



ALDI: Made To Move

ALDI is a supermarket chain well-known for its high-quality products at low prices. ALDI launched the “Made to Move” catalogue, which aimed to boost sales in the fitness and wellness categories by presenting a coordinated fashion look combined with training accessories and wellness items for the pantry.

Objective:

The main objective of this campaign was to boost sales in the fitness and wellness categories by presenting a coordinated fashion look combined with training accessories and wellness items for the pantry, to encourage multiple cross-category purchases as shoppers aspire to achieve their “new year, new you” goals. >>

Core ranges saw
1.5% lift
in sales from the
prior year

ALDI Special Buys™

\$14.99
WOMEN'S FITNESS TIGHTS
ON SALE SATURDAY
22 JANUARY

Made to Move
See pages 12-13

| | | | | | |
|--------------------------------|-----------------------------------|------------------------------|------------------------------|------------------------------------|--------------------------------|
| On Sale Wednesday 19 January | | | On Sale Saturday 22 January | | |
| | | | | | |
| Ceramic Frypan 28cm \$14.99 | Bathroom Accessories \$7.99 ea | Anti-Snore Pillow \$19.99 | Shoe Organiser 5pk \$9.99 | Women's Fitness Crop Top \$9.99 | Fitness Massage Gun \$89.99 |

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. We do everything we can to make sure our products are available on the advertised sale date. Sometimes, due to circumstances outside of our control - including shipping delays - some products may not be available. The latest information can be found at aldi.com.au/specials



ALDI: Made To Move



\$8⁹⁹
a

\$9⁹⁹
d

\$14⁹⁹
b

\$9⁹⁹
c

\$19⁹⁹
e

\$9⁹⁹
f



\$8⁹⁹
i

\$12⁹⁹
h

\$7⁹⁹
g

\$4⁹⁹
j

\$5⁹⁹
k

\$5⁹⁹
l

\$19⁹⁹
m

ON SALE SATURDAY 22 JANUARY

MADE TO MOVE

WOMEN'S FITNESS TANK \$8.99
• High performance, moisture regulating, recycled polyester/ elastane fabric • Relaxed fit • Grey Mélange or Pink Mélange • Sizes: XS-XL 707201

WOMEN'S FITNESS TIGHTS \$14.99
• High performance, moisture regulating, recycled polyester/ elastane fabric • High rise waist with internal drawcord and wide elastic waistband for comfort and support • Side pocket • Black, Watercolour Floral or Mandala Print • Sizes: XS-XL 707264

WOMEN'S LIFESTYLE JOGGERS \$19.99
• Lightweight • Memory foam insoles • Black or Grey Mélange • Sizes: 7-10 707020

WOMEN'S FITNESS BRA \$9.99
• Racerback for support and freedom of movement • Wire-free • Black or Watercolour Floral Print • Sizes: 10B-16D 707012

WOMEN'S FITNESS CROP TOP \$9.99
• High performance, moisture regulating, recycled polyester/ elastane fabric • Removable soft cup inserts • Watercolour Floral or Mandala Print • Sizes: XS-XL 707258

WOMEN'S FITNESS TEE \$8.99
• Recycled polyester/cotton fabric • Relaxed fit • White or Black with foil detail • Sizes: XS-XL 706595

MEN'S FITNESS TEE \$7.99
• High performance, moisture regulating, recycled polyester/ jacquard fabric • Raglan sleeve for added comfort • Navy or Charcoal • Sizes: S-XXL 706601

MEN'S FITNESS SHORTS \$12.99
• Recycled polyester/nylon/ elastane fabric • Side pockets and back heat-sealed pocket • Black or Grey Mélange • Sizes: S-XXL 706504

MEN'S LIFESTYLE JOGGERS \$19.99
• Lightweight • Memory foam insoles • Black or Charcoal • Sizes: 8-11 707016

SNAP COLD TOWEL \$4.99
• Just wet the towel and snap it to activate the cooling sensation • Helps cool without chemicals • Mesh storage bag • Size: 50cm x 100cm 703331

ADULT'S FITNESS SOCKS 3PK \$5.99
• With ACTI-DRY™ to wick away moisture and Ag+™ antibacterial treatment to help reduce odour • Assorted Low Cut, Quarter Crew or No Show styles • Men's sizes: 6-10 or 11-14 • Women's sizes: 5-8 or 9-11 707209

12 Special Buys™

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Top quality products at incredibly low prices 13

The Special Buys section met sell-through objectives

Method:
The campaign was launched with a print catalogue that was distributed through letterbox targeting metro and country/ regional areas. The catalogue featured a bright, stripped-back aesthetic that allowed the latest fitness fashion range to jump off the page with a summery vibe that carried through each theme, creating a cohesive and easy-reading catalogue that inspired a new year makeover across multiple categories.

Results:
The campaign was a success, with core range sales seeing their first lift of the new year (>1.5% above last year) and Special Buys sell-through bang on target. ●

