

The Lidl Leaflet: Connecting Online & Offline



**To show you how an offline medium is
making its way online**



Agenda

01 Introduction

02 Background to the Lidl Leaflet

03 Bringing it Online and Why?

04 What's next for Lidl?

05 5 Key Takeaways



Introduction

- Media Manager: Lidl Ireland & Northern Ireland
- UCC Commerce International with German
- Lidl Graduate Programme (2015)
- Marketing Dept & Sales Operations

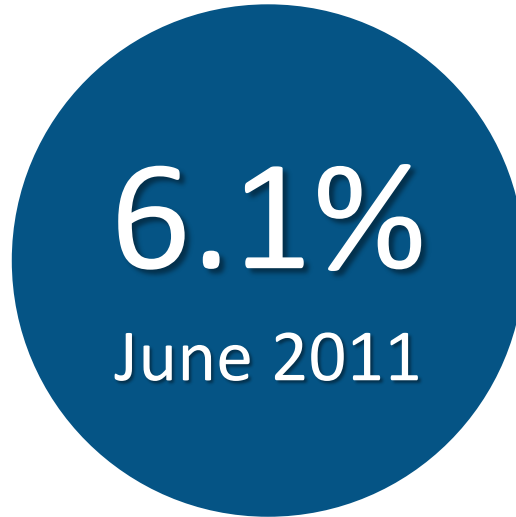
Fun Fact:

- Played online poker full time through Leaving Cert year to pay for 6th Year Holiday



Background to Lidl Leaflet

Lidl Ireland Grocery Market Share



Background to Lidl Leaflet

From Monday 14th May **Sleep Tight**

Projection Radio Alarm Clock
 • 12 or 24 hour display
 • Functions: date, month, day, alarm, moon phase
 • Adjustable projection, snooze, memory, dimming (CTV)
 • Available in black or silver
 • Comes with 2 x AA, 1.5V batteries (not included)
 9.99^{ea}

Ladies' Satin Short Pyjamas
 Soft and chic, 20% more fabric and shorter, beautiful and available in various colours & designs.
 8.99^{ea}

Ladies' Short Pyjamas
 Relax in these comfort fit ladies' short pyjamas.
 8.99^{ea}

Men's Short Pyjamas
 • Made from 100% combed cotton
 • Short sleeve shirt with well and matching shorts
 5.99^{ea}

Hanging Rail with Shoe Rack
 Ideal where you need extra space!
 • Height adjustable (107-170cm)
 • 4 wheels for easy movement
 • Chrome plated bars
 • Size: 122 x 45 x 107-170cm
 Save €7!
 15.99^{ea} / 8.99^{ea}

Fuchsia
 • Pot diameter 17cm
 • Height ca. 30-35cm
 4.99^{ea}

Large Perennials
 • Pot diameter 17cm
 • Height ca. 20-25cm
 4.99^{ea}

Scented Lavender
 • Pot diameter 17cm
 • Height ca. 35-40cm
 4.99^{ea}

Photographs are demonstrative only. Availability varies by store.

LIDL Summer SAVERS!
 From Mon 23rd July to Sun 29th July

40% CHEAPER Mixed Peppers 3 Pack (100g x 3) 75 ^p	33% CHEAPER Cucumber Each (1.5kg x 1) 39 ^p	30% CHEAPER Cherry Plum Tomatoes 200g (1kg x 5) 66 ^p	HALF PRICE Vine Tomatoes 500g (1kg x 2) 99 ^p
HALF PRICE KANIA Dijon Mustard 400g (100g x 4) 29 ^p	SAVE €1 Vita d'or Extra Virgin Olive Oil 500ml (1L x 1) 2.39 ^{ea}	SAVE €1 Cala Serrano Sauvignon Blanc 2006 750ml (1.5L x 1) 2.99 ^{ea}	SAVE 50p France Chateau Les Plaqueottes 2006 750ml (1.5L x 1) 2.49 ^{ea}
HALF PRICE BARKENA Mixed Pesto 150g (150g x 1) 49 ^p	SAVE €1 LIDL King Prawns 100g (100g x 1) 1.99 ^{ea}	35% CHEAPER LIDL Garlic Baguettes 200g (1kg x 5) 49 ^p	40% CHEAPER LIDL Spring Rolls 200g (1kg x 5) 99 ^p
33% CHEAPER LIDL Hand Cooked Chips 1.5kg (1.5kg x 1) 59 ^p	30% CHEAPER LIDL Crinkle Cut Chips 1.5kg (1.5kg x 1) 69 ^p	38% CHEAPER LIDL Microwaveable Rice 500g (1kg x 2) 49 ^p	33% CHEAPER LIDL Fruit Yoghurt Drink 200ml (1L x 5) 59 ^p

Some sale goods available in selected stores. Price subject to availability.

