

# HOW ALDI ACTIVATED 914.980 SHOPPERS IN BELGIUM AND LUXEMBOURG WITHIN 7 WEEKS

Case study | Aldi & Basebuilder B.V. (part of Linehub)



## APPROACH

In 2021, ALDI launched a campaign in Belgium and Luxembourg focused on fresh products. Together with Basebuilder the firm setup an online game with a focus on:

- Collecting new email newsletter signups for ALDI;
- Creating brand loyalty by handing out great prizes;
- Driving awareness & engagement to its Facebook and Instagram pages

In order to create awareness for the online game, promo cards were handed out in all 887 ALDI stores in Belgium and Luxembourg at the cash registers. The cards were handed out during a 7 week period.

## THE RESULTS

Each store's results were displayed real time in addition to participant profiles and an overall snapshot of the campaign performance.

This allowed ALDI & Basebuilder to monitor and optimize the game at any time to drive maximum results.

This could be your success too. This kind of concept by Basebuilder has proven to be effective in your country as well. This success story from Belgium and Luxembourg could be yours to tell too. Basebuilder has built a strong track record by helping international retailers by:

- Activating shoppers
- Growing newsletter databases with quality data
- Increasing omnichannel sales, brand awareness, loyalty and engagement

## CONTACT

Would you like to know more about how we can make this concept work for your local market? Let's achieve success together! Contact us today and discover how our activation campaigns and performance marketing solutions can work for you by driving engagement, boosting your loyalty program and stimulating sales, just like we did for Aldi.

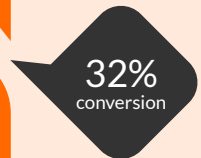
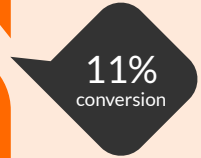
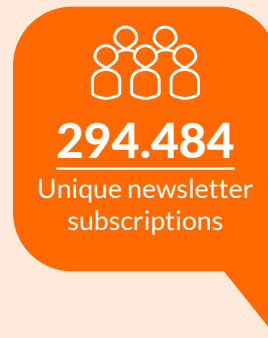
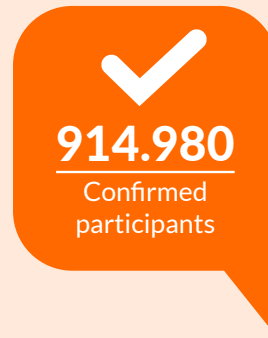
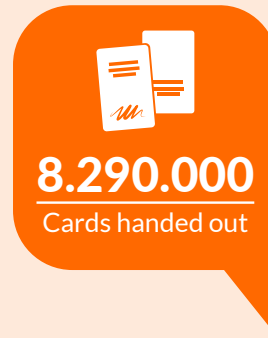


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**20.532**

clicks to ALDI Facebook



**7.300**

clicks to ALDI Instagram

