



ALDI: Winter

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 Winter catalogue was designed to target families entering the Winter season, to update their wardrobes with quality, budget options.

Objective:

The objective of this catalogue was to drive traffic-in store and ensure strong sales for the ALDI’s winter fashion range and Special Buys range, in the face of a tough retail environment due to the rising cost of living and increasing online retail. It was important to ALDI to focus on the budget aspect of their store, to motivate customers to shop in store. >>

70%
sell through
 of product within
 the first few days of
 product launch

ALDI Special Buys™

\$29.99
 MEN'S WOOL BLEND JUMPER
 ON SALE WEDNESDAY 2 JUNE

Wintersentials see pages 4-9

Special Buys™ Update – Stock Availability
 Supply chain disruption including shipping delays may result in some advertised Special Buys™ not being available on the advertised on-sale date. We will try our best to limit this impact. We ask for your understanding and apologise in advance for any disappointment this might cause. Check aldi.com.au/product-delays for the latest product information.

<p>\$2.99 ea MCVITIE'S ASSORTED BISCUIT BARS 8PK/142G-175G \$2.31-\$1.70 per 100g</p>	<p>\$29.99 ea WOMEN'S MERINO SCOOP TOP</p>	<p>\$24.99 ea MEN'S FLEECE JACKET OR TOP</p>	<p>\$9.99 ea ROLL-UP DISH DRYING RACK</p>	<p>\$7.99 4pk VIVA PAPER TOWEL DOUBLE LENGTH 4PK \$1.66 per 100 sheets</p>	<p>\$169 ea VERTICAL AIR COMPRESSOR 50L</p>
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ON SALE WEDNESDAY 2 JUNE | **ON SALE SATURDAY 5 JUNE**

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.



ALDI: Winter

ON SALE WEDNESDAY 2 JUNE

WINTERSSENTIALS

Woolmark logo: WOOL RICH BLEND \$29.99

Woolmark logo: PURE MERINO WOOL

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Woolmark logo: PURE MERINO WOOL

Woolmark logo: WOOL RICH BLEND

- WOMEN'S MERINO TUNIC \$29.99**
 • Australian merino wool rich blend
 • Black, Cowl Neck or Camel/Cream Panel styles • Sizes: 8-16 705565
- WOMEN'S PONTE LEGGINGS \$14.99**
 • Black, Charcoal or Mid Grey • Sizes: 8-16 705495
- WOMEN'S MERINO COCOON CARGAN \$34.99**
 • Australian merino wool rich blend
 • Charcoal or Oatmeal • Sizes: 8-16 705507
- WOMEN'S LEATHER CROSS BODY BAG \$39.99**
 • Soft nappa leather • Various styles • Black or Tan 705429
- WOMEN'S MERINO SCOOP TOP \$29.99**
 • 100% Australian merino wool
 • Black, Berry, Oatmeal or Teal • Sizes: 8-16 705075
- WOMEN'S QUILTED JACKET \$29.99** • With detachable hood and faux fur trim • Black, Berry or Navy • Sizes: 8-16 705076
- WOMEN'S ANKLE BOOTS \$29.99**
 • Leather or Suede upper • Sizes: 7-10 705514, 705624
- WOMEN'S MERINO CABLE KNIT \$34.99**
 • 100% Australian merino wool • Navy or Lilac • Sizes: 8-16 705566
- WOMEN'S LUXE DENIM JEANS \$16.99**
 • Winter weight stretch denim with rose gold trim detail
 • Skinny/leg • Mid Blue, Dark Blue or Black • Sizes: 8-16 705603

4 Special Buys* While stocks last - please note stocks are limited and styles, colours and sizes 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 weeks of anticipated high demand. ALDI Stores reserves the right to limit purchases to reasonable quantities. The Woolmark and Woolmark Blend symbols are Certification marks in many countries. Top quality products at incredibly low prices 5

Method:

The catalogue presented ALDI's range of Australian merino and wool blends against a rural backdrop. It was designed to make the products look cozy and snuggly, while emphasizing their affordable prices.

Results:

This campaign resulted in a sell-through rate of more than 70% within the first few days of the product launch. ●

Woolmark logo: WOOL RICH BLEND \$29.99

Woolmark logo: PURE MERINO WOOL

Woolmark logo: WOOL RICH BLEND

Woolmark logo: PURE MERINO WOOL

Woolmark logo: WOOL RICH BLEND

Woolmark logo: PURE MERINO WOOL

Woolmark logo: WOOL RICH BLEND

- MEN'S WOOL BLEND JUMPER \$29.99** • Assorted rich wool blends • Assorted designs • Sizes: 8-16 705505
- MEN'S FLEECE JACKET OR TOP \$24.99**
 • Assorted rich wool blends • Assorted designs • Sizes: 8-16 705506
- MEN'S QUILTED JACKET \$29.99** • 100% polyester • Black, Berry, Navy or Teal • Assorted designs • Sizes: 8-16 705507
- MEN'S STRETCH DENIM JEANS \$16.99**
 • Winter weight stretch denim with rose gold trim detail with topography line • Available in Black or Blue • Sizes: 8-16 705603
- MEN'S CARGO PANTS \$19.99**
 • 100% Cotton • Various cargo pockets • Grey or Camel/Teal • Sizes: S-XL 705508
- MEN'S FRENCH RIB TOP \$14.99** • Available in light Grey or Black • Sizes: S-XL 705509
- MEN'S RAIN PJ SET \$39.99** • Assorted designs • Sizes: S-XL 705510

6 Special Buys* While stocks last - please note stocks are limited and styles, colours and sizes 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 weeks of anticipated high demand. ALDI Stores reserves the right to limit purchases to reasonable quantities. The Woolmark and Woolmark Blend symbols are Certification marks in many countries. You'll be wrapped with our gift cards Available now in store 7

