

E-582-964

Kevin versus John: How a humble carrot usurped a national treasure to win the UK’s Christmas Ad crown

Product	Category Entered
Aldi UK	Sustained Success

ENTRY DETAILS

DATES EFFORT RAN (TOTAL)

List the start/end dates of the effort, even if it goes beyond the Effie eligibility period.

Date From	2016 Nov 07
Date To	2021 Dec 31

Efforts that are ongoing should leave the end date blank.

COUNTRIES EFFORT RUN IN

To enter, your case must have run in Europe. List the country(ies) in Europe that you are entering as part of this entry. The data and results provided throughout this form must relate to the country(ies) listed here. Note: You do not need to list here all countries where the effort ran - only the countries you are providing data for in this entry. all that apply.

Ireland
United Kingdom

REGIONAL CLASSIFICATION

Select all that apply.

Please note that if your effort is Multinational, your entry must be isolated to adhere to

Multinational

the eligibility parameters for
your Effie program.

INDUSTRY SECTOR

Classify your brand/product
by one of the available
industry sectors, or choose
Other.

Retail Stores & Online Marketplaces

INDUSTRY/CATEGORY SITUATION

Select one.

Growing

EXECUTIVE SUMMARY

GIVE THE JUDGES AN UNDERSTANDING OF THE CASE THEY ARE ABOUT TO READ
BY PROVIDING A SUMMARY FOR EACH OF THE ITEMS BELOW. A ONE-SENTENCE
SUMMARY IS RECOMMENDED FOR EACH LINE.

THE CHALLENGE:

(Maximum per line: 20
words)

Aldi was not famous for Christmas or the things you want to buy at Christmas so their
shoppers went elsewhere.

THE INSIGHT:

(Maximum per line: 20
words)

The real magic of Christmas lies in the power to see the most everyday things in the
most amazing ways.

THE STRATEGIC IDEA/BUILD:

(Maximum per line: One
sentence - 20 words)

Employing the most **everyday** grocery item (a 3p carrot) to showcase Aldi's most
amazing Christmas products.

BRINGING THE STRATEGY TO LIFE:

(Maximum per line: One sentence - 20 words)

Kevin the Carrot - consistently invested in over 6 years until he became the UK's most famous Christmas retail icon.

THE RESULTS:

(Maximum per line: 20 words)

6-year value share growth of 54%, £618m¹ in incremental revenue and an overall ROMI of 241%²

WHY IS THIS ENTRY AN OUTSTANDING EXAMPLE OF EFFECTIVE MARKETING IN THIS EFFIE ENTRY CATEGORY?

Summarize your case by focusing on how your results related directly back to your challenge and objectives. When entering multiple categories, it is important to customize your response for each category. If judges have questions about your eligibility in this category, they will refer to this response.

(Maximum: 100 words)

By consistently sticking with and investing in Kevin for 6 years, and not being seduced by the desire for novelty and innovation, Aldi took on and beat the giants of Christmas advertising, John Lewis and Coca Cola, to become the UK's most effective and favourite Christmas advertising. Kevin was declared 'The Nation's Favourite Christmas Ad' in 2020, and again in 2021, even surpassing the iconic 'Coke Truck'. Most importantly Kevin has helped to deliver a 6-year value share growth of 54%, £618m in incremental revenue and an overall ROMI of 241%. Not bad for a humble vegetable.

SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF TOTAL SCORE

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives. Judges will assess the case for both suitability and ambition within the framework of the challenge. Weight will be given to the degree of difficulty and whether the entrant has provided the context to evaluate the case's effectiveness in this section.

Please provide the necessary context on your industry category, competitors, and brand so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

1A. BEFORE YOUR EFFORT BEGAN, WHAT WAS THE STATE OF THE BRAND'S BUSINESS AND THE OVERALL CATEGORY IN WHICH IT

COMPETES? HOW DID IT CHANGE OVER TIME?

What was the strategic challenge that stemmed from this business situation and the degree of difficulty of this challenge?

Context to consider including: characteristics or trends in the market (e.g. government regulations, size of market, societal trends, weather/environmental situations, etc.), competitor spend, position in market, category benchmarks, barriers.

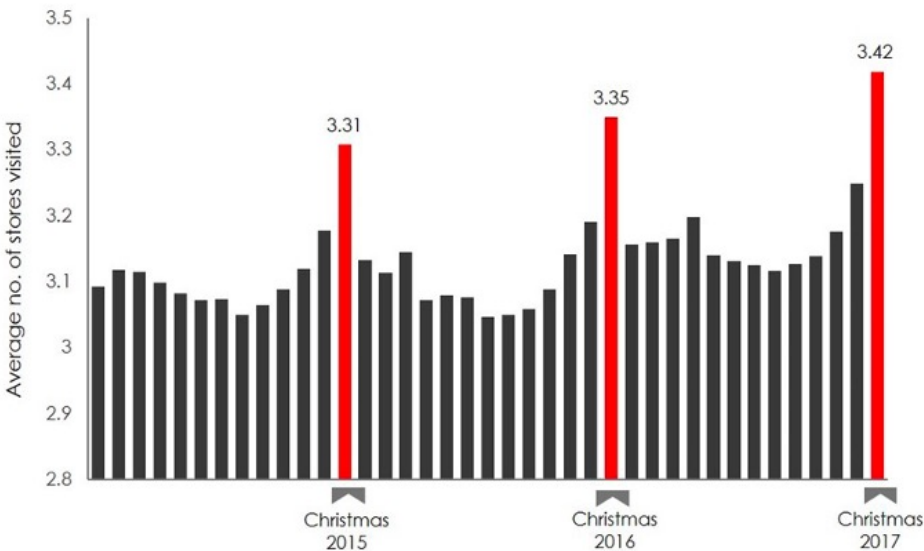
Provide context for the beginning of your effort and over time.

(Maximum: 425 words; 3 charts/visuals)

Since 2010 Aldi UK enjoyed fantastic success, growing value share 2.7x, from 1.7% in 2010 to 4.6% in 2015.¹

Traditionally, Christmas is a time when shoppers become less loyal, and so food retailers strive to hold onto their existing shoppers whilst enticing new ones, so there should have been an opportunity to gain new footfall and increase penetration.

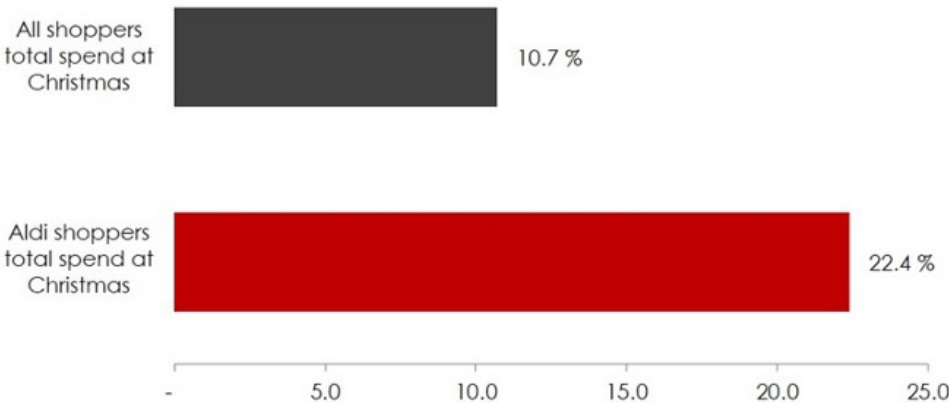
Figure 1. UK Shoppers visit more stores during Christmas.



Source: Kantar Grocery, 4w data to 01.01.17

Whilst Aldi's existing shoppers spent much more at Christmas than is the norm, they did not always spend it at Aldi.

Figure 2. Aldi Shoppers spend more of their total grocery budget at Christmas.



