

# ALDI: Seasonal Pulse

**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. The 'Seasonal Pulse' catalogue campaign was launched to showcase ALDI's produce and meat, and increase positive perception of their freshness and quality.

**Objective:**

The objective of the catalogue was to be an inspirational and aspirational guide for customers to selecting and using in-season meat and produce, lifting ALDI's profile and producing a catalogue with potential to compete against the landscape of full-length, glossy monthly magazines. >>

ALDI saw a sales **increase of 3%** after the campaign launch

**100% Aussie Grown**

**\$2<sup>99</sup>** 1.5kg  
AUSTRALIAN NAVEL ORANGES 1.5KG PACK  
\$1.99 per kg

**\$2<sup>49</sup>** 500g  
AUSTRALIAN BEANS 500G PACK  
\$4.98 per kg

**99<sup>c</sup>** 8kg  
AUSTRALIAN CARROTS 1KG PACK  
99c per kg

**\$6<sup>99</sup>** 400g  
BIRANINA'S BUTCHERY CRUMBED CHICKEN TENDERS 400G  
Original or Buffalo Style  
\$17.48 per kg

**\$12<sup>99</sup>** per kg  
KILLARNEE HALF LAMB LEG ROAST PER KG  
\$12.99 per kg

**SUPER SAVERS ON SALE 8-14 JULY**      **AVAILABLE EVERY DAY**

Visit [aldi.com.au](http://aldi.com.au) for your nearest store location and opening hours. Prices are correct at time of printing and are subject to change. 2502 NSW

# ALDI: Seasonal Pulse

**SUPER SAVERS**

- Australian Gourmet Tomatoes per kg: \$3.79
- Australian Blueberries 125g pack: \$3.49
- Australian Mandarins 1kg pack: \$2.99
- Australian Brushed Potatoes 3kg pack: \$3.99
- Australian Capsicum 750g pack: \$2.99
- Australian Watermelon per kg: \$1.49
- Berg Triple Smoked Short Cut Bacon 500g: \$4.99
- SpareRibs: \$8.99
- Tulip Foods Cooked Pork Ribs with BBQ Sauce 550g: \$8.99
- KRC Pork Poppers with Cheese 320g: \$5.49
- The Fishmonger Smoked Ocean Trout 300g: \$10.99
- Lun-A-Duck Cooked & L'Orange Duck Legs 2PK/500g: \$9.99

2 Meat and poultry prices valid from 8/10/20 to 14/10/20 in our MOMENT stores. Prices are subject to change without notice. Some items are sold by the Australian Stock - please refer to the label and website for more details. Due to our careful planning, we apologise if selected items may sell out. The 97% claim is based on the weight of an average fresh produce. 97% does not mean the right to limit purchases to reasonable quantities. © 2020 ALDI

3 PEFC

Grown down the road. 97% of our fresh produce is Australian.

SUPER SAVERS ON SALE 8-14 JULY

LIMITED STOCKS IN STORE

Customer perceptions of ALDI as a location for fresh, quality produce rose **2 points** after the campaign

**Method:**

BMF designed Seasonal Pulse to become a quarterly takeover of the catalogue. The catalogue contains inspirational recipes, a guide to ALDI's in-season offers, and draws attention to ALDI's partnership with Australian growers and Australian sourced meat. It was created to become a 'mini magalogue' to compete against other publications in the market and build brand sales growth.

**Results:**

The catalogue was successful in improving customer perceptions of ALDI as a location for fresh, quality produce, with perceptions rising 2 points from the previous reporting period. It also drove sales, with sales increasing by more than 3% following its launch. ●