

# ALDI: Designer Retreat

**ALDI Australia** is a supermarket giant, operating more than 570 stores across the country. ALDI Australia works to provide customers with high quality groceries and products at 'permanently low prices'. One of ALDI's most effective and consistent marketing techniques, is the use of catalogues, produced weekly for customers to collect in-store and receive by letterbox. ALDI set out to take advantage of the home improvement and styling boom of the 2021 pandemic, through the creation and distribution of the ALDI Designer Retreat 2021 catalogue.

**Objective:**

The objective of the catalogue was to drive product sales, and target style conscious customers looking to buy products to keep their homes on-trend and coordinated on a budget. >>

**60%**  
of the range sold out within 2 days of campaign release

Total sell-through within a week of campaign release

**Special Buys™**

**\$59.99** set  
QUILT COVER SET  
QUEEN SIZE  
ON SALE WEDNESDAY 24 MARCH

**Designer Retreat**

From the bedroom to the kitchen, give your home heart with our nature-inspired living range.

**Special Buys™ Update – Stock Availability**

Supply chain disruption including shipping delays may result in some advertised Special Buys™ not being available on the advertised on-sale date. We will try our best to limit this impact. We ask for your understanding and apologise in advance for any disappointment this might cause. Check [aldi.com.au/product-delays](https://www.aldi.com.au/product-delays) for the latest product information.

<p><b>\$49.99</b> set</p> <p>375 THREAD COUNT FITTED SHEET SET QUEEN SIZE</p>	<p><b>\$49.99</b></p> <p>BEDSIDE TABLE</p>	<p><b>\$299</b></p> <p>PREMIUM ESPRESSO MACHINE</p>	<p><b>\$14.99</b> set</p> <p>DARLINGTON STONWARE SERVING PLATTERS</p>	<p><b>\$349</b></p> <p>50" 4K ULTRA HD TV WITH HDR</p>	<p><b>\$59.99</b></p> <p>SMALL PET SOFA</p>
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**ON SALE WEDNESDAY 24 MARCH** | **ON SALE SATURDAY 27 MARCH**

While stocks last - please note stocks are limited and will vary between stores. Despite our careful planning, we apologise if selected items may sell out on the first day due to unexpected high demand. In the event of unexpected high demand, ALDI Stores reserves the right to limit purchases to reasonable quantities.



# ALDI: Designer Retreat

**SET THE SCENE**

**\$349** (1 YEAR WARRANTY)

**50" / 127cm**

**\$129** (1 YEAR WARRANTY) **HEAVY & BULKY 29KGS** (FSC CERTIFIED)

- 4K Ultra High Definition
- HDR High Dynamic Range
- HDMI Connectivity
- USB Media Playback
- High Definition Tuner
- Record Live TV
- Audio Return Channel
- Remote Control

12 Special Buys\* While stocks last - please note stock is limited and will vary between stores. Despite our careful planning, we apologise if selected items may sell out on the first day due to unexpected high demand, in the event of unexpected high demand, ALDI Stores reserves the right to limit purchases to reasonable quantities. Product can potentially cause a manual handling injury due to its great weight.

- \$179** (1 YEAR WARRANTY): 90W Wireless Subwoofer, 2 x 20W RMS Speakers, Audio Return Channel, USB Media Playback, AUX Input, Remote Control, Bluetooth Wireless Technology, Optical and Coaxial Audio Input.
- \$59.99** (1 YEAR WARRANTY): Bluetooth Wireless Technology, DAB+ and FM Radio, Built-in Battery.
- \$39.99** (1 YEAR WARRANTY): C TABLE.
- \$99.99** (1 YEAR WARRANTY): 2.1 PREMIUM BLUETOOTH SOUND BAR.

**50" 4K ULTRA HD TV WITH HDR \$349** • Resolution: 3840 x 2160  
 • 4K - Ultra High Definition • HDR - High Dynamic Range • HDMI connectivity  
 • USB media playback • High definition tuner • REC - record live TV  
 • ARC - Audio Return Channel • Easy remote included. 705650

**ENTERTAINMENT UNIT \$129** • Features 2 sliding doors and internal shelves • Walnut-look finish with natural rattan inlay • FSC<sup>®</sup> certified wood  
 • Assembled size: 1.38m(W) x 38cm(D) x 52cm(H) • Box size: 1.44cm(W) x 44cm(D) x 12.5cm(H) • Box weight (approx.): 29kg. 705655

**DAB+ RADIO WOOD FINISH \$59.99** • DAB+ and FM radio  
 • 3W RMS output • Bluetooth wireless technology  
 • USB and MicroSD playback • Digital alarm and clock  
 • Built-in rechargeable battery. 705650

**C TABLE \$39.99**  
 • FSC<sup>®</sup> certified solid acacia wood  
 • Available in Light or Dark wood  
 • Assembled size: 40cm(W) x 30cm(D) x 60cm(H). 705655

**2.1 PREMIUM BLUETOOTH SOUND BAR \$99.99** • Bluetooth wireless technology  
 • 90W wireless subwoofer • 2 x 20W RMS speakers • USB media playback  
 • Optical and coaxial audio input • AUX input • ARC • Remote control. 705671

ON SALE SATURDAY 27 MARCH

ALDI only uses 100% sustainably sourced palm oil 13

**Method:**

ALDI & creative agency BMF designed the catalogue with earthy tones and clean, natural styling to showcase living room, bedroom, and kitchen collections and show customers that a complete home makeover was possible for their lives and budgets. The catalogue also showcased the pet range, tapping into the increasing market of people looking to indulge and spoil their pets.

**Results:**

ALDI's campaign was one of success, resulting in a sell-out of more than 60% of the range from stores within 2 days of the campaign release, and a total sell-out within a week. ●

**PAWS UP**

- \$99.99**: Large Pet Bed.
- \$9.99**: Throw Blanket.
- \$19.99**: Small Pet Bed.
- \$7.99**: Dog Food.
- \$17.99**: Piggy Beans.
- \$24.99**: Natural Grain Free Pet Food.

**14 Special Buys\*** While stocks last - please note stock is limited and will vary between stores. Despite our careful planning, we apologise if selected items may sell out on the first day due to unexpected high demand, in the event of unexpected high demand, ALDI Stores reserves the right to limit purchases to reasonable quantities. Product can potentially cause a manual handling injury due to its great weight.

ON SALE SATURDAY 27 MARCH

FLIP THE CATALOGUE FOR GROCERIES

There's plenty more fish in the sea with our MSC Certified seafood range 15