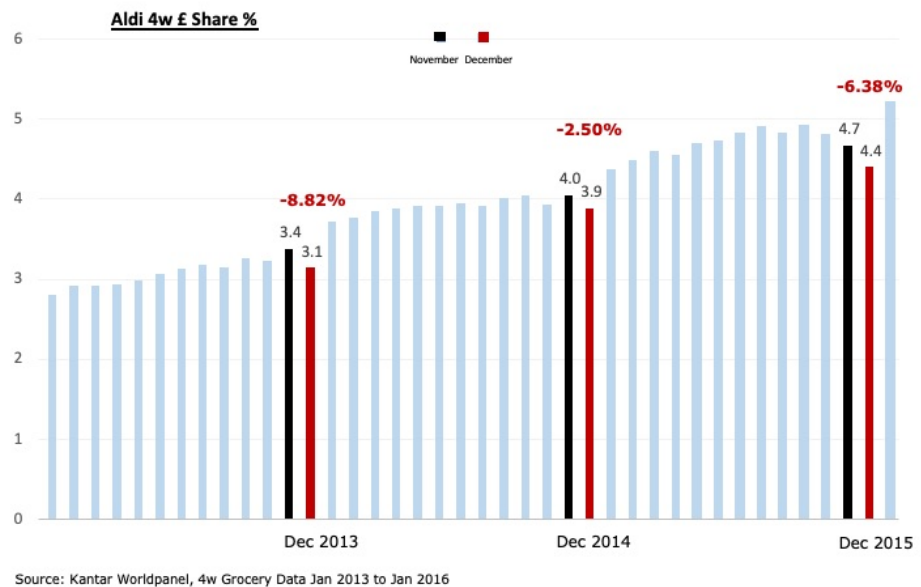
Source: Kantar Grocery, 4w data to 01.01.17

Unfortunately, Christmas-loving Aldi shoppers were trading 'up and out', treating themselves, their families, and their friends by shopping around more grocers' Christmas offerings.

Consequently, Aldi was not only failing to attract new customers but also missing their loyal customers' biggest and most profitable shop of the year and, as a result, suffering a corresponding drop in Christmas sales.

This resulted in a significant dip in market share each Christmas worth over £26m in lost sales in December 2015.²

Figure 3. Aldi's historic Christmas trade-out.



There were hard commercial imperatives to consider here: December alone typically accounted for around 10.2% of Aldi's annual UK grocery sales.³

Good Christmas trading can also create 'momentum' going into January - a very opportune time for a discounter like Aldi as shoppers' post-Christmas credit card bills arrive and their wallets are seasonally depleted. This makes Christmas the ideal time to build mental availability to increase consideration and earn a place in more shoppers' repertoires in readiness for the new year budget squeeze.

So, reducing their Christmas trade out also helped set Aldi up for the following year, making it a problem that was doubly worth trying to solve.

1B. WHAT WERE YOUR MEASURABLE OBJECTIVES? WHAT WERE THE KEY PERFORMANCE INDICATORS (KPIs) AGAINST YOUR OBJECTIVES? PROVIDE SPECIFIC NUMBERS/PERCENTAGES FOR EACH OBJECTIVE AND PRIOR YEAR BENCHMARKS WHEREVER POSSIBLE.

Effie is open to all types of objectives; it is the entrant's responsibility to explain why their objectives are important to the business/organization and challenging to achieve. Provide context, including prior year, competitor, and/or category benchmarks to help the judges understand why these goals were set and how challenging they were. If relevant to your case, explain how these goals relate back to the overall brand or organization's strategy and objectives.

RESPONSE FORMAT

Immediately below, use the provided space to set up your objectives and share any overarching explanation of your objectives & KPIs (maximum of 150 words; 3 charts/visuals).

Then, you will list out each objective individually and select the type of objective. For each objective, provide context, for why the objectives were important for the brand and growth of the business.

- Only one objective is required. Your first objective should be your primary campaign objective, then you may list up to three supporting objectives. Entrants are not expected to use all fields.
- You may have more than one objective of the same type.

- Unsure which objective type to select? [View guidance here](#).

OBJECTIVES OVERVIEW

Set up your objectives & share any overarching explanation of your objectives & KPIs.

(Max: 100 words, 3 charts/graphs)

Aldi had a clear commercial objective – minimise it's drop in Chistmas sales and stay as close as it could to its fair share at Christmas.

It could only do this by minimising the Christmas trade out by its shoppers and therefore reduce its drop in shopper penetration as Christmas approached.

To do this it had to become more associated with and liked at Christmas, and more famous and loved for its Christmas range.

OBJECTIVES

Objective #1 should be your primary campaign objective, then you may list up to three supporting objectives.

For each objective, you may include up to three charts/graphs.

Reference 1

OBJECTIVE TYPE

- You may have more than one objective of the same type.
- Unsure which objective type to select? [View guidance here](#).

Awareness

STATE OBJECTIVE

State your objective here.

(Max: 25 words)

Make Aldi more famous, more talked about and more loved by becoming Britain's favourite Christmas advertising.

CONTEXT

Provide context, including prior year, competitor, and/or category benchmarks to help the judges understand why these

goals were set and how challenging they were.

(Maximum: 75 words; 3 charts/visuals)

There is no single metric by which to judge fame, however, in 2016 John Lewis were Britain's best known and most popular Christmas advertiser. Emulating their fame was our benchmark and, in turn, stealing their crown became our target.

Reference 2

OBJECTIVE TYPE

- You may have more than one objective of the same type.
- Unsure which objective type to select? [View guidance here](#).

Consideration

STATE OBJECTIVE

State your objective here.

(Max: 25 words)

Grow Aldi's 12w penetration from the campaign launch by +1% each year.

CONTEXT

Provide context, including prior year, competitor, and/or category benchmarks to help the judges understand why these goals were set and how challenging they were.

(Maximum: 75 words; 3 charts/visuals)

Retain current customers, whilst tempting new customers into Aldi.

Reference 3

OBJECTIVE TYPE

- You may have more than one objective of the same type.
- Unsure which objective type to select? [View guidance here](#).

Purchase

STATE OBJECTIVE

State your objective here.

(Max: 25 words)

Reduce Aldi's historic trade-out by 0.5% of Aldi's value share in December 2016, and thereafter continue to reduce the gap year-on-year.

CONTEXT

Provide context, including prior year, competitor, and/or category benchmarks to help the judges understand why these goals were set and how challenging they were.

(Maximum: 75 words; 3 charts/visuals)

Maximise Aldi's share of Christmas trade getting as close to fair share as possible in December. In 2015 Aldi's 52w value share was 4.7%, whereas its 4w share in December was 4.4%, a reduction in Aldi's 'fair share' of -6.45%, worth over £26m.

SECTION 1: SOURCING

Provide sourcing for all data provided in Section 1: Challenge, Context & Objectives.

Use superscript in your responses above to link data points and sources.

¹ Kantar Grocery 52w data 2015 to 2017..

² Kantar Grocery, 4w vs. 52w value share to 03.01.16.

³ Aldi UK internal sales data, December 2020 vs. FY2020.

Include source of data, type of research, time period covered, etc. Do not include ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

[SOURCING GUIDELINES](#)

SECTION 2: INSIGHTS & STRATEGY - 23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.

2A. DEFINE THE TARGET AUDIENCE(S) YOU WERE TRYING TO REACH AND EXPLAIN WHY IT WAS/THEY WERE RELEVANT TO THE BRAND AND THE CHALLENGE. DID YOUR AUDIENCE CHANGE OVER TIME? IF SO, DESCRIBE HOW AND WHY.

Describe your audience(s) using demographics, culture, media behaviors, etc.

Explain if your target was a current audience, a new audience, or both. What perceptions or behaviors are you trying to affect or change?

Commerce & Shopper

Cases: Be sure to highlight the shopper's motivations, mindset, behaviors, and shopper occasion.

(Maximum: 300 words; 3 charts/visuals)

Aldi's Christmas Target

Current, loyal Aldi shoppers (mass market families with kids) were spending disproportionately more on Christmas than non-Aldi shoppers but were not spending it at Aldi because:⁴

- Aldi was too associated with 'everyday shopping.'
- Doubts that Aldi would stock a full Christmas range.
- Fears that Aldi's smaller stores might run out of stock on key Christmas lines.
- Aldi does not feel 'Christmassy' enough – its low-frills, small stores permit minimal decoration.

