data, and target group analyzes, and more. This led to a clear understanding of how to achieve EOY growth through communications.

2.

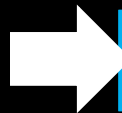
Strong Understanding

The weight of media investments was shifted for the whole year and a different approach was chosen during the end-year, based on a strong understanding of market dynamics and consumer behaviour.

3.

Distinctive Approach

Where in the past overall SOV was the leading focus, it has now been a strong focus on building the right associations and a distinctive approach for the year-end that has led to growth.



All market & comms objectives have been reached



“

We are particularly proud of our EOY results in recent years. A clear and well-founded media strategy and a good creative concept, where we touch the heart of the customer, were the foundation for achieving our goals.

Isabel Henderick

Managing Director Marketing
ALDI Belgium



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