

ALDI: On The Road Again

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's annual caravan event showcases the supermarket's wide range of travel accessories and targets grey nomads. In light of the pandemic, the team had to pivot the campaign and brainstorm new ways to deliver sales return and success.

Objective:

The objective of this campaign was to pivot from the targeted audience of grey nomads, due to the halt of travel due to the pandemic and appeal to the new market of families, seeking affordable, local travel. The Caravan campaign was designed to appeal to families who had shifted from international travel to Caravanning, and present ALDI as the ideal destination for road-trippers wanting to build their travel equipment collections, in turn maximising the sales of the department. >>

65% sell through of travel equipment in the first few days of the promotion



ALDI: On The Road Again

ON SALE SATURDAY 13 FEBRUARY



Increased sales in travel snacks

Method:

The catalogue centred images of families of all ages enjoying time outdoors, with coastal scenery and ALDI's range of travel equipment showcased in the catalogue to present the Supermarket as a 'one stop shop'.

Results:

The Caravan campaign received a 65% sell through of ALDI's travel equipment range in the first few days of promotion, and an add on effect of increased sales in travel snacks.

ROAD TRIP GEAR

\$179 1 YEAR WARRANTY

7" DRIVING LIGHTS AND 22" BAR LIGHT SET

- 7" Driving Lights • 22" Bar Light
- Includes protective chrome complete housing and wiring kit
- 350m projection

\$179 1 YEAR WARRANTY

9" DRIVING LIGHTS AND 22" BAR LIGHT SET

- 9" Driving Lights • 22" Bar Light
- Includes protective chrome complete housing and wiring kit
- 350m projection

\$99.99 1 YEAR WARRANTY

ROOF RACK

• 44kg capacity • Includes 4x alloy key for storage • Includes 4x alloy key for storage • Includes 4x alloy key for storage

Special Buys* Update – Stock Availability

* Supply chain disruption including industrial action may result in some shipping delays. Some Special Buys* may not be available on the advertised on-sale date. Check aldi.com.au/product-delays for the latest product information.

\$29.99

\$14.99

\$79.99

\$20 LOWER

\$79.99

CAR BOOT COOLER BAG \$15.99 • Handy carry for easy storage • 2 storage compartments and 1 cooler compartment • Flexible interior mesh • Removable inner space • 100% recycled • 100% recycled • 100% recycled

HEAVY DUTY CARBON FIBRE • Choose from 1.5m or 2.0m • 2.2m • Includes elastic straps and hooks for mounting • 100% recycled

CAR TIRE ORGANISER \$4.99 • Car Tubbish Bin • Car Tubbish Bin • Car Tubbish Bin

UNIDEN 1080P HD CAR DASH CAMERA \$79.99 • Dual record - front and rear camera • Recording camera • Motion detection • 1080P resolution • 170° wide angle view • 100% recycled • 100% recycled • 100% recycled

CAR RACKSET ORGANISER \$39.99 • Handy storage products • 100% recycled • 100% recycled • 100% recycled

STEEL CARBON FIBRE RACK \$79.99 • 100% recycled • 100% recycled • 100% recycled

By 2025, all our packaging will be recyclable, reusable or compostable 11