All of this can be summed up very simply:

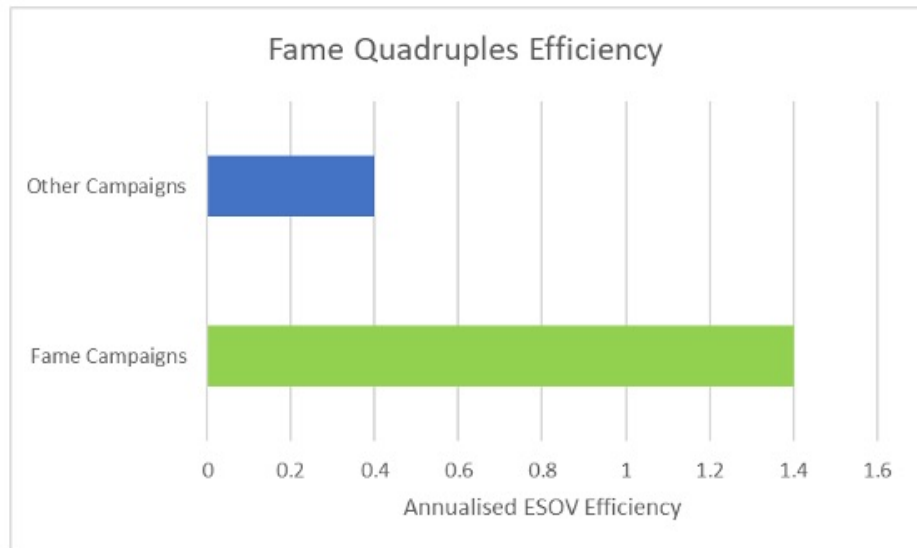
Aldi was not famous for Christmas or the things you want to buy at Christmas

Much as Aldi shoppers embraced Christmas, they were all too easily distracted by the showcase advertising, in-store theatre and displays from competitors.

So, Aldi's campaign needed to have impact, cut-through, longevity and work across all channels, throughout the Christmas trading period, entertaining audiences to gain and hold their attention on what Aldi had to offer.

To do this, Aldi needed to become more famous and more popular at Christmas because fame and popularity are a proven boon to communications efficiency.⁵

Figure 4. The Positive Effect of Fame-Driving Campaigns



Source: The Long and Short of it' - Peter Field and Les Binet, IPA 2013

In summary Aldi's task was to:

Figure 5. How Kevin's fame drives Aldi's growth.



Source: Kantar Millward Brown, AdNow Test Results 2016 – 2021. 2018 results used Millward Brown's AdExpress tool, which doesn't report 'Recognition'

2B. EXPLAIN THE THINKING THAT LED YOU TO YOUR INSIGHT(S). SOME INSIGHTS COME FROM RESEARCH, DATA, AND ANALYTICS. OTHERS COME FROM INSPIRATION. CLEARLY STATE YOUR INSIGHT(S) HERE.

Clarify how the insight(s) were directly tied to your brand, your audience's behaviors and attitudes, your research and/or business

A Very Meaningful Role

Aldi launched their 'Everyday Amazing' strategy in 2016, based on their meaningful role:

'Making Access to High Quality, Great Value, Fresh Food a Right for Everyone'

And this role could not be more meaningful than it is at Christmas, a time of feasting and goodwill to all.

situation. How would this unique insight(s) lead to the brand's success and how did it inform your strategic idea.

(Maximum: 300 words; 3 charts/visuals)

An Illuminating truth

Aldi's qualitative and quantitative research revealed a surprising paradox in shoppers' attitudes towards Christmas.

They buy into the hyperbole and excitement but simultaneously recognise that Christmas is just a day just like any other. They know it does not always snow and their families, friends and homes have not changed. Yet it all feels different, somehow.

For many, the real magic of Christmas lies in this paradox; in the power of the imagination to see the most everyday things in the most amazing ways.

Just like Aldi's **Everyday Amazing** strategy.

If a little Christmas spirit was all it took to transform a day-like-any-other into an amazing, festive spectacular, then it could help us to **reposition Aldi as the secret to a magical Christmas accessible to all.**

2C. WHAT WAS THE CORE IDEA OR STRATEGIC BUILD YOU ARRIVED AT USING YOUR INSIGHT(S) THAT ENABLED YOU TO PIVOT FROM CHALLENGE TO SOLUTION FOR YOUR BRAND AND CUSTOMER?

(Maximum: 20 words)

Aldi has a clear tone of voice;

'Be the Pirates not the Navy'

So, how would Pirates do Christmas?

SECTION 2: SOURCING

Provide sourcing for all data provided in Section 2: Insights & Strategic Idea.

⁴ Aldi Christmas Pulse Research 2016.

⁵ The Long and Short of it, Field and Binet, IPA 2013.

Use superscript in your responses above to link data points and sources.

Include source of data, type of research, time period covered, etc. Do not include ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

[**SOURCING GUIDELINES**](#)

SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimization.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

The score for this section will be based on your responses to the below questions, your creative work (as presented in the creative reel & images), and the context provided in the Investment Overview. Your responses to all elements of this section should complement one another and tell a cohesive story.

3A. DESCRIBE THE KEY ELEMENTS OF YOUR PLAN THAT ACTIVATED YOUR STRATEGY.

Outline any components that were active in the effort e.g. CRM program, customer experience, pricing changes as well as promotions and communications. If the balance of these elements shifted over the period of your effort, outline how and why.

(Maximum: 150 words; 3 charts/visuals)

Aldi needed to find a Christmas campaign that worked and then stick with it, investing in it until it became famous, liked, remembered, and associated with Aldi – something quite unfashionable in Christmas advertising.

There are four key areas of consistency critical to this:

1. Creative and Coding
2. Striving to be 'Unashamedly Famous and Popular'
3. Investment in production and media
4. Results - conferring confidence to keep going year after year

Each year, a teaser helped build talkability and social sharing followed by a launch on TV/Video

- 2016 anonymous seed packs sent to journalists and digital OOH generating anticipation.
- 2017 a "Whodunnit?" tease pre-figured Kevin's 'Orient Express' style adventure.
- 2018 Kevin's audacious 'Coke Truck' heist.
- 2019 angry sprouts attempted a kidnap to thwart Kevin's Big Top show.
- 2020 'Top gun' Kevin's mid-air mishap.
- 2021 a baby banana's disappointment preluded a retelling of Scrooge's epiphany in 'A Christmas Carrot'.

3B. OUTLINE THE KEY BUILDING BLOCKS OF THE CREATIVE EXECUTIONS FOR YOUR MAIN MARKETING VEHICLES E.G. ENDLINE, CALL-TO-ACTIONS AND FORMAT CHOICES. INCLUDE ANY IMPORTANT CHANGES THAT OPTIMISED THE CREATIVE WHILST THE ACTIVITY WAS RUNNING.

Include any important changes that optimized the creative while the activity was running.

Over 6 years Aldi has consistently invested in:

- A key message - *Everyone can have an Amazing Christmas with Aldi*
- A core character and a cast of accompanying characters
- A visual and musical style (consistently using production company, Psyop, since 2016)

(Maximum: 150 words; 3 charts/visuals)

- A familiar voice-over (Jim Broadbent)
- A distinctive style of humour (nods to popular culture, cheeky puns, and silly jokes for both young and old)
- Being entertaining and worthy of repeat viewing and sharing socially
- Integrating across all touchpoints

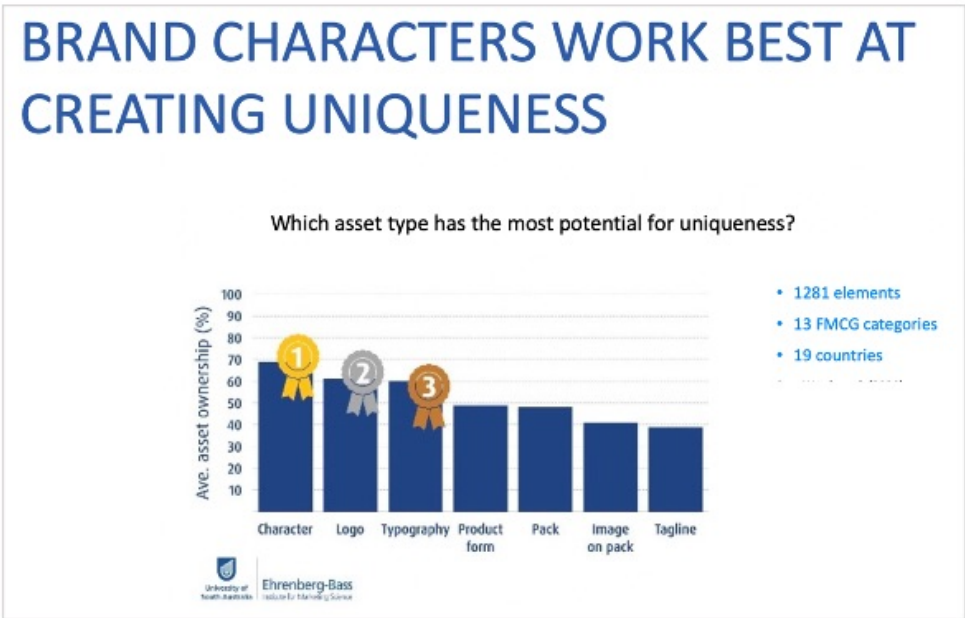
Brands exist as memory structures in people’s minds, and distinctive assets (brand characters, slogans, VOs, visuals styles) help create and re-enforce these.

