

The slide features a white central rectangle containing the text "ALDI US Board Meeting". This rectangle is set against a background of orange and blue blocks. The top and bottom rows each consist of an orange block on the left, a blue block in the middle, and a narrower orange block on the right. A thin black vertical line separates the orange and blue blocks in both the top and bottom rows.

ALDI US Board Meeting

Background

Since the first ALDI store opened in 1961 in Germany, ALDI US now has more than 2,000 stores across 36 states, employs over 25,000 people and has been steadily growing since opening our first US store in Iowa in 1976.

We are also very proud to have been named in Forbes Best Large Employers in 2021, as well as a Best Employer for New Grads. We have also been named a National Top Workplace by Energage for five years in a row, and was certified by Great Place to Work® in 2021. We are one of the fastest-growing retailers in the nation, and are on course to become the third-largest U.S. grocery retailer by store count by the end of 2022.

Throughout our growth over the past four decades, we have stuck to the same basic principle:

“Great quality shouldn’t come at a high price; rather, great quality should come with everyday low prices.”

No matter what, we will always stick to our three core values:

1. **Consistency:** Leads to reliability. We mean what we say. We are consistent in our dealings with people, product, price and all other aspects of our day-to-day professional life.
2. **Simplicity:** Creates efficiency, clarity and clear direction within our organization and for our customers.
3. **Responsibility:** Stands for our commitment towards our people, customers, partners and the environment, as outlined in our CR Principles. It also includes principles such as fairness, honesty, openness, service standards and friendliness (Aldi, 2021).

Aldi Goals and KPIs

SMART Goals:

- Increase in-store ALDI US shoppers by 7% during the 2021 holiday season and by the end of Q4.
- Increase @AldiUSA Instagram followers through an active Instagram digital marketing campaign from 758,000 to 800,000 by the end of Q4.

KPIs

- Number of ALDI shoppers in the US: track daily, weekly, and monthly shoppers. We would also track days near holidays as well as non-holidays.
- Number of Instagram followers: we would track this daily, weekly, and monthly to ensure a steady increase of followers starting in Q3 and transitioning into Q4.
- Secondary/Tertiary KPIs:
 - Engagement rate across social media channels, especially Instagram, to measure the efficacy of our campaigns.
 - Churn rate across social media channels, especially Instagram, to ensure all new followers are remaining followers.

Aldi Target Market

Aldi is a leader in the grocery industry around the world and in the United States. According to a Statista brand report conducted in 2021, Aldi is one of the top three grocery stores as well as one of the top five grocery delivery services in the United States.

Aldi customers in the US are mostly female (53%), with a range in average ages but 26% are between 25-34 years old, with 27% of their customers living in two-people households, and 34% with small families. Sixty-one percent of their customers live in town or rural communities. Thirty-six percent of Aldi U.S. customers have a median household income, with the 2020 median household income being \$67,521. A whopping 92% of Aldi customers regularly access the Internet through a smartphone. According to the Statista brand report, Aldi customers tend to like company posts more than the average online consumer and grocery store customers.

Out of this target market, Aldi US can identify two target personas.

U.S. Census Bureau (2021). *Income and Poverty in the United States: 2020*.

Retrieved from

<https://www.census.gov/content/dam/Census/library/publications/2021/demo/p60-273.pdf>

Buyer Persona 1: Wholistic Wendy

Wendy, 32, is a middle-class dental assistant in Rolla, Missouri, and married with two young children ages 4 and 2. Her husband works at the Apple Store in St. Louis, and as such Wendy has a difficult time getting housework done as she is usually in charge of taking care of the children.

Wendy hopes to provide a better upbringing than she had as a child, and as such sources the best for her kids. She limits screen time for her kids and carefully curates their content on her Amazon Fire TV. She buys educational toys as often as possible from sites like Leapfrog and subscriptions like Little Passports.

On weekends and after school on some days, Wendy enjoys driving her children to picnics in the Mark Twain National Forest, local Children's Theatre productions, as well as heading out to St. Louis to experience the zoo and other outdoor activities, especially seasonal scenic experiences like holiday lights and pumpkin patches.



