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.

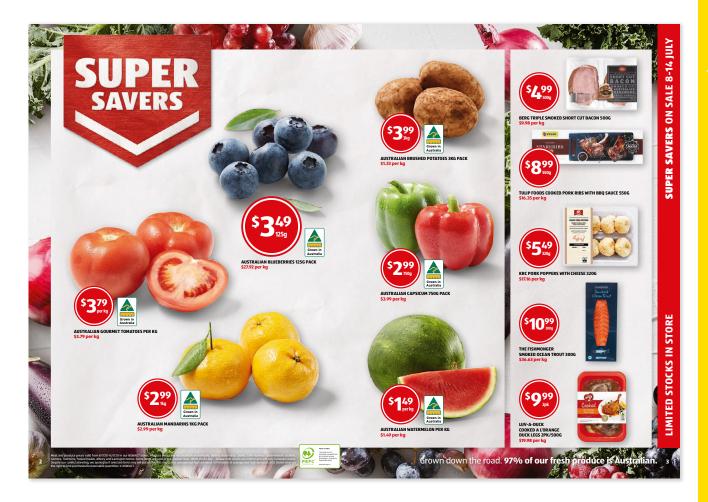
Objective:

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.

> Al DI saw a sales increase of 3% after the campaign launch



ALDI: Seasonal Pulse



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 meet. 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. ●

