



# AWARDS FOR EXCELLENCE IN **PUBLIC RELATIONS 2022**

# Best Consumer Public Relations Campaign

€20,000 to €50,000



Launch of ALDI Ireland's cookbook 'Home' in collaboration with IRFU.

## Campaign

Launch of Aldi Ireland's cookbook 'Home', in collaboration with IRFU in support of Barnardos

## Description of Campaign

Campaign launch to promote Aldi's cookbook, Home, in partnership with the IRFU and in support of Barnardos. 'Home' features recipes from Irish rugby stars and was used to drive awareness of Aldi's Fresh Food partnership with Irish Rugby and support Aldi's bid to raise €1 million for Barnardos.

LEGACY

## Public Relations Consultant

Legacy Communications



## Client

ALDI Ireland

## Background to the Campaign

Aldi Ireland has had a long-standing partnership with the IRFU. To further amplify this partnership, they, together with Maurice McGeehan, IRFU chef, as well as 55 players across the Men's, Women's 15s and 7s teams, created 72 recipes to demonstrate the diversity of the Aldi range and commitment to fresh Irish produce. The purpose was to encourage cooking at home, inspiring customers to make wonderful and simple dishes using sustainable ingredients.

These recipes were then gathered and published in the cookbook 'Home', which was then published and sold in stores nationwide for €11.99.

The launch of this cookbook allowed Legacy Communications to demonstrate Aldi's efforts in highlighting the importance of good food made with quality ingredients. It also allowed them to follow through on Aldi's promise to support their charity partner, Barnardos. All proceeds of the book went towards Aldi's pledge to raise €1 million for Barnardos by the end 2022.

To achieve the goals, Legacy implemented an integrated campaign that created a unique voice for Aldi Ireland. To achieve scale and presence, Legacy used several key pillars of communication including: the partnership launch, ongoing ambassador activity, organic social media, media partnerships and PR.

Legacy also wanted to use this campaign as an opportunity to launch two new Aldi brand ambassadors, Linda Djougang and Beibhinn Parsons.

Both Djougang and Parsons are Irish internationals, and it was felt that their presence would not only help broaden Aldi's rugby comms and engage a new demographic, but also showcase Aldi's support for women's sports.

All of this combined gave Legacy the opportunity to directly target customers, create heightened brand awareness as well as drive sales.

It is important to note that Aldi had no other consumer marketing activities taking place in the market and therefore, were fully reliant on the PR campaign to deliver against the business objectives.

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## Statement of Objectives

Aldi is one of the largest retailers in the country with 150 stores nationwide. They have a number of competitors and in order to stand out in a crowded space, they must create smart, engaging campaigns with a strong community focus that allows their customers to take notice and further strengthen their affinity towards them.

As such, Legacy's objectives for the cookbook campaign were as follows:

- Highlight and drive awareness for Aldi's Fresh Food Partnership with Irish Rugby, which sees the supermarket encourage healthy eating among children and makes healthy food easy and accessible to all.
- Support Aldi's charity partner Barnardos and do something significant to help in their bid to raise €1 million for the charity by the end of 2022 as well as highlight their Breakfast and After School Clubs, offering nutritious meals for vulnerable children.
- Communicate a bank of easy, delicious recipes that could be made using fresh, local ingredients and cupboard essentials available from Aldi stores across the country.
- Drive a conversation around healthy eating and give families the opportunity to explore their eating habits by trying new recipes.
- Launch two new ambassadors - Linda Djougang and Beibhinn Parsons - who would appear alongside existing ambassadors Paul O'Connell and James Ryan and underscore Aldi's commitment to women's sport.
- Ultimately – to drive sales for the book for this all-important charity cause.

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## Programme Planning and Strategy

Legacy Communications created a laser-focused PR strategy executed through an omnichannel campaign to generate awareness of Aldi's partnership with the IRFU and create awareness for the new cookbook available exclusively in their stores nationwide. Additionally, it allowed Aldi to communicate about and make good on their promise to raise €1 million for Barnardos.

As part of this campaign, Legacy leveraged access to the ambassadors to secure high-profile television interviews, radio partnerships, print coverage and social media mentions. In doing so, Legacy helped drive awareness for the book and the fundraising campaign.

Legacy was strategic in choosing media partners and prioritised those that would help reach different audiences and achieve key objectives.

### Launch

The campaign kicked off with a photocall attended by ambassador and former Irish rugby international Paul O'Connell as well as a representative from Barnardos and two children. Separately, a launch was held with both the female ambassadors, Linda and Beibhinn, to coincide with their busy schedule.



These shots were distributed to the media both nationally and regionally alongside a press release. Flat lay images from the cookbook and stylised imagery of Paul O'Connell, James Ryan, Linda Djougang, Beibhinn Parsons were also supplied.

The launch generated widespread coverage in national and local media outlets across print, digital and online.

On the launch day itself, a range of in-person interviews with Paul O'Connell were facilitated. These interviews were seeded out across a number of weeks to ensure an extended shelf life was achieved beyond the initial launch stage. These interviews appeared across the entire media landscape – broadcast, print and online.

## **Coverage and Partnerships**

### ***Late Late Show***

On the day of the campaign launch, Legacy secured coverage on *The Late Late Show*, one of Ireland's most watched entertainment shows, with campaign ambassador Paul O'Connell appearing as a guest. He promoted the cookbook as well as Aldi's partnership with Barnardos. Paul also partook in a showcase of the recipe recreation alongside another guest on the show.