Research from the Ehrenberg-Bass Institute shows these distinctive assets work best when they are:

- Unique - The element evokes the brand, and not competitors, with brand characters working best.
- Famous - Most, if not all customers should know the element represents the brand.

both of which Kevin fulfils.

Figure 6. Ehrenberg-Bass proved the power of brand characters.



Source: Ward, et-al. (2020) Journal of Brand Management, Vol 27, Issue 4, pp93-407

3C. OUTLINE THE RATIONALE BEHIND YOUR COMMUNICATIONS STRATEGY AND CHANNEL PLAN. EXPLAIN HOW THE INTEGRAL ELEMENTS WORKED TOGETHER TO DRIVE RESULTS.

Explain how the integral elements worked together to drive results. Throughout your response, address any changes made over time. If relevant, explain how you changed your spend across channels as part of your campaign optimization.

(Maximum: 500 words; 3 charts/visuals)

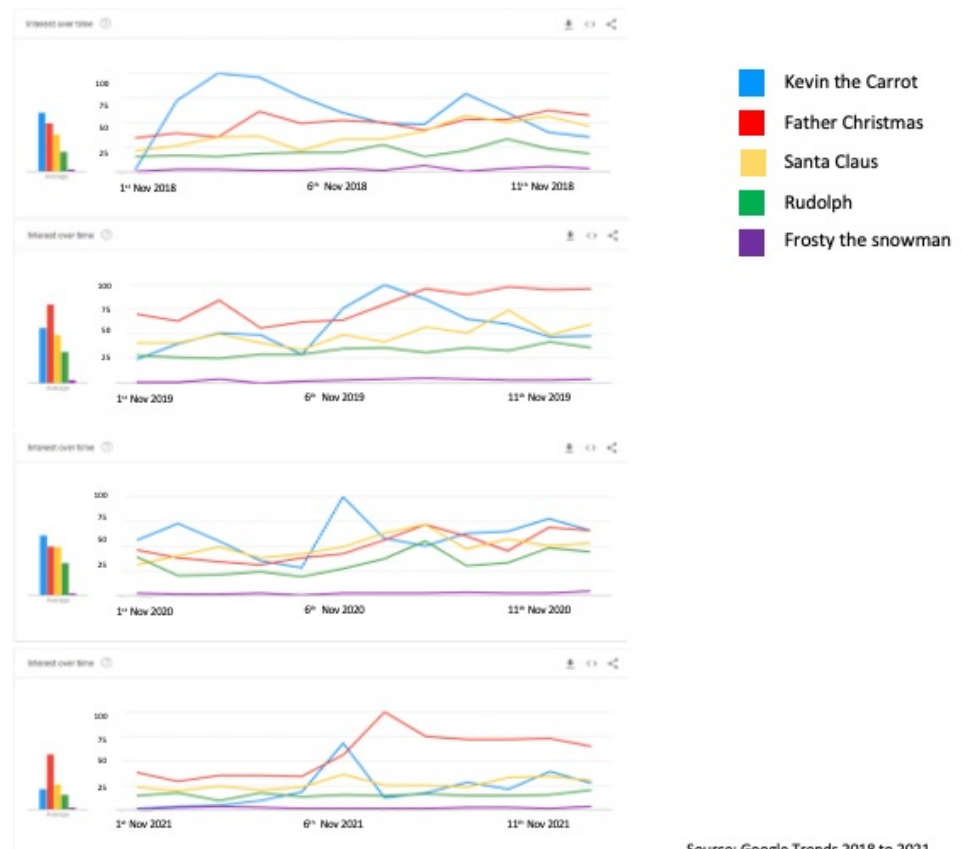
At Christmas many brands and retailers enter the media market to claim their share of the potential prize. Aldi is still a relatively small player vs. the Big4 - less than 1/3rd the size of Tesco.⁶ To ensure Aldi punched above its weight, creative and media agencies consistently worked as one throughout the planning cycle. This led to a series of practices which helped deliver Kevin’s fame and success.

1. Using the power of teases/spoofs to generate excitement and attention ahead of the main launch generating significant PR, buzz, and social discourse before the campaign launch.

As Kevin’s popularity grew, he generated ever greater volumes of organic search and enviable organic campaign reach.⁷

Around each year's launch, the volume of searches for Kevin even exceeded those traditionally associated with the event itself, such as Father Christmas, Santa, and Rudolph.

Figure 7. At launch, searches for Kevin even exceeded Santa and Rudolph.



Owned digital and social channels have played an increasingly significant role in helping to steal a march on competitors and get the nation talking about Kevin even before he launches in earnest. In 2021 Aldi were able to significantly reduce initial investment in paid media as the campaign teaser and launch attracted their highest ever organic viewership.

This, in turn, helped to reduce Aldi's reliance on paid media channels, making the 2021 Tease/Launch over 100% more cost efficient.

Figure 8. Growth in Kevin's social following allowed reduced media spend and increased efficiency.



2. Using investment in paid media to create mass reach via multi-channel campaigns. Aldi consistently invested in Kevin to maintain excess share of voice (ESOV).

Figure 9. Consistently investing in media help maintain Aldi's ESOV.

	2016	2017	2018	2019	2020	2021
a) Aldi SOV %	10%	11%	10%	14%	13%	11%
b) Aldi Value Share %	5.2%	6.0%	6.6%	7.1%	6.9%	7.1%
c) ALDI ESOV (a – b)	+4.8%	+5.0%	+3.4%	+6.9%	+6.1%	+3.9%

Source: Nielsen AdDynamix 2016-2021, Kantar Grocery data, 52w data 31.01.2016 to 23.01.22

Kevin's channel mix also evolved, subject to: audience media insights, creative theme, good storytelling, competitor activity and media pricing, with Kevin working 'fluently' across all touchpoints.

In the last three years Aldi have consistently delivered 92%+ audience reach using this approach.

3. Using econometrics to improve the efficiency of each individual channel.

Each year's campaign built upon the learnings from previous years, resulting in a 2021 efficiency index of 123.8 vs 90.2 in 2017.⁸

4. Using creative media formats to amplify creative storytelling. e.g., In 2020 giant digital screens created the illusion of Kevin flying his 'Top Gun' jet across main UK arterial routes at peak drive times or advertorial in Hello magazine in December 2017 with a piece on 'at home with Kevin and Katie'.

5. Using data to deliver more personalised targeting and sequential storytelling to help keep Aldi salient and relevant across the Christmas period.

KEY VISUAL

You have the [option](#) to upload a single image to accompany your explanation in this section to show how you brought your strategy and idea to life. It may be a media plan, a marketing mix visual, a flowchart, a calendar, a storyboard, etc.

You do not need to upload a copy of any of your creative images for judging here, as judges will view those on the creative examples tab.

SECTION 3: SOURCING

Provide sourcing for all data provided in Section 3: Bringing the Idea to Life.

⁶ Kantar Grocery 52w data to 27.12.22.

⁷ Google Trends, 2018 to 2021.

⁸ Gain Theory analysis. 2017 to 2021.

Use superscript in your responses above to link data points and sources.

Include source of data, type of research, time period covered, etc. Do not include ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

[**SOURCING GUIDELINES**](#)

SECTION 4: RESULTS - 30% OF TOTAL SCORE

This section relates to your results. Be sure to provide context (category, prior year) and explain the significance of your results as it relates to your brand's business. Tie results back to the objectives outlined in Section 1 - your response to **OBJECTIVE QUESTION** - objectives will appear above your response to **RESULTS QUESTION** as a reference to judges.

Because Effie has no predetermined definition of effectiveness, it is your job to prove why this case is effective: why the metrics presented are important for your brand and business/organization within the context of the submitted category.

Entrants are encouraged to use charts/graphs to display data whenever possible. Your response to RESULTS QUESTION may contain **up to five charts/graphs**.

