**ALDI: SNOW GEAR 2018**

Direct Mail

IMAGE: Snow Gear 2018, ALDI (2699-REC1)

As well as a reputation for selling high quality, great value food and drink, ALDI runs regular promotions for their home and leisure products. One of the most popular is their annual Ski Event, which in one week sells more winter sports equipment than any other Australian retailer.

The event is so popular that many ALDI stores have queues around the block on its first day, with skiers, boarders and simply fans of the outdoors keen to snap up the high value gear – and picking up a few groceries while they’re there.

**OBJECTIVE**

The key objective of the promotion is to drive sales, building up anticipation for the event in order to keep ALDI at the top in the ski retail sector. As it’s such a popular event, customers like to know what’s on sale in advance so they can plan their purchases, as well as gain an idea of how much they’re going to be spending. The event should also have a knock-on effect on sales of the rest of the ALDI range, with food and drink products getting an uplift thanks to the increase in store traffic.

**METHOD**

To promote the Ski event and highlight the range of clothing and equipment on offer, ALDI commissioned BMF to create a catalogue that was distributed via mail to over eight million customers. The catalogue featured a vast range of products, from snow jackets and thermal underwear to ski goggles and toboggans, as well as smartphone-friendly gloves.

Using a combination of high spec, on-trend snow gear and affordable prices, the catalogue makes a weekend in the snow an option for budget-conscious families, as well as avid skiers and boarders who enjoy a fresh look each season. Both sets of potential customers were targeted with inspirational imagery and prominent prices.

**RESULTS**

Following the campaign, which also featured an online competition, the crowds arrived right on schedule at the stores, hours before opening time. Having purchased more stock than ever, ALDI experienced a 10% increase on sell through, with a huge increase in YOY sales of over 15% for the ski gear category*.*

In addition, the complete range of adult’s and kid’s ski jackets enjoyed almost 100% sell through, indicating a strong appeal to families, while ALDI’s grocery sales were boosted to the tune of almost 15% YOY sales growth across its core range.

**CONCLUSION**

ALDI’s strategy of nationwide targeted mail combined with a strong, image-heavy catalogue both alerted its customers to the Ski event and piqued their interest for this annual promotion, building excitement and anticipation until the event itself – a great success even before the doors had opened.

The campaign demonstrates how sending a piece of well-executed print directly into the homes of potential customers allows them to absorb the content in their own time in a state of relaxation. This creates a strong sense of engagement between brand and customer, selling both the featured products and the brand itself, resulting in an increase in sales across the whole range.

PULL: Achieved 15% YOY sales from direct mail