

### **Brand Project: Part 2**

## Brand Destination Diagram

Are we getting there?

Measure social
interaction through
social media and app
usage along with sales
revenue.

Where are we today?

Aldi is a growing brand with a good reputation, but struggles to position itself as the convenient, go-to grocer for young millenials due to the unique store practices

and layout.

Where do we want to be?
The top-of-mind grocer for young millennials who establish a routine at Aldi. We want the target to spread word-of-mouth recommendations to their age group.

#### How can we get there?

Position Aldi's small selection as a solution to young millennials' indecisiveness and limited prioritization for grocery shopping.

#### What is in the way?

Young millennials do not prioritize their time on grocery preparation and shopping. They are unaware that Aldi's small selection and unique processes are actually positive aspects that can streamline their grocery shopping experience and instill a sense of confidence in their purchase decisions.

## Target Profile

### **Indecisive Transitioners**

- College students or recent college graduates
- 22-28
- Unmarried, no children
- Reside in suburban and rural areas



### **Indecisive Transitioners: 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."

# Target Profile Rationale

### **Target Rationale**

- Aldi's operations provide an efficient experience for Indecisive Transitioners who want to spend their time doing things that feel directly beneficial to them.
- Indecisive Transitioners have busy lives filled with long-term decisions and a lot of pressures. Aldi's concise product offering limits the amount of brands for consumers to choose, lessening the stressful decision-making process.

 Aldi's company and culture are desirable to Indecisive Transitioners, who are inclined to support companies that align with their socially-conscious views.

## Brand Strategy Statement

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To instill confidence in Indecisive Transitioners by positioning Aldi's selection as the solution to eliminating guesswork in grocery shopping.

## Brand Strategy Rationale

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- In this new stage of life, Indecisive Transitioners want to feel like they are taking full advantage of their time. Since time is the most important thing to our target, a shopping experience that allows them to get in and out of the store efficiently will lead them to view that brand as quality.
- With a small selection, the Indecisive Transitioner can complete an efficient shopping trip that will make them feel accomplished and more likely to come back and establish a routine.
- The Indecisive Transitioner lives a hectic life that leaves them pressed for time. As a result,
   they value a positive shopping experience that matches their on-the-go lifestyle.
- Young millennials who are going through a life stage change are learning to establish their own habits separate from their parent's routines. If Aldi can take hold of this transition stage, they can get the target to establish a routine of making Aldi their go-to grocer.

## Thank You