

Creative Brief: Aldi

Why are we advertising?

To position Aldi's small selection format as the ideal grocery store for young millennials seeking independence and confidence in their decisions.

Who are we talking to?

Young millennials ages 22-28 who are located in urban or suburban areas near an Aldi location. They are recently independent from their parents and starting out in their professional careers. These "Indecisive Transitioners" are faced with long-term decisions and a lot of pressure. Because they are just starting to budget and cook for themselves, an overwhelming amount of brands at the grocery store can complicate their decision-making process and add more stress. However, this target feels a sense of guilt and anxiety when they catch themselves eating out too much or spending too much money on food. Indecisive Transitioners want to feel like they are taking full advantage of their time. Even if they are not doing something directly productive, they want to know that they are doing something that will benefit their rest or restore their mental health.

What do we know about them? (Consumer Insight)

"I'm a recent college grad who is probably supposed to have it all figured out by now, but I honestly feel like I'm just getting started. Going to college felt like the start of independence, but 18-year-old me had no idea what 22-year-old me would be like. I'm excited to actually be fully independent from my parents, but there are so many long-term decisions to make. I feel pressure from my family and friends to have it all together and have answers to all their questions about my future. I'm not sure what my career will look like, so that decision overwhelms my small decisions. I have to figure out where to live, where to work and what my salary will be before I figure out what to wear to an interview or what groceries I need to buy at the store. Running errands and tasks drain me, and I wish someone could just make my decisions for me."

Takeaway

Grocery shopping at Aldi evokes confidence and eliminates guesswork by providing an efficient experience that gives young millennials little victories along the way.

Support

- Aldi's small store format and efficient checkout practices create a convenient shopping experience for consumers who are pressed for time and more concerned with the ease of shopping.
- Aldi's concise product offering limits the number of brands for consumers to choose, lessening the stressful decision-making process.
- The limited amount of Aldi employees on the floor eliminates congestion and allows for a quicker trip through the aisles.
- After shopping at Aldi, customers feel accomplished and have peace of mind that they got their grocery shopping done in a swift and simple manner.

Tone

- Empathetic, proficient, liberating

Creative Sparks

- Aldi makes life easy: showing overwhelming decisions in other parts of your life (such as buying coffee, choosing what to wear), then you go to Aldi, and all of the decisions are simple.
- Family putting pressure on you at holidays about decisions you have to make (like who to date, what your career will be).
 - “My family puts so much pressure on me about my future, and I have nothing figured out. At least I’ve figured out how to grocery shop.”
- Ald-EASE decisions: “With Ald-ese decisions, you can have Ald-EASE.”
- Small victories in life: leaving Aldi with a trophy/ribbon.