Buyer Persona 1: Wholistic Wendy

Wendy peruses social media on her phone in the few minutes she has to spare every day, keeping up with her friends and mommy influencers she follows on Instagram, as well as Twitter to keep up with the news. She also plans home projects on her ever-growing Pinterest page.

It's hard to get Wendy to treat herself, but when she does, her guilty pleasure consists of watching reruns of old TV shows like *FRIENDS*, which she watches on HBO Max. She subscribed for her kids so they could watch *Sesame Street*.



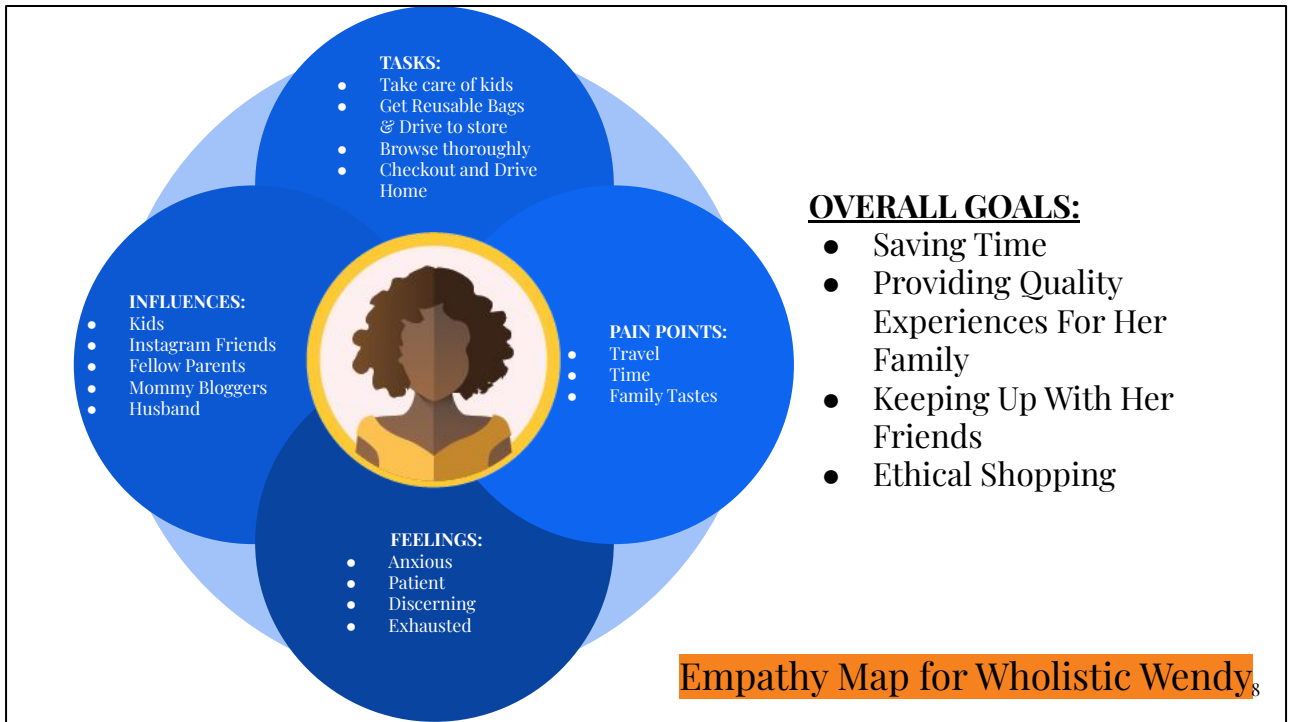
Buyer Persona 1: Wholistic Wendy

Wendy enjoys counting her steps on her FitBit and cooks as a method of de-stressing in the evening and to ensure healthful eating. She often orders groceries from a farther-away Whole Foods because she prefers online shopping to live shopping due to the fact that it gives her more time with her kids and husband, who has an irregular schedule, but has recently found it difficult to justify the cost, though she appreciates the variety, quality and healthfulness of the selection of Whole Foods.

She is looking for easy alternatives, especially as she hopes to save extra money for holiday presents this year, and is looking for an alternative, possibly closer-to-home destination that can satisfy her desire to get healthful, quality foods at a lower price point... and preferably without fueling the Amazon monolith, which she would like to engage with less due to bad business practices.

