



ALDI: Ski Gear

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 Ski Gear catalogue was produced to target active families, seeking quality gear for their winter adventures at an affordable price.

Objective:

The objective of this campaign was to drive sales for what is ALDI's biggest traffic driver of the year. The brief of the catalogue was to inspire and excite consumers about winter sports, and bring the quality of the products to the front of mind, honing in on the technical features and touches of the ski range to assure customers that low price does not have to mean a compromise. >>



90%
of the ski gear
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Day 3



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The campaign rose grocery sales by more than 10%

Method:

The catalogue was used as the main channel for the campaign, with the range also appearing on social media and the ALDI website. The team paid close attention to detail in showcasing the range, focusing on details such as zippers, vents, construction, etc. The products were displayed amidst the backdrop of the Italian Alps, and the catalogue contained ALDI's first ever interactive AR front cover. When customers scanned the QR code, a video of a snowball fight appeared, before a video feature highlighting the key features of the garment.

Results:

This catalogue campaign resulted in record-breaking sales for ALDI, with over 90% of the range sold out in store by Day 3, with 65% of product sold on the first day. The campaign also led to the broader impact of grocery sales rising by more than 10%. ●