From Thursday 17th May **Grow Your Own**

Ceramic Herb Growing Pot
 Grow your own herbs!
 • Stylish ceramic pot for your kitchen table or window, with six varieties of seeds: Basil, Marjoram, Coriander, Parsley, Celery, Chervil and planting medium included
 • Pot height 14cm • Pot diameter 20cm
 6.99^{ea}

Extra Large Vegetable Plants
 • Includes Aubergine, Tomato, Chili, Pepper and Pepper plants
 • Height ca. 1m • Pot diameter 21cm
 14.99^{ea}

Large Cherry Tomato Plant
 With 20-40 ripening fruits
 • Pot diameter 14cm
 6.99^{ea}

Micro Cherry Tomato Plant
 With developing green fruits
 • Pot diameter 12cm
 3.49^{ea}

Photos are illustrative only. These products are planned carefully to ensure full availability. Despite this however, they may not be available from selected stores. Offers apply to the Republic of Ireland only. 107



IAB Connect – The Lidl Leaflet

Background to Lidl Leaflet

From Monday 14th May

Sleep Tight

Projection Radio Alarm Clock
 • 12 or 24 hour display
 • Functions: date, month, day, process, moon phase
 • 40 sounds: pre-recorded and customisable (including 27 ringtones)
 • Available in black or silver
9.99⁰⁰ each

Ladies' Satin Short Pyjamas
 Soft feel silk style, long sleeves and shorts
 Available in various colours & designs
8.99⁰⁰ per set

Ladies' Short
8.99⁰⁰ per set

LIDL Summer SAVERS!

From Mon 23rd July to Sun 29th July

40% CHEAPER Mixed Peppers	33% CHEAPER Cucumber	30% CHEAPER Cherry Plum Tomatoes	HALF PRICE Vine Tomatoes
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From Thursday 17th May

Grow Your Own

Ceramic Herb Growing Pot
 Grow your own herbs
 • Stylish ceramic pot for your kitchen table or window, with six varieties of seeds: Basil, Marjoram, Coriander, Parsley, Chervil and planting medium included
 • Pot height 18cm • Pot diameter 20cm
6.99⁰⁰ per pack

Extra Large Vegetable Plants
 • Includes Aubergine, Tomato, Chili Pepper and Pepper plants
 • Height ca. 1m • Pot diameter 21cm
14.99⁰⁰ each

With Fruits

In 2011, 90% of our media investment was in print

8.99⁰⁰ each

5.99⁰⁰ per set

Fuchsia
 • Pot diameter 17cm
 • Height ca. 30-35cm
4.99⁰⁰ each

Large Perennials
 • Pot diameter 17cm
 • Height ca. 20-25cm
4.99⁰⁰ each

Scented Lavender
 • Pot diameter 17cm
 • Height ca. 35-40cm
4.99⁰⁰ each

49p	1.99	49p	99p
33% CHEAPER Santitas Hand Cooked Chips	30% CHEAPER Crispik Cut Chips	38% CHEAPER Moroni Microwaveable Rice	33% CHEAPER Magnum Fruit Yoghurt Drink
59p	69p	49p	59p

Large Cherry Tomato Plant
 With 20-40 ripening fruits
 • Pot diameter 14cm
6.99⁰⁰ each

Micro Cherry Tomato Plant
 With developing green fruits
 • Pot diameter 12cm
3.49⁰⁰ each



Why did we look to bring it online?



...dort sind ...
 ...wichtig ...
 ...dieser ...
 ...wird ...
 ...sind ...

Wap-dap, ba-da-di-dia-cia

Abwechslung Aufmerksamkeits- des Erwachsenen bringt Bild 14 aus Jahren der Jugendbücher Jetzt sorgt ein re- szenentes Bild für Aufheben. Ein Besuch

...sich ...
 ...auch ...



...sich ...
 ...auch ...

caroline

Antike ohne Duldung in Gotha

...dieses ...
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 ...sind ...