As COVID-19 is letting up and so many out-of-state family members are eager to see the kids, Wendy is planning on a large Thanksgiving but is unsure if she has the bandwidth to cook everything. Whole Foods' prices are through-the-roof, and she's realizing that it's time to consider alternatives.





OVERALL GOAL:

SAVING TIME - Wendy spends a lot of time at work, and the time she does have at home consists of curating a wholesome home life for her family. This makes Wendy stressed almost consistently and searching for faster solutions to everyday problems without compromising her quality of life.

PROVIDING QUALITY EXPERIENCES FOR HER FAMILY - Wendy feels resentment towards the quality of her childhood and feels that it is her responsibility to create a more holistic environment for her children by providing educational experiences and well-balanced nutrition.

KEEPING UP WITH HER FRIENDS - Wendy enjoys Instagram, but can often get caught up in perceptions of the lives her friends lead. She can feel extremely anxious about her place in her friend group, and tends to compare herself with others in it. The upcoming holiday season has Wendy hopeful that she can pull off an event that she can brag about to prove that she is capable as a human and as an adult.

ETHICAL SHOPPING - As an educated consumer, Wendy dislikes the idea of “Amazon” looming over her, and shopping at Whole Foods (run by Amazon) makes her feel anxious and that she is being a bad consumer with her actions. If possible, Wendy would like to find a more ethical place to shop that can still satisfy her health-conscious lifestyle.

TASKS:

In order to go grocery shopping, Wendy must first ensure that her children are being taken care of, either by a sitter or else by her husband, school, or a daycare center as a last resort. This is a major stressor for Wendy, who does not have a lot of time to

spare when it comes to being with her children. Sometimes, she will take the children along with her to the store, but when this happens shopping time balloons exponentially. After getting her reusable bags, Wendy drives to the store of her choice dependant on time and distance. While Whole Foods is further away than Aldi, she sometimes has a conception that Whole Foods has better quality and suffers a longer drive. After parking, Wendy spends a protracted amount of time ensuring that she is getting the best products, often sorting first for organic products, then by price. Though this takes longer, she doesn't mind spending extra time in the store once she is inside. She bags her own items, sometimes taking care of the kids in the meantime, and hauls them back to her car where she drives them back home. If she is lucky, her husband will help her unbag groceries and put them away, which she deeply appreciates.

INFLUENCES:

Wendy feels influence from multiple sources, none more important than her kids. She wants her children to grow up in a better household than she did, and she feels a lot of pressure about providing for them. Wendy gives into her kid's pleas for sugary cereals and toys far less than most parents, and while she feels some short-term guilt about it, she knows that she is providing her children with a superior healthy lifestyle. Her other major influence comes from other mothers both in-person and on Instagram. Wendy looks to these moms as standard-bearers, and feels a crushing pressure to match their picture-perfect lifestyle. Because she does most of the shopping, Wendy's husband does not often participate in the purchase influence sphere, but once in a while she cooks foods that he will enjoy, and as such keeps him in her mind as she shops.

PAIN POINTS:

Travel and time are the major pain points for Wendy. Getting good food takes time for her, as she is invested in the purchase of each item and prefers to do her own shopping. She will make time in her day for quality, but is trying to balance her shopping habits at the expense of her children with her need to have quality time with her family. She also runs into minor issues with her family's tastes, as she will sometimes try healthful recipes at home that do not always suit her husband and children.

FEELINGS:

When visiting Aldi, Wendy sometimes feels anxious that she is stooping to a sort of "low" in order to satisfy her pain points of time and travel, and feels that she may be ridiculed by fellow parents in the neighborhood. She knows, though, that quality products are available at Aldi and that spending time scanning the aisles can take her quite close to Whole Foods-levels of quality. This all, however, takes a toll on Wendy, who often takes her kids to the Aldi closest to her and doesn't have the time to shop as closely as she might like all the time.

Buyer Persona 2: Friendsgiving Frankie

Frankie, 25, is currently coming off of a successful seasonal internship at a local environmental engineering firm in Gainesville, Florida, where she is currently living with her partner Stephanie, a veterinarian. The two are looking to eventually move out-of-state and out of their current post-college situation to live in a more urban area, but are saving money in order to buy a dream home. In the meantime, though, they live together in a medium sized apartment in a gated community near many other college friends who have remained in the general area of Gainesville.