As with the rest of the entry form, provide dates and sourcing for all data provided. Do not include results beyond **the eligibility period**; this is grounds for disqualification.

4A. HOW DO YOU KNOW IT WORKED? TIE TOGETHER YOUR STORY AND PROVE YOUR WORK DROVE THE RESULTS. EXPLAIN, WITH CATEGORY, COMPETITOR AND/OR PRIOR YEAR CONTEXT, WHY THESE RESULTS ARE SIGNIFICANT FOR THE BRAND'S BUSINESS.

Results must relate back to your specific audience, objectives, and KPIs.

RESPONSE FORMAT

You have up to 350 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result. Provide context to prove the importance of these results for the brand.

If you have additional results to report beyond the objectives set up in Question 1B, you may also list those results in the designated space below.

ELIGIBILITY REMINDERS

Failing to follow eligibility rules will result in disqualification.

- Provide a clear time frame for all data shown - either within your response or via the data sources box.
- Do not include data past the end of the eligibility period (**1 January 2021 - 31 March 2022**).

- All results must be isolated to **Europe**.
- It is critical to provide sources for all results provided.

4A. RESULTS OVERVIEW

Results must relate to your specific audience, objectives, and KPIs. Provide a clear time frame for all data shown.

The metrics you provide here are directly relevant to your objectives and audience. Entrants are strongly encouraged to re-state their objectives from section 1 along with their corresponding results.

(Max: 300 Words, 5 charts/graphs)

Kevin established himself as an Aldi brand icon and in turn helped to grow penetration and reduce the trade-out even during the difficult Covid-19 Years.

Popular Fame

Thanks to Kevin Aldi became the number one ranked brand on YouGov's Brand Index for 6 consecutive years.

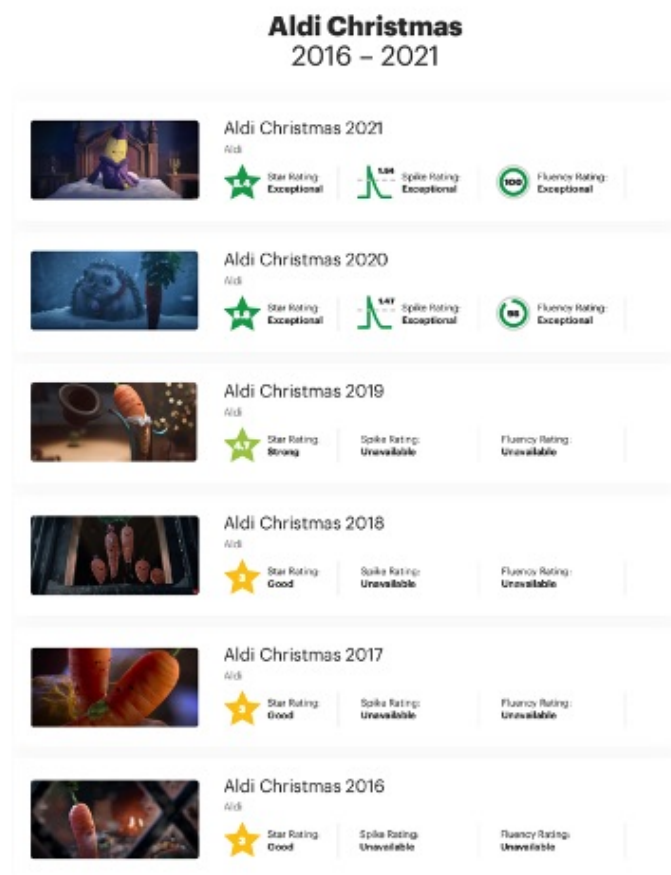
Figure 10. Kevin powered Aldi to YouGov's #1 'Buzz Score' Ranking for 6 Years.

	November	December	January	UK Ranking
2021	18.6	18.6	20.5 (2022)	#1
2020	17.5	17.3	15.1 (2021)	#1
2019	19.7	23.3	18.8 (2020)	#1
2018	19.2	21.4	21.6 (2019)	#1
2017	19.9	18.4	21.2 (2018)	#1
2016	17.6	18.9	15.8 (2017)	#1

Source: YouGov, Buzz Score, United Kingdom, Nov 2016 to Jan 2022

Kevin's lifetime 'Star Rating' (System1's measure of an ad's potential to grow market share) averaged 4.2 Stars, improving over time, overtaking John Lewis by popular acclaim (averaged 2.7 stars), and attaining the UK's highest Christmas ad rating in both 2020 and 2021.

Figure 11. Kevin's Star Rating Consistently Improved.













Source: System1, Test Your Ad 2016-2021

Kevin was declared 'The Nation's Favourite Christmas Ad' in 2020, and again in 2021, even surpassing the iconic 'Coke Truck'. (Kevin 2021 5.4 stars, Coke Truck 2021 5.0 stars).

Impact on Brand:

Kevin's impact on Aldi's brand perceptions has been significant, both long and short term. Aldi's brand tracking shows how brand communications awareness and key non-price metrics improved markedly over the Kevin years.

Figure 12. Perceptions of Aldi improved across key brand metrics.

 Long Term Brand Metrics (52w Year on Year)		'Post' 2015 Xmas Campaign (non-Kevin)	'Post' 2021 Xmas Campaign	Significant Change %
Spontaneous Brand Awareness		63%	67%	+6.3%
Total Brand Comms Awareness		33%	55%	+67%
Consideration*		45%	52%	+16%
Quality		3.15	3.39	+7.6%
Experience		2.94	3.24	+10%
Range		2.93	3.27	+12%
Value		2.05	2.05	-
Trust		26%	33%	+27%
Likelihood to Recommend		32%	43%	+34%

Source: Kantar Millward Brown, Aldi Brand Tracker, 52w 31.01.16 vs. 23.01.22

*Consideration score based on top 2 box data (First Choice/ Seriously Consider)

That Aldi, a mere discounter once summarily dismissed by Tesco's then MD David Malpas,¹⁰ almost halved the deficit between itself and the market leader on its greatest historic weakness 'Quality' was a significant achievement.

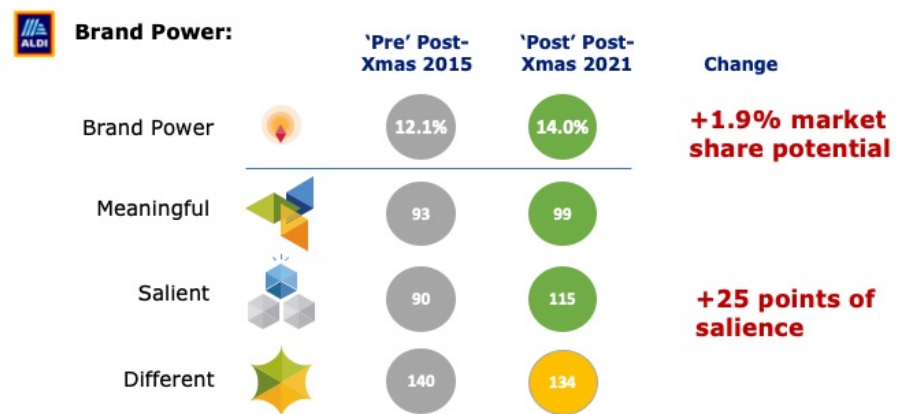
Figure 13. Narrowing the Quality 'Gap' vs. Market Leader; Aldi's deficit fell -44% over 6 years.

	2015	2016	2017	2018	2019	2020	2021
Aldi – 'Quality'	3.16	3.20	3.24	3.35	3.41	3.42	3.38
Tesco – 'Quality'	3.64	3.69	3.70	3.76	3.72	3.77	3.65
Aldi Deficit(%)	-13.2%	-13.3%	-12.4%	-10.9%	-8.3%	-9.3%	-7.4%

Source: Kantar Millward Brown, Aldi Brand Tracker, 12w data, 31.01.16 to 23.01.22

Most importantly, improved brand perceptions also enhanced Aldi's long-term market share potential, measured by Brand Power.

Figure 14. Improved Meaningfulness and Saliency significantly boosted Aldi's overall Brand Power.



