



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

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# In-House PR Team of the Year

## 1 to 5 Employees



Owen Cullen,  
MPRII, Chairperson,  
PRCA with the  
ALDI Corporate  
Communications  
Team.



### Organisation

ALDI Ireland

**Address:** Birch House, Millennium Park,  
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### Description of the employing organisation

Since entering the Irish Grocery market in 1999, ALDI has opened 150 stores across Ireland with plans to open a further 30 new stores across the country over the next 3 years. In addition to increasing our store numbers, we are currently undergoing a major re-development project called 'Project Fresh', involving a €60m revamp of our current store network and is based on the concept of giving our customers what they want - fresh and healthy eating ranges in a modern store environment.

Our recipe for success is built around a focus on our four pillars of value, price, quality and provenance. Underlying this is a commitment to Irish suppliers and offering a substantial range of Irish product. ALDI has an Irish supply base of over 330 suppliers from all across the island. Irish supplied products were worth over 1BN euros to the Irish supply base in 2021.

ALDI also has a multi award winning private label range of products which represents over 95% of the fresh food offering at ALDI. We are known for our competitive edge on price, award winning range (Private Label Range of the



Year 2021) and excellent reputation in the market (Ireland's Most Reputable Retailer 2021 @ RepTrak) set the business up for further growth in the coming years.

ALDI works with a number of national charities including Barnardos, FoodCloud, and the Irish Cancer Society. We also partner with local communities and charities across Ireland in donating Community Grants each year to help fund local causes. To date, ALDI has donated 2.35 million meals to FoodCloud, equating to a saving of more than €2.9 million for the charity while also benefiting the environment saving an equivalent of 3.2M tonnes of CO2. ALDI has pledged to raise €1 million for Barnardos to help support vulnerable children and families, and has donated over €440,000 (raised from ALDI stock sold in-store, on-pack donations, voucher donations, partnership support and staff/customer donations) to Barnardos since partnering in November 2020, and has donated over €450,000 through its Community Grants programme to date.

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## **Brief Overview of the Team's Communications Objectives and Strategy**

### **Growth of In-House Capabilities**

ALDI's Corporate Communications were initially managed by an external public relations agency, however since 2016, the corporate team internally has grown to include a Director of Communications, a Corporate Communications Manager as well as two assistants, interns and graduates. Continued growth of ALDI's in-house corporate team and capabilities was a key objective for 2021 with the aim of stronger performance and outcomes.

### **Improve on 2020 Performance**

Throughout 2021, ALDI's communications team conducted an extensive series of PR activity to secure an overall strong result through key performance metrics analysed by our media monitoring agency e.g. Reach, Media Score, Share of Voice, Sentiment etc. The overall objective for the team was to improve on its 2020 performance and secure strong results.

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## **Analysis of Team Performance/Delivery Against Those Objectives and with the Available Budget Growth of In-House Capabilities**

ALDI's in-house Corporate Communications team now consists of five personnel, three of whom joined the team in the past year. The team is supported by the Corporate PR agency.

### **Improve on 2020 Performance**

Due to the increased in-house capability, ALDI's Corporate Communications team outperformed its 2020 results through a number of key PR metrics:

- ALDI performed better than the sector which saw overall volumes drop by 21%. The sector-wide decrease in volumes was a result of a fall-off in Covid-19 related supermarket news.
- ALDI increased its Share of Voice by 2% year-on-year.
- ALDI's Media Score increased by 4 points to 89 in 2021, outperforming all competitors. All competitors' Media Scores decreased versus 2020.
- Corporate media coverage generated 56% of volumes.
- Positive coverage rose by 1 point to 86% in 2021, with Prime Positive (that proactively generated by activity) increasing 13%. Proactive coverage and Prime Positive impact ensured ALDI significantly outperformed all competitors.

### **Corporate Communications Analysis:**

- ALDI's corporate coverage Media Score improved to 88 year on year, rising four points.
- PR-led corporate coverage rose 7 points to 85%. Spokesperson Inclusion also rose significantly by 7%.
- Two thirds of all corporate coverage throughout the year was Prime, meaning ALDI featured in the headline /was the driver of coverage/ main focus of article.
- Key Highlight: Increased proactive and prime positive coverage was achieved by the corporate campaign, witnessed by improved Media Score.

The following messaging was central to ALDI's PR activity throughout 2021:

- **Price/Product:** ALDI provides its customers with best value on the market, providing quality products at unbeatable prices.
- **Provenance:** ALDI is dedicated to Irish suppliers - works with over 330 Irish food and drink producers and spent over €1BN with its Irish suppliers in 2021, including €250M during the busy Christmas trading period.
- **Planning and Investment:** ALDI is committed to investing in Irish economy through new store openings and job creation e.g., recent announcement of €320M investment across next 3 years incl. 30 new stores.
- **CSR/Community:** ALDI is a supporter of local community initiatives and charities e.g. through Community Grants, partnership with Barnardos, donating meals to FoodCloud, supporting smaller community initiatives e.g. UCC Foodbank appeal.
- **Sustainability:** ALDI is committed to giving back to the environment e.g. by planting 1M Trees, cutting back on plastic and packaging, using 100% green electricity and natural refrigerants in stores.
- **Leadership:** ALDI is constantly challenging competitors and bringing new innovative ideas to the market.

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## Summary of Outstanding Achievements/Innovations in the Relevant Period

### Highlight Points of 2021

**January:** Media coverage was 35% higher in Jan 2021 Vs 2020. The key drivers of media coverage were ALDI's 2021 Recruitment Drive campaign and ALDI's commitment to plant 1M trees by 2025.

**June:** ALDI's second coverage peak of the year. Driven by coverage of the new Douglas store opening, Co. Cork.

**November:** Highest coverage peak of the year. Driven by ALDI's announcement of its Financial Year results for 2020, its store openings campaign and community grants programme.

### Top 3 Performing Corporate Campaigns 2021:

- Store Openings/Planning – Reach: 46.5M, PR Value: €1.9M
- January 2021 Recruitment Announcement – Reach: 23.9M, PR Value: €531K
- 2021 Community Grants Programme – Reach: 6.6M, PR Value: €555K

[www.aldi.ie](http://www.aldi.ie)

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