They spend a lot of time out of the city, especially with weekends in more vibrant destinations like Miami and Orlando, and enjoy instagramming their drinks and food that they get while out at beach bars and the like. Frankie and Stephanie would rather spend money on experiences rather than food, and often eat fast food or search out local restaurant two-for-one deals.

They spend most weekends playing video games on their Nintendo Switch or watching shows like *What We Do In The Shadows* on Hulu, especially because the local entertainment scene isn't right for them. Frankie documents their life on an Instagram micro-blog, where she shares life updates and vacation photos frequently. Frankie also has a very active Twitter page, where she tweets about issues she cares about.



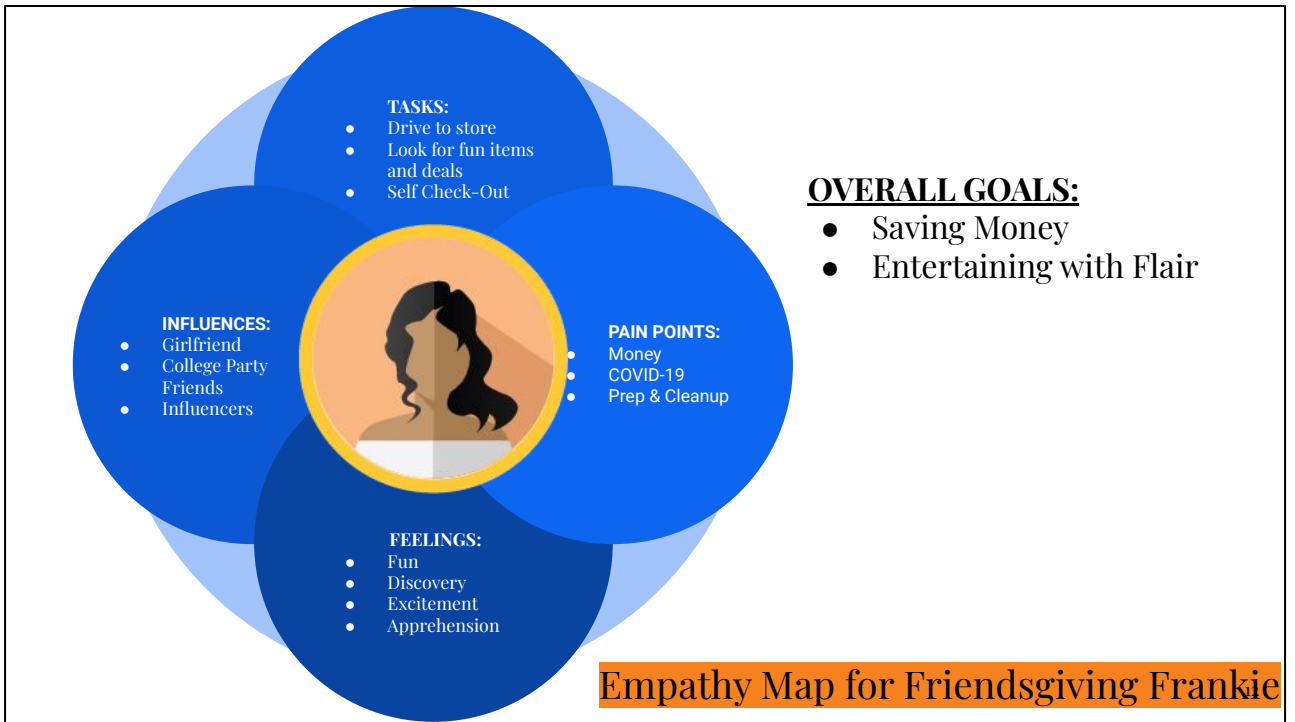
Buyer Persona 2: Friendsgiving Frankie

They will often make their own “infamous” dinner events at home when they want to connect with their friends and enjoy throwing parties where they will eat food and make fun cocktails, though the process of cooking food for these dinner parties has begun to wear on their spare time, especially as they are looking to move and spending more time on that than entertaining themselves.

As the holidays are fast approaching, Frankie and Stephanie want to find a way to host a Friendsgiving dinner without breaking the bank, especially because COVID safety limited the amount of dinner parties they were able to have over the past year.