Source: Kantar Millward Brown, Aldi Brand Tracker, 52w 31.01.16 vs. 23.01.22

From the first launch in 2016 and each year to the end of 2019 the Kevin campaigns significantly boosted shopper numbers, to the extent that 66% of all penetration growth over that time occurred between November's launch and New Year.⁹

During the Covid-19 years annual shopper numbers were down but Kevin still helped penetration to rise from November's launches to New Year.¹¹

The proportion of Aldi shoppers spend lost to competitors consistently reduced from 2016 onwards, becoming an almost insignificant -1.47% by December 2019.¹²

Even the effects of Covid-19 could not erase Aldi's gains due to Kevin

Payback

Most importantly, the Kevin campaigns generated a huge payback for Aldi. Besides generating £618m in incremental sales, they specifically allowed Aldi to sell £26.7m of Kevin merchandise.¹³

Figure 15. Aldi's Return on Marketing Investment exceeded £100m - 241% over 6 years.

	2015 TV Favourite Things	2016 TV Kevin the Carrot	2017 TV Kevin & Katie	2018 TV Kevin & Pascal	2019TV Greatest Showman	2020 TV Long Way Home	2021 TV Christmas Carrot	2016-21 6 years of Kevin
Ad Spend	£9.5m	£6.16m	£7.54m	£7.7m	£7.98m	£7.54m	£5.6m	£42.52m
Incremental Revenue (inc VAT)	£65m	£101m	£126m	£119m	£105m	£105m	£62m	£618m
Revenue per £1 Spent	£6.80	£16.40	£16.70	£15.40	£13.19	£14.18	£11.09	£14.52
Incremental Profit* (before deducting ad spend)	£16.25m	£25.25m	£31.50m	£29.65m	£26.25m	£26.25	£15.5m	£154.5m
Net Profit (after deducting ad spend)	£6.75m	£19.09m	£23.96m	£21.95m	£18.27m	£18.71m	£9.9m	£102.5m
Net Profit per £1 spent	£0.71	£3.10	£3.18	£2.85	£2.29	£2.48	£1.76	£2.41
Return on marketing investment	71%	310%	318%	285%	229%	355%	355%	241%

Source: Gain Theory data, 2016 to 2022

*At 25% Average Blended Margin

Kevin is now #3 in the The Grocer's 'UK's Most Powerful Grocery Mascots in 2022'. The average age of the mascots in this list 47 years, but Kevin has achieved his listing in just 6 years.¹⁴

RESULTS

Provide results that correspond to each of your objectives from Question 1C here. You are required to provide a result for each objective.

To re-order the way your objectives/results appear, return to Question 1C and re-order your objectives using the 'nudge' button.

For each result, you may include up to 3 charts/graphs.

1

OBJECTIVE TYPE

Awareness

STATE OBJECTIVE

Make Aldi more famous, more talked about and more loved by becoming Britain's favourite Christmas advertising.

CONTEXT

There is no single metric by which to judge fame, however, in 2016 John Lewis were Britain's best known and most popular Christmas advertiser. Emulating their fame was our benchmark and, in turn, stealing their crown became our target.

STATE RESULT

State your corresponding result here.

Kevin was declared 'The Nation's Favourite Christmas Ad' in 2020, and again in 2021, surpassing John Lewis and the iconic 'Coke Truck'.

CONTEXT

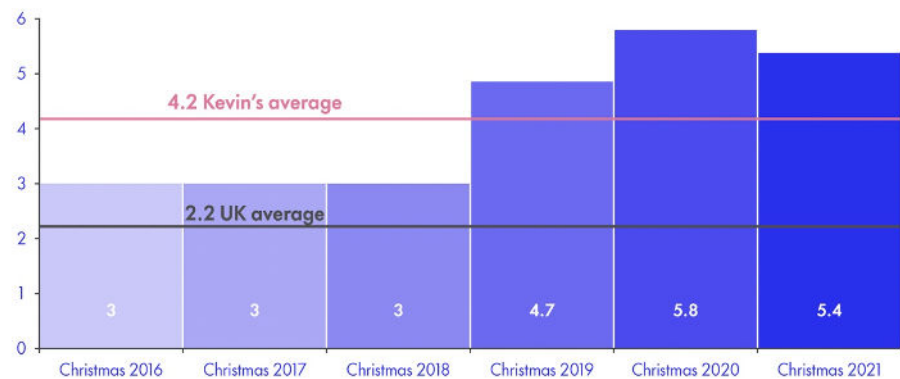
Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 150 words; 3 charts/visuals)

Kevin's lifetime 'Star Rating' (System1's measure of an ad's potential to grow market share) averaged 4.2 Stars, improving over time, overtaking John Lewis and attaining the UK's highest Christmas ad rating in 2020 and 2021 when he even surpassed 'Coke Truck'.

Figure 22. Kevin's System1 results dramatically improved over time, rating 5 Stars (Exceptional) in 2020 and 2021.

Kevin star ratings



Source: System1 2016-2021.

Figure 23. Kevin overtook Christmas icon 'Coke Truck' in 2021.



Source: System1, 2017-2021.

Millward Brown and System1 show Kevin's branding scores improved year after year, becoming highly associated and attributed to Aldi.

These campaigns were not only well-understood, liked, enjoyed, and remembered but drove key long-term brand-building measures like affinity, meets needs, uniqueness, and dynamism.

Figure 24. Aldi's short and long-term metrics improved consistently over 6 years of Kevin campaigns.



In 2016 Kevin toys sold for £2.99 raising money for charity.

By 2021 total toy sales reached £26.7 million.

2

OBJECTIVE TYPE

Consideration

STATE OBJECTIVE

Grow Aldi's 12w penetration from the campaign launch by +1% each year.

CONTEXT

Retain current customers, whilst tempting new customers into Aldi.

STATE RESULT

State your corresponding result here.

Kevin significantly boosted shopper numbers for Aldi at Christmas, even during the COVID years where Aldi faced considerable challenges in attracting customers into their stores.

CONTEXT

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's

business.

(Maximum: 150 words; 3 charts/visuals)

From 2016 to the end of 2019 the Kevin campaigns significantly boosted shopper numbers, to the extent that 66% of all penetration growth over that time occurred between November's launch and New Year.

However due to COVID:

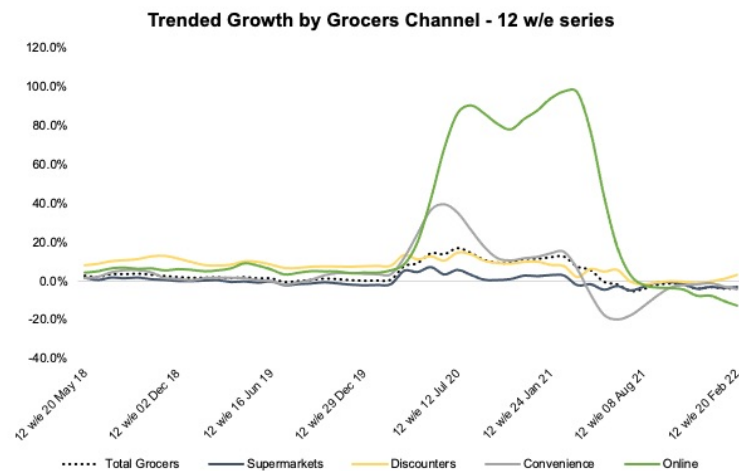
Trip frequency fell as shoppers sought to minimise their potential exposure.

Figure 19. COVID lockdowns reset shoppers' average trip frequency.



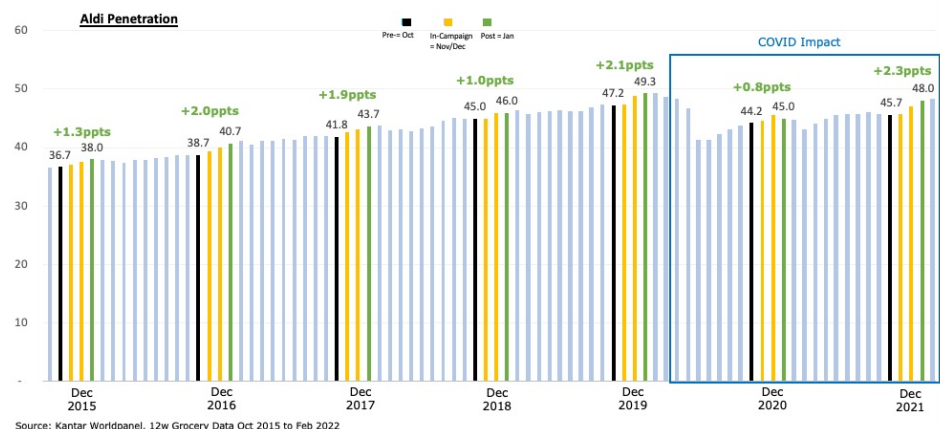
Grocers trading online gained the most. Online value share had taken 15+ years to reach 7% by 2019, yet almost doubled to 13.1% over a mere 9 COVID impacted months of 2020.

