

# Adwatch 12.11.08

Marketing's unique weekly analysis of advertisement recall in association with 

## Q Which of the following TV commercials do you remember seeing recently?

OS.11	BRAND	AGENCY/TV BUYER	%
1 (4)	<b>Sky TV</b>	Brothers & Sisters/MediaCom	59
2 (-)	<b>Kellogg's Crunchy Nut</b>	JWT London/MindShare	58
3 (-)	<b>DFS</b>	Uber/Brilliant Media	54
4 (-)	<b>BT Total Broadband</b>	Abbott Mead Vickers BBDO/MediaVest	53
5= (-)	<b>Aldi</b>	<b>McCann Erickson Manchester/Universal McCann</b>	<b>50</b>
5= (16=)	<b>Argos</b>	CHI & Partners/MindShare	50
7 (-)	<b>Peperami</b>	Lowe London/MindShare	49
8 (14)	<b>Morrisons</b>	DLKW/Mediaedge:cia	46
9 (-)	<b>WH Smith</b>	DLKW/Carat	45
10= (-)	<b>Flora Buttery</b>	Krow Communications/MindShare	44
10= (-)	<b>HSBC</b>	JWT London/MindShare	44
12 (12)	<b>PC World</b>	M&C Saatchi/Walker Media	43
13 (-)	<b>L'Oréal Extra-Volume Mascara</b>	McCann Erickson/ZenithOptimedia	42
14 (-)	<b>The Sun</b>	Euro RSCG London/MindShare	41
15 (-)	<b>Vanish Oxi Action</b>	Euro RSCG London/OMD UK	38
16 (-)	<b>The Natural Confectionery Company</b>	Fallon London/PHD	36
17 (-)	<b>Boots No 7</b>	Mother/MediaCom	35
18 (-)	<b>Jobsite</b>	Hooper Galton/MediaVest	33
19 (-)	<b>Aunt Bessie's Yorkshire Pudding</b>	Euro RSCG London/BLM	32
20 (-)	<b>Wall's Sausages</b>	Beattie McGuinness Bungay/Universal McCann	29

Adwatch research was conducted from 28-30 October 2008 by TNS as part of its twice-weekly OnLineBus omnibus among 1000 adults aged 16-64. For details of the survey, contact sue.homeyard@tns-global.com (020 7868 6602). Advertisements were compiled by Xtreme Information (020 7575 1800) and Mediaedge:cia (020 7803 2000).



7 Peperami



10 Flora Buttery

## Aldi

A brand once disdained for its budget offering has added some warmth to its image



**Paul Cardwell**,  
Creative director,  
Doner Cardwell  
Hawkins

If there was ever a product whose time has come, Aldi is it. Six months – even six weeks – ago we might have turned our noses up. Today, we turn our cars into its car park.

I am a great believer in anecdotal evidence, and here is my Aldi story. I have a client in Lincolnshire. On her way to see us last Monday, she passed her local Aldi. Something was different. The car park was busy with smart, northern-European cars – VWs,



Aldi perceptions of the brand have shifted as consumer budgets have tightened

Volvos and so on. Being an astute, modern woman, she knew that the only thing that draws a smart audience is a tacky celeb, so she executed her trademark handbrake turn and pulled in for a couple of minutes of star-spotting. She combed the aisles

in vain. Inside, however, she found no celebs, just customers.

Ask people what Aldi means and they'll use the c-word – 'cheap'. This little fellow used to be frequently accompanied by his chirpy sister 'cheerful' but more recently has

become inseparable from his hulking, ugly brother, 'nasty'.

So the Aldi strategy is about 'value'. Value – and I have decades-worth of flipcharts to prove this – is not a thing. Value, it seems, is an equation. So how does Phil Vickery cooking for real people fit with this mathematical equation?

Pretty neatly, I'd say. He explains and shows the rational proposition in terms that make it seem unarguable. More than that, he's a nice guy. He seems normal, from the real world. He's not Gordon 'effing' Ramsay or Dame Delia. As a result, he gives Aldi the one thing it has never had and desperately needs. He gives the brand warmth.

'Spend a little, live a lot'. The endline, like the store, has found itself in exactly the right place at exactly the right time. If we could all manage that, then our credit might never be crunched.

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