Frankie and Stephanie are expected to have a party, and while they want to have one, it will take time to do a traditional turkey dinner. In the best case scenario, they are looking for little to no cleanup needed, instead focusing on drinks and atmosphere to create a totally instagrammable night.





OVERALL GOAL:

SAVING MONEY: As Frankie is looking to move, her mindset has shifted towards a “savings” goal, though she still wants to entertain her friends as she would have done before, albeit with an eye towards budget this time. This goal makes her feel constrained, but also creative as she goes on an adventure to figure out how to solve this challenge.

ENTERTAINING WITH FLAIR: Frankie loves to entertain, and hosts “infamous” dinner parties that make her feel self-actualized. She loves being with friends, fostering a fun atmosphere, and surprising and delighting her guests with unexpected cocktails and food surprises. She knows, though, that the best way to keep a party going is good music and good libations.

TASKS:

In order to go grocery shopping, Frankie takes her time driving to the store and, once inside, acts as if she is a kid in a candy store. She is attracted to special deals, endcap items, and novelty items and ingredients that will make her party guests wonder how she created her snacks. She has even more fun if she can convince her girlfriend to go on an “Aldi Run” with her. After purchase, Frankie goes to the self check-out and then gets herself home to enjoy her new purchases. She really likes the discovery portion of shopping and the entertaining portion far more than she enjoys the actual consumption of the food and cooking it.

INFLUENCES:

Frankie’s main shopping influence is her girlfriend. She and Frankie tend to do

everything together because of how much fun they can make even the most mundane tasks go by together. They goof around when buying things, and if Frankie is ever on the fence about any of her purchases, her girlfriend usually pushes her over the edge one way or another... though she's usually inclined to buy when in doubt. Frankie also craves the praise of her party guests, usually made up of her college friends. While this friend group will change after her move, Frankie will no doubt make new friends that she'll want to impress even more after her big move. Frankie is very good about ensuring that each of her guests have enough food to eat that goes with their allergies and lifestyle choices, and in the past she's had to get creative with purchases because of that. Finally, she loves trying new recipes from TikTok, Pinterest, and Instagram. She finds a lot of joy in reading magazines like Bon Appetit and the Food Network Magazine, too, and steals a lot of ideas from their pages.

PAIN POINTS:

Frankie really enjoys blowing her budget on big parties, but this year she's strapped for cash. Due to her major move, which she's excited about, she'll have to trim back her famous party, which is giving her a little bit of anxiety. She can't do things in exactly the way she used to do them, though she is hopeful that this will make her party extra-unique this year. COVID-19 has interrupted a lot of her party plans over the past few years, and due to the ongoing COVID scare, Frankie will likely have RSVPs coming in very late this year, forcing her to pick up supplies rather quickly or making a spread that can be easily expanded. Finally, Frankie hates spending time away from her guests, and would prefer that prep take as little time as possible and that cleanup be easy. Frankie will often spring for pre-prepared foods while shopping in order to give herself more time with friends, or else she will make a point to pre-portion ingredients the night before the party to expedite cooking time.

FEELINGS:

When visiting Aldi, Frankie has a lot of fun, especially when her partner comes along. She loves discovering new items and gets excited when she runs across an item that could be part of a "centerpiece dish" for her spread. While she loves shopping, she has recently become more worried than before about pricing and cost, and as such has fallen into a bit of apprehension about paying for her parties.

Content Marketing Strategy

- Our strategy is centered around ALDI's Thanksgiving campaign.
- Our content marketing strategy heavily features this shopping list graphic.
- The graphic places special emphasis on dishes that can be created with the bundle, while leaving room for shoppers to be creative.
- This creates an excellent opportunity to ask followers how they would personalize these recipes to celebrate their own family traditions, resulting in a boost to engagement and User Generated Content (UGC).



Recently, ALDI US got some major accolades for their upcoming Thanksgiving campaign, namely in AdAge's winners of the week. After losing the 2020 holidays to COVID, families this year are ready to go all out with their holiday celebrations, while still being budget-minded. Aldi's solution: a full traditional Thanksgiving menu for only \$30, is a great starting point for a content marketing strategy. A major component of this strategy is a downloadable shopping list graphic which can be used across multiple channels. This graphic includes the items included in the bundle as well as extra space for shoppers to fill in items they need to create their own holiday favorites. We would like to include this graphic in email blasts, blog posts, and throughout social media. We'll explore this a bit deeper in the next few slides.

