



## ALDI partners with Fairfax Media to measure mobile ad effectiveness using Australian first methodology

ALDI partnered with Fairfax Media to reach grocery buyers through high impact mobile executions. The campaign was designed to convey key messages of the supermarket retailer offering great quality products at everyday low prices and to drive store visitation.

The success of the campaign was measured through Australian first mobile ad effectiveness methodology run by research company Millward Brown. The methodology launches a survey invitation upon exposure to the mobile advertising, providing a more accurate read of the effectiveness of exposure, rather than relying on traditional research methods of ad recall or 'jump page' (clicking on an ad to launch a survey).

The partnership proved to be an incredibly successful fit, with significant gains in both ad recall and persuasion metrics of brand favourability and visit intent that were driven by strong creative executions, premium on-screen placements and successful targeting of the target audience.

### **Campaign objectives:**

- » Position ALDI as offering quality products at everyday low prices
- » Drive store visitation intention

### **Campaign period**

March - April 2014

### **Target Audience**

Primary grocery buyers aged 25-54 years

### **Research Methodology:**

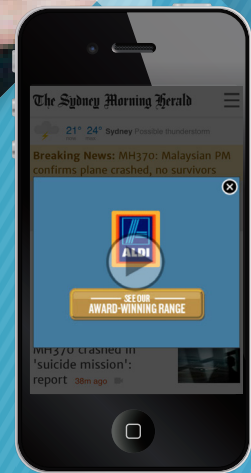
A simultaneous capture of control / exposed sample was employed with invitation to complete an online survey launched via site intercept methodology (n=1,028)

### **Creative Execution:**

The ALDI campaign was run as a mobile-platform advertising execution across all Fairfax Metro masthead m-sites as well as the Essential Baby, Essential Kids and Good Food m-sites. High impact video OTP's were featured on the masthead m-site homepages, whereas the lifestyle sites showcased a premium placed banner.

The mobile industry faces challenges around reporting and analytics ... Being able to more accurately measure the impact that brand advertising can have in the mobile space for a major retail client like ALDI is real game changer."

*Fairfax Media Digital Ad Development Director  
Tereza Alexandratos*



## Mobile advertising on Fairfax Media m-sites drives significant brand results for ALDI



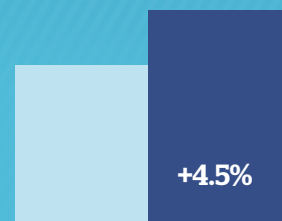
### The Results

- » Creatively, the campaign hit the mark, with visually impressive and well branded ads that grabbed attention, contributing to a significant increase in mobile ad recall of over 8% points
- » Fairfax was a very suitable selection as multimedia partner for this campaign, with a reach of 73% of the target audience of main grocery buyers
- » The key brand theme of 'ALDI offers quality products' made a connection amongst the key audience segment with a media impact lift of 5% points, as did the brand attribute of 'ALDI offers everyday low prices' which also experienced an upward media impact lift, indicating that the campaign is helping to position ALDI as offering quality products, without sacrificing its position of providing everyday value
- » Pleasingly, the combination of strong creative executions, premium on-screen placements and successful targeting of the audience translated into an increased affinity with ALDI and intention to visit, with both brand favourability and visit intent experiencing significant lifts of 4.5% and 7% respectively
- » With no existing benchmark norms available for this new mobile methodology, the most relevant comparison was against online campaign norms for the retail category. Brand impact metrics outperformed global online norms for mobile ad recall, brand favourability (top 20% of all retail campaigns) and visit intent (top 10% of all retail campaigns); and performed strongly against mobile norms for persuasion metrics of brand favourability and intent

#### Mobile Ad Recall



#### Brand Impact



#### Brand Favourability



#### Visit Intent

■ Control ■ Exposed

Source: Dynamic Logic Mobile Advertising Effectiveness Research June 2014

**For more information please contact your Fairfax Media representative**