Figure 20. The impact of COVID restrictions boosted the growth of Online and Convenience channels.



Despite this, by 2021 penetration had recovered to its highest level for any year except 2019.

Figure 21. Aldi's penetration rose fastest during Christmas campaigns, and momentum carried over into New Year.



OBJECTIVE TYPE

Purchase

STATE OBJECTIVE

Reduce Aldi's historic trade-out by 0.5% of Aldi's value share in December 2016, and thereafter continue to reduce the gap year-on-year.

CONTEXT

Maximise Aldi's share of Christmas trade getting as close to fair share as possible in December. In 2015 Aldi's 52w value share was 4.7%, whereas its 4w share in December was 4.4%, a reduction in Aldi's 'fair share' of -6.45%, worth over £26m.

STATE RESULT

State your corresponding result here.

Kevin consistently reduced Aldi's Christmas share loss delivering a 6-year value share growth of 54%, £618m in incremental revenue and an overall ROMI of 241%.

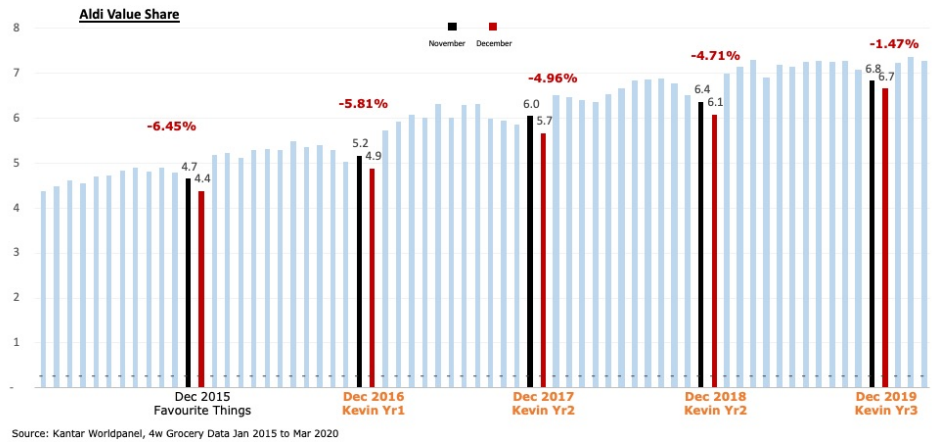
CONTEXT

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 150 words; 3 charts/visuals)

The proportion of Aldi shoppers spend lost to competitors consistently reduced from 2016 onwards, becoming an almost insignificant -1.47% by December 2019.

Figure 16. Kevin Campaigns consistently reduced Aldi shopper's traditional Christmas trade-out.



Then COVID anxieties, lockdowns, government-imposed movement restrictions, consumer lifestyle changes, and in-store regulations negatively impacted Aldi shoppers.

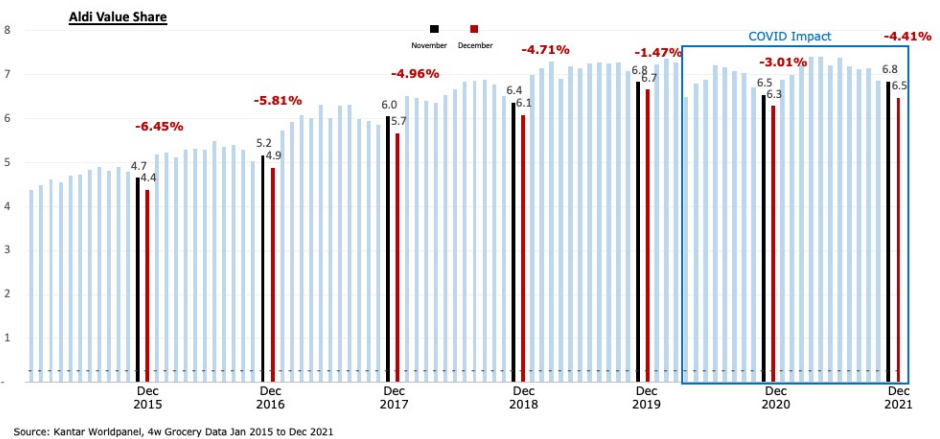
Smaller stores and limited ranges appealed less to shoppers looking to do one big shop.

No online offer meant Aldi had little appeal to those who were shielding or avoiding physical stores.

Aldi had comparatively few stores mostly in cheaper, less accessible, non-residential locations.

However, Kevin still managed to perform brilliantly over 2020 and 2021, when the historic trade-out position was better than in all previous years except 2019's peak.

Figure 17. Aldi shopper's Christmas trade-out reduced consistently to 2019 – even COVID's couldn't erase the gains.



Looking exclusively at 'bricks and mortar' stores, the only sector where Aldi competes, value share improved over both COVID-impacted Christmases.

Figure 18. Aldi's share of bricks and mortar grocery sales improved, despite COVID's impact.

	Nov-Dec 2019	Nov-Dec 2020	Nov-Dec 2021
Bricks & Mortar Grocery Sales (£000s)	£16,634,945	£17,734,859	£17,344,279
Aldi Sales (£000s)	£1,330,759	£1,442,783	£1,447,690
Aldi Value Share (%)	7.999%	8.135%	8.347%

Source: Kantar Worldpanel, Grocery, 8w Data Nov 2019 to Dec 2021

ADDITIONAL RESULTS

You may use this space to provide additional results achieved that you may not have had an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives. It is not required to provide additional results & you may leave this field blank.

(Optional. Maximum: 250 words, 3 charts/visuals)

4B. MARKETING RARELY WORKS IN ISOLATION. OUTSIDE OF YOUR EFFORT, WHAT ELSE IN THE MARKETPLACE COULD HAVE AFFECTED THE RESULTS OF THIS CASE - POSITIVE OR NEGATIVE - OVER THE TIME PERIOD?

Select factors from the chart and explain the influence of these factors in the space provided.

Public Relations

EXPLAIN THE INFLUENCE (OR LACK OF INFLUENCE) OF THE FACTORS YOU SELECTED ABOVE.

The chart provided is a sampling of marketplace activities, but your response is not limited to these factors. We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

(Maximum: 200 words; 3 charts/visuals)

- 1. Price –Aldi did not reduce its prices beyond its normal in-store promotions that ran every Christmas. Aldi discounts far less than the Big4 who rely on brand-funded price promotions.
- 2. Distribution – Aldi’s estate has grown in-line with longer-term business plans but did not embark on any significant new store-openings during the Kevin campaigns.

Figure 25. Aldi Store Growth 2015-2021.

Aldi	2015	2016	2017	2018	2019	2020	2021
Aldi Stores	624	693	762	822	870	907	933
% Growth	-	11%	10%	7.9%	5.8%	4.2%	2.9%

Source: Aldi internal data.

- 3. Products – Aldi could not expand its Christmas product range year to year. Aldi’s standard range is less than 2000 SKUs, compared with 25,000 in a typical 'Big4' Supermarket, so Aldi must remove some standard lines to accommodate its Christmas ranges.

4. Availability in-store – Aldi brings in its Christmas range for a limited period and at the last moment. Aldi relies on communications to drive awareness and consideration.
5. Media Spend – Aldi did not outspend its competitors during Christmas trading periods and was not the biggest spender in the market. Aldi's SOV varied between 10% and 14%.¹⁵
6. Pre-order/Home Delivery service – Aldi does not offer a Christmas pre-ordering or home delivery service.
7. In-store Experience – Aldi's smaller stores have limited capacity for seasonal displays and POS, despite their customers' preferences, display minimal decoration compared with other grocery retailers.

SECTION 4: SOURCING

Provide sourcing for all data provided in Section 4. You may not use this field to add additional content/information aside from sources of data.

Use superscript in your responses above to link data points and sources.

Include source of data, type of research, time period covered, etc. Do not include ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

⁹ Kantar Grocery, 4w data, 05.11.16 to 23.01.22.