Content Marketing Strategy: Blog

- Recipes
- Decor tips for home and table
- By taking advantage of the bundle, shoppers can stretch their holiday budget



This year, Aldi's customer base is primed to try new ideas, recipes, and really make this holiday a memorable one. The Aldi blog should be packed with holiday recipes that take advantage of the bundle. In addition, we also propose sharing other ideas for celebrating the Thanksgiving season. Each of these posts can conclude with a downloadable and printable version of the shopping list graphic. Naturally, these posts can be shared via email newsletter as well as on Aldi's social media platforms.

Content Marketing Strategy: Social Media

- Instagram
- Twitter
- TikTok
- Pinterest



Historically, ALDI has seen great success with social media. Thoughtful social media content should spread quickly among existing fans and beyond, translating into more shoppers this holiday season. Instagram and Twitter would be excellent places to share these recipes and ideas with the goal of increased engagement, especially for our target audiences and personas mentioned above. It would also be wise to add these posts to Pinterest to target moms and other home decision makers, and to serve potential audiences looking for holiday inspiration.

Content Marketing Strategy: User Generated Content

- Thanksgiving “This or That” Questions
- Share a traditional recipe you look forward to every year
- Post your \$30 Thanksgiving spread!



A primary goal of our social strategy is to encourage an abundance of User Generated Content by posing questions, creating polls, and prompting shoppers to share photos. This tactic will ensure fresh content from before Thanksgiving and should carry right into the Christmas season.

Digital Tool Suggestion

Aldi will team up with HBO and the TV show *Friends* to promote their Thanksgiving day meal deals. They will utilize AR in coordination with social media stories to create a few story and video filters for users to interact with and share on Instagram and TikTok.

The sponsored social media story lenses will consist of:

- A lens that superimposes the iconic turkey-head onto you so you can snap pictures and share with your own friends.
- A question shuffle filter that asks “What are you bringing to the table this Thanksgiving?” and randomly assigns you with an answer based on “Friends” Thanksgiving episodes, such as “Rachel’s Thanksgiving Trifle,” “Sandwiches for Joey,” or “A Football for the Geller Cup.”
- An AR-based lens that superimposes an entire Thanksgiving spread onto a table when you use the back-facing camera and point it at your table. The lens says, “Who’s at your table? Tag your Friends”

All lenses will have Aldi’s logo in the bottom right corner, as well as in the filter name. Under the logo will be a tagline that states, “The One Where You Go To Aldi.”

This aligns with both buyer personas because Friendsgiving Frankie is looking for an affordable way to host her own Friendsgiving and Wholistic Wendy enjoys old reruns of *Friends* and scrolling through TikTok where she will be able to encounter Aldi’s *Friends*-inspired sponsored filters. Both personas are frequent users of Instagram as well and can interact with the sponsored filters on Instagram stories too.



Category	Campaign Dates			Total Spend
	September	October	November	
Marketing Channels				
Instagram/Facebook	\$500,000	\$750,000	\$750,000	\$2,000,000
TikTok	\$250,000	\$400,000	\$350,000	\$1,000,000
Twitter	\$300,000	\$400,000	\$300,000	\$1,000,000
Pinterest	\$300,000	\$700,000	\$500,000	\$1,500,000
Email Marketing	\$125,000	\$125,000	\$250,000	\$500,000
PPC Search Advertising	\$500,000	\$500,000	\$500,000	\$1,500,000
Content Creation: Design, Photography, Outreach	\$250,000	\$250,000	\$0	\$500,000
Licensing/Partnership	\$2,000,000			\$2,000,000
				\$10,000,000 17

Now that we've wowed you with our ideas, let's get down to brass tacks. We've been able to allocate a segment of our approved [2021 budget of 100M USD](#) for this campaign. Of our 25M budget for Q3/Q4, we'd like to spend 10M on this campaign. You can see the breakdown in this slide. This budget will ensure we hit all our SMART goals for this campaign.