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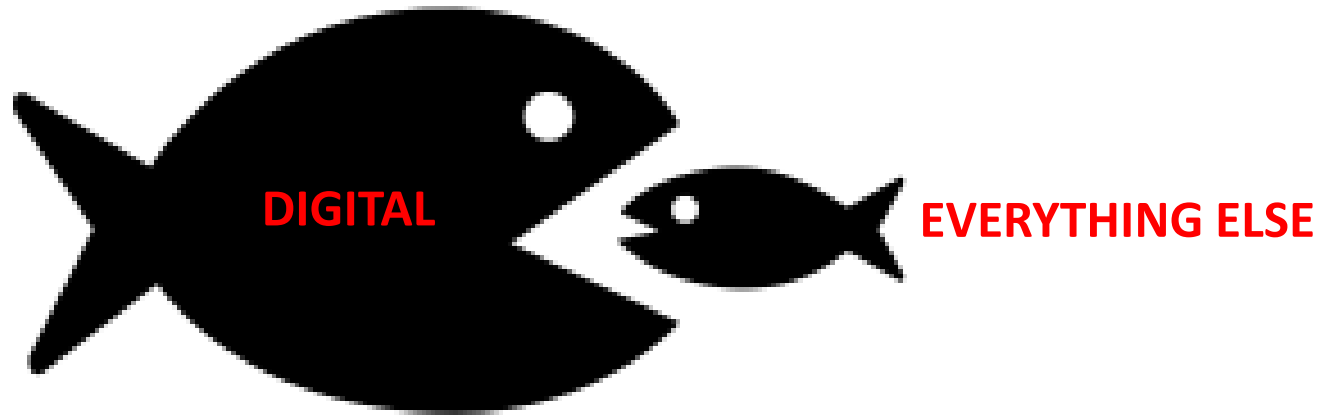
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 ...auch ...

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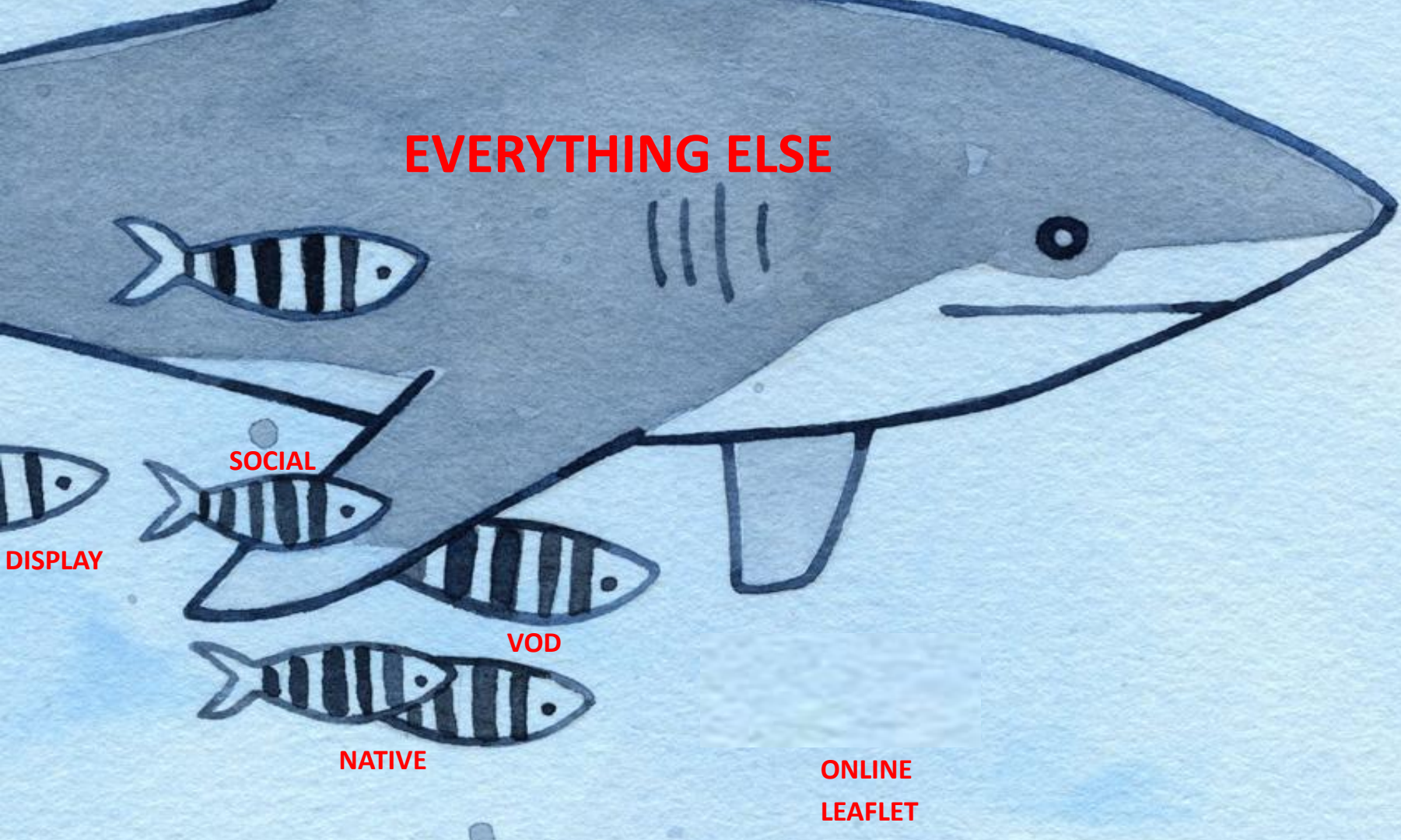




