



ALDI Stores  
(A Limited Partnership)  
1 Sargents Road  
Minchinbury NSW 2770

## Media Release

14 July 2009

### **ALDI launches its first ever Australian TVC campaign**

**In an Australian first, ALDI will launch a TV advertising campaign commencing tomorrow, Wednesday 15 July.**

The campaign, called 'permanently low prices', highlights the variety, quality and value across the entire core range of ALDI's exclusive branded products.

Matthew Barnes, ALDI's Managing Director – Buying said the TV campaign was the logical next step in informing more consumers of the excellent quality and unbeatable value which ALDI offers.

"Reaching 200 stores last year was a significant milestone for us - importantly, it meant we had reached a number of stores that made it viable for us to consider other advertising mediums to complement print and catalogue," he said.

"We want to highlight ALDI is about smarter shopping; why should families pay more when the quality of our products is as good as, or better than, leading household brands?"

Six advertising concepts were developed and then tested in focus groups, with the resulting campaign proving exceptionally popular with consumers.

"Part of the charm of shopping at ALDI is knowing you'll always pay the same low price, but there's also the added surprise of the Weekly Specials."

"The advertisements are uniquely ALDI – we've received strong feedback from consumers telling us they love our Weekly Specials, so these are an integral part of the campaign," said Mr Barnes.

The commercials will air on all three commercial TV stations along the eastern seaboard starting tomorrow.

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