### ***Virgin Media – Ireland AM***

Legacy subsequently partnered with Virgin Media One for an Ireland AM takeover. This takeover featured a one-on-one interview with Paul O'Connell, which heroed the cookbook. It also included an in-studio cookery segment featuring Aldi ambassador Trisha Lewis cooking Paul's Chilli Con Carne, which is one Paul O'Connell's contribution to the cookbook.

Both segments aired on the same day and were later shared to Ireland AM's social media channels. To cap it all off, Ireland AM also ran a social media competition related to the launch of the cookbook on Facebook with prizes supplied by Aldi.

### ***Radio Appearances***

Aldi offered two exclusive radio interviews to *Today FM* and *Newstalk*.

First, Paul O'Connell appeared on *Today FM*'s Dermot & Dave to chat about life as a rugby coach as well as the cookbook. This helped Aldi target a more general daytime audience as well as a more family orientated audience.

Paul subsequently appeared on *Newstalk*'s *Off the Ball*. An interview was pre-recorded at the campaign launch and broadcast the following week. *Off The Ball*'s audience is more male and sport-oriented, which helped raise awareness of Aldi's association with Irish Rugby.

### ***Print Coverage***

When it came to print, Legacy decided it was wise to partner with two publications, one broadsheet and one tabloid, and so settled on the *Irish Independent* and *Sunday World*.

The *Irish Independent* ran an exclusive interview with Paul O'Connell. Not only did the piece feature extensive plugs for the cookbook and fundraising initiative but it was also accompanied by exclusive imagery featuring O'Connell holding the cookbook.

Additionally, the *Sunday World* ran a number of exclusive interviews with Paul O'Connell and had access to exclusive photographs – this was seeded out over a number of weeks.

### ***Online Coverage***

To achieve online coverage objectives, *The42.ie* published an interview with Aldi ambassador Linda Djougang as part of her contribution campaign activity. As *The42.ie* and journalist Emma Duffy have a keen interest in spotlighting and telling the stories of female athletes, Legacy believes this coverage helped highlight Aldi's support of women's sports. As part of The Irish Times' Food Month coverage, Ali Dunworth featured Paul O'Connell's signature recipe for Paul's Chilli Con Carne.

### ***Conclusion***

Legacy believes the clever use of Paul O'Connell with his extensive profile amongst the media landscape helped secure the highest quality PR opportunities in order to communicate the important message surrounding the cookbook campaign and healthy eating at Aldi.

## Social Media

To maximise social media coverage, Legacy distributed a product drop to media and influencers, but split across two tiers:

### Tier 1:

- The Tier 1 drop targeted 10 important influencers/media across the landscape. Included was a copy of the cookbook as well as the cooking ingredients to replicate a selection of recipes at home.
- Each drop included a personalised and printed note with details of the campaign as well as the all-important recipes.

### Tier 2:

- The Tier 2 drop targeted a further 20 influencers and contained a cookbook only.
- Additionally, a personalised and printed note accompanied explaining the details of the campaign.

The campaign also harnessed the organic power of players social platforms. The book was supported by ambassadors Paul O'Connell, James Ryan, Bebhinn Parsons, Linda Djougang, and Maurice McGeehan, as well as a number of others within the IRFU who contributed with personal recipes.

All of these PR opportunities, together with the social conversation, laid a solid foundation for awareness on the 'Home' cookbook, thus cementing Aldi's position as a one-stop shop for healthy eating and fresh food for all the family.

Seeds were sewn right across broadcast, print, online and social to demonstrate Aldi's credentials in this space off the back of this bespoke charity cookbook – and resulted in an over performing campaign.

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## Measurement

This campaign was an unqualified success, fulfilling all its key objectives and securing valuable coverage for Aldi and its partnerships.

**The book was a hit, selling out its initial print run of 6,000+ in just three weeks. It has since been reprinted twice and has now sold more than 12,000+ copies, making it a bestseller in the Irish market.**

On fundraising goals, it is estimated to have raised over €50,000, which has gone a long way towards achieving Aldi's promise to raise €1m for charity partner Barnardo's by the end of the year.

When it comes to media coverage, it generated positive PR with a **media reach of over 6.3million** and as outlined above, achieved mentions in numerous high-profile outlets including *RTE*, *Today FM*, *Newstalk*, the *Sunday World Irish Independent* and *The42.ie*.

## Aldi Research

Moreover, research from Aldi indicated that the campaign reached nearly 2 million adults in Ireland. Specific awareness of the Fresh Food designation increased from 29% in March 2021 to 33% in November 2021 with 57% of those aware having a more positive view of Aldi. More shoppers also became aware of the partnership with Barnardos rising from 12% to 19% with a powerful 75% affinity score.

Through the publication of *Home*, Aldi was able to not only support charity partner, Barnardos, but promote its ongoing healthy eating initiative. It helped kickstart a conversation around healthy eating and encouraged people to cook at home using fresh, local produce. It was seen to support vulnerable children and make healthy food accessible to those who needed it most. It also helped reinvigorate its partnership with Irish Rugby and cement its commitment to supporting rugby as well as women's sports.

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