



## Less is More – Aldi Nord and South for the first time on TV together

This week's egtabite is about a tailor-made content marketing success story from SevenOne Media (ProSiebenSat1's sales house) and their creative unit (the AdFactory) for a German discount supermarket chain client, Aldi.

### Background

Aldi operates under two different brands in Germany: Aldi North and South, which had never advertised under the same umbrella brand before. For their first joint campaign on TV, Aldi wanted to share a message in line with their most recent campaigns highlighting the simplicity of life (their TV spots "[less is more](#)" were very successful in recent years).

SevenOne Media's Adfactory worked on a unique content marketing strategy to make this first joint campaign a success.

Aldi's goals were to spread brand awareness amongst younger target groups and gain a competitive advantage over other discount supermarket chains already present on German TV (Edeka, Lidl etc.)

### Idea

To make this happen, the Adfactory and Aldi decided to associate themselves with two icons: ProSiebenSat1's major hit programme "The Voice of Germany" and a well-known German rapper called Fargo.

Fargo had recently become famous in Germany for his decision to declutter his life and focus on "minimalistic" living – a concept about which he wrote a song: *Einfach sein!* (Be simple!)



Based on his strong positioning for the concept of simplicity, the Adfactory chose him as an ambassador for the cross-channel [campaign](#). A number of special videos were produced around this concept together with the very popular anchor of "The Voice of Germany". Two of the most successful video content stories were: a challenge to survive 24 hours with only 10 items of their choice, and a series of "rap-ortages" about "The Voice" in which Fargo rapped about the event (listing the candidates and their characteristics, calling viewers to vote etc.). SevenOne Media calls this particularly successful format 'TV advertorials', a special video lasting at least 90 seconds.



The [campaign](#) also included TV ads by Aldi as well as special formats (sponsoring and product placement), a music clip launched on ProSiebenSat1's music platform AMPYA, and of course many posts on social media on Aldi's, Fargo's, AMPYA and the Voice of Germany's accounts.

The AdFactory went above and beyond to create tailor-made campaign for both online and TV with an unprecedented match between the client's message and the exclusive content created for this occasion.

See videos of the campaign [here](#).

## Why does this matter for egta members?

In a period where the role of media and creative agencies is being challenged because of the ever-changing digital landscape and video's importance, it is imperative for TV broadcasters and sales houses to position themselves as reference experts in the field of creativity and brand safety for TV and video campaigns. With this innovative multimedia strategy, AdFactory showed once more that sitting down with a client directly to address their needs makes a difference to the effectiveness of a campaign.