Bringing it Online and Why?



EVERYTHING ELSE



SOCIAL

DISPLAY

VOD

NATIVE

**ONLINE
LEAFLET**

How did it come about?

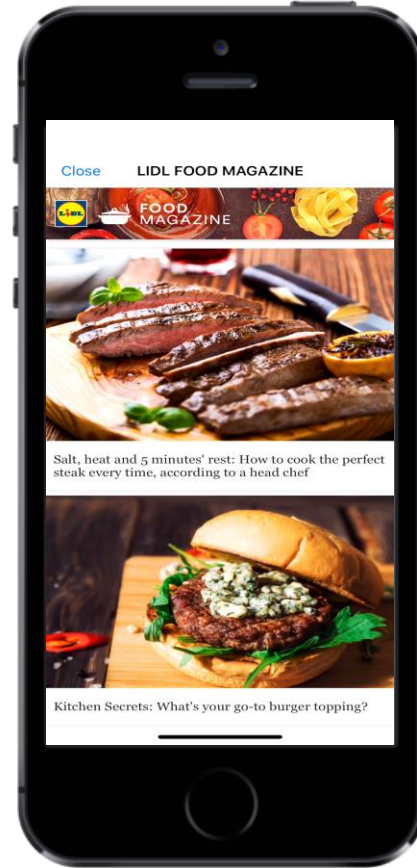
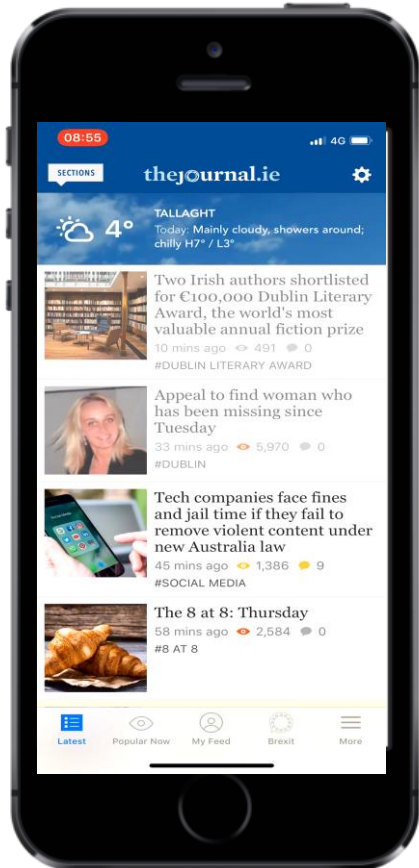




What did we do?

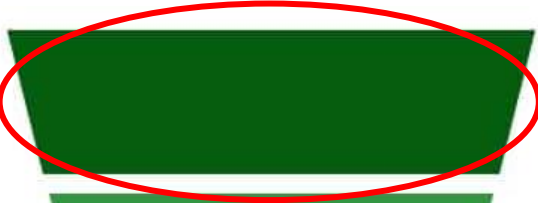


What did we do?



Where does it sit?

1m+ Views



Level 1
Awareness



Level 2
Interest

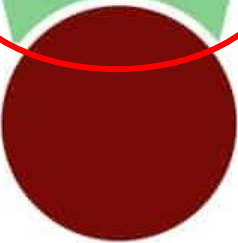


Level 3
Desire/Decision

700k+ Views



Level 4
Action



Goal: SALE

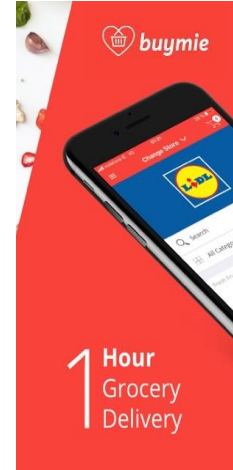
61%
of those are more likely to consider Lidl from reading