¹⁰ The Guardian, "The Aldi Effect" Quoting Tesco's former managing director David Malpas 05.03.19.

¹¹ Kantar Grocery, 12w data, October 2020 to January 2022.

¹² Kantar Grocery, 4w data, January 2015 to March 2020.

¹³ Aldi UK, Internal data, 2016 to 2021.

¹⁴ The Grocer, 6th May 2022.

¹⁵ Nielsen Addynamix, 2015-2021

INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

PAID MEDIA EXPENDITURES

Select paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry.

You are required to elaborate to provide context around this budget range. For example, if your budget has changed significantly, how this range compares to your competitors, etc.

PAID MEDIA EXPENDITURES (SUSTAINED SUCCESS)

You must provide the budget for A) the initial year the case started (initial year is either the year your case started or at least 3 years ago), B) one interim year, and C) the current year.

Indicate the percent change for your budget for each year represented compared to the prior year. (e.g. 2% increase, same, etc.) If not known or not applicable, indicate this.

Please be sure to expand the response window to fully provide the paid media expenditures for the Initial, Interim and Current Years of your marketing efforts.

2016	2017	YYYY	2021
€5-8 Million ▼	€5-8 Million ▼	Select... ▼	€5-8 Million ▼
	+6%		-4%

COMPARED TO OTHER COMPETITORS IN THIS CATEGORY, THE BUDGET IS:

Select one.

About the same

COMPARED TO PRIOR YEAR SPEND ON THE BRAND OVERALL, THE BRAND'S OVERALL BUDGET THIS YEAR IS:

Select one.

About the same

BUDGET ELABORATION:

Christmas is a highly competitive time in the Grocery sector. Maintaining an effective SOVis a key principle, as well as channel mix optimisation to reach our audience at key

Provide judges with the context to understand your budget.

What was the balance of paid, earned, owned, and shared media? What was your distribution strategy? Did you outperform your media buy?

In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.

(Maximum: 100 words)

times of the campaign. Aldi had a smaller SOV compared to previous years due to less budget but had similar spends to the competition, with the exception of Tesco who spent significantly more than the market .

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees), and any activation costs.

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select one.

€3–5 Million

ELABORATION ON THE PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Provide judges with the context to understand the expenditures outlined above.

The campaign is animated to a high standard to achieve the visual that Kevin is known. There are familiar voiceovers throughout, including Marcus Rashford, and Jim Broadbent to name but two.

OWNED MEDIA

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

(Maximum: 100 words)

WAS OWNED MEDIA A PART OF YOUR EFFORT?

If owned media platforms were selected on the Communications Touchpoints chart, judges will expect to see an explanation of those platforms in your response.

Similarly, any owned media described here must also be selected in the communications touchpoints chart. Make sure answers here relate directly back to the selected choices in the “Communications Touchpoints” chart.

Yes : The website each year is rebranded to include Kevin, family and friends and it houses classic Christmas recipes, the range of wines and spirits and also has a carousel of theChristmas brochure that is in stores and delivered through doors. Social Media continued to grow, having the largest follower growth across all competitors.

SPONSORSHIPS AND MEDIA PARTNERSHIPS

Select the types of sponsorships/media partnerships used in your case. Choose all that apply. Then, provide additional context regarding those sponsorships and media partnerships, including timing.

SPONSORSHIPS

Select all that apply.

Not Applicable

ELABORATION ON SPONSORSHIPS AND MEDIA PARTNERSHIPS

Provide additional context regarding your sponsorships and media partnerships.

N/A.

(Maximum: 100 words)

SOURCES

INVESTMENT OVERVIEW: DATA SOURCES

Provide sourcing for all data provided in the Investment Overview.

Use superscript in your responses above to link data points and sources.

Include source of data, type of research, time period covered, etc. Do not include ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

[SOURCING GUIDELINES.](#)

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

Indicate below all touchpoints used in this case and the % of the total budget that was used for each touchpoint, which should equal 100% for each year.

You must provide information for A) the initial year, B) 1 interim year, and C), the current competition year.

Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.

ALL TOUCHPOINTS

Select all that apply

	2016	2017	YYYY	2021
Cinema	%	1	%	%
Digital Mktg. – Display Ads	3	%	%	%
	100.0	100.0	0.0	100.0

	2016	2017	YYYY	2021
Digital Mktg. – Long Video (3+ min.)	3	2	%	5
Digital Mktg. – Mobile	%	%	%	4
Digital Mktg. – Programmatic Display Ads	%	6	%	8
Digital Mktg. - Programmatic Video Ads	%	%	%	2
Digital Mktg. - SEO	1	2	%	4
Digital Mktg. – Short Video (:15-3 min.)	%	%	%	3
Digital Mktg. – Social: Paid	3	2	%	6
Digital Mktg. – Video Ads	3	4	%	%
OOH – Billboards	1	3	%	%
Print – Custom Publication	4	4	%	3
Print - Newspaper	17	16	%	10
Public Relations	2	2	%	2
Radio	5	3	%	3
Retail Experience: Digital	%	2	%	%
Retail Experience: In Store	2	2	%	2
	100.0	100.0	0.0	100.0

	2016	2017	YYYY	2021
TV	56	51	%	48
Other	0	0	%	0
	100.0	100.0	0.0	100.0

MAIN TOUCHPOINTS

Select the TOP 3 main touchpoints used, ranking them in order of priority 1-3.

Note: Your response to Section 3 should also provide an explanation of these main touchpoints from the below list which were integral to reaching your audience and why.

Note: On the creative reel, you must show at least one complete example of each communication touchpoint that was integral to the effort's success.

If you only used one touchpoint, simply select "Not Applicable" for Main Touchpoints 2 & 3.

MAIN TOUCHPOINT 1

Most integral touchpoint.

TV

MAIN TOUCHPOINT 2

#2 Most Integral Touchpoint

Digital Mktg. – Social: Paid

MAIN TOUCHPOINT 3

#3 Most Integral Touchpoint

Print - Newspaper

SOCIAL MEDIA PLATFORMS

Select all social media platforms utilized in your effort from the list below.

SOCIAL MEDIA PLATFORMS

Select all that apply, or select Not Applicable.

Facebook
Instagram
Twitter
YouTube
TikTok

CREATIVE EXAMPLES

Creative Work is reviewed as part of Scoring Section 3: Bringing the Idea to Life, along with the entrant's response to Question 3 and the Investment Overview. These elements together account for 23.3% of the total score.

CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.

Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

The Creative Reel is viewed once the case has been read.

CREATIVE REEL

3 min maximum (4 min for Sustained Success). 250 MB max., mp4 format. High

Resolution: 16:9 at 1920x1080.

Do not include any agency names in the file name or anywhere in the reel. Give each upload file a unique name.



Aldi_Kevin versus John: How a humble carrot usurped a national treasure to win the UK's Christmas Ad Crown

CREATIVE EXAMPLES PRESENTED IN THE CREATIVE REEL - SELECT ALL

Interactive / Website / Apps

OOH – Billboards

Print - Newspaper

Radio

Retail Experience: Digital

Retail Experience: In Store

TV

IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

Upload images of your creative work that ran in the marketplace. Communications channels highlighted must have been also featured in your creative reel.

Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to:

- + Showcase work that is better seen as a still image vs. video format
- + Draw further attention to key creative elements

IMAGES OF CREATIVE WORK

Upload 2-6 images of your creative work that ran in the marketplace. Do not include

agency names in the file name or within the images.

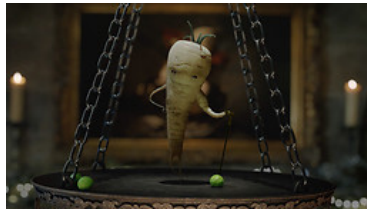
Technical Requirements:
.jpg/jpeg format



2016 Aldi Christmas



2017 Aldi Christmas



2018 Aldi Christmas



2019 Aldi Christmas



2020 Aldi Christmas



2021 Aldi Christmas

TRANSLATION OF NON-ENGLISH CREATIVE WORK (IF APPLICABLE)

If your creative examples include non-English work, you are required to include an English translation either via subtitles within the creative OR you may provide a translation in the text box below. This will not be counted towards your entry form page limit.

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With Print Set JUDGING VIEW - PDF Version of the Written Entry for Judges

PDF Fingerprint fc2985999fc5b65969eaf7104c3ac11f