

ALDI: Home Cook

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. Home Cook, was produced in the 18th week of the year, with more than 7 million copies produced to target shoppers in the mid-tier budget range, desiring to update appliances without splurging.

Objective:

The key objective of this catalogue was to inspire customers to act on a home update. ALDI and BMF aimed to create an aspirational catalogue to showcase and drive sales of ALDI's private label appliances and accessories, by presenting them as the perfect, aesthetic fit for even the most stylishly designed homes. >>

8% sales
increase in
Appliances category
from prior year

ALDI Special Buys™

\$89.99
8L DIGITAL AIR FRYER
ON SALE SATURDAY
8 MAY

Home Cook see pages 10-11

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 for the latest product information.

99c ACRYLIC ARTIST PAINT TUBES 100ML	\$14.99 WOMEN'S FITNESS TIGHTS	\$69.99 OR TRUE WIRELESS EARBUDS	\$24.99 CAST ALUMINIUM POT 28CM	\$34.99 HEATED THROW RUG	\$24.99 UPRIGHT CLOTHES AIRER

ON SALE WEDNESDAY 5 MAY | **ON SALE SATURDAY 8 MAY**

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 Home Cook

100% of cookware inventory sold out within two days of stocking

HOME COOK

- Stacked pots: \$19.99, \$24.99, \$27.99, \$24.99
- Air Fryer: \$89.99
- Toaster: \$9.99
- Waffle Maker: \$34.99

Special Buys: **10**

All the eggs in our basket are 100% Australian grown **11**

HEAT UP

- Blanket: \$34.99
- DeLonghi Tower Heater: \$129
- DeLonghi Radiator Heater: \$59.99
- DeLonghi Oil Radiator: \$59.99

Special Buys: **12**

ALDI's small prices mean big savings **13**

Method:

The catalogue was designed to invoke a warm, bright feeling and present products as high-end and luxurious, despite their budget. The team was attentive to all aspects of the home: living room, laundry, and kitchen – presenting a range of products and a cosy, homey feeling.

Results:

Home Cook was very effective, resulting in an 8% sales increase for appliances from the previous year, and 100% of cookware inventory sold within two days of stock in store. ●

COMPLETE LAUNDRY

- Washing Machine: \$199
- Dryer: \$329
- Laundry Products: \$14.99, \$2.99, \$34.99
- Laundry Baskets: \$9.99, \$7.99
- Laundry Storage: \$12.99

Special Buys: **14**

25 by 25 ALDI will reduce 25% of plastic packaging by 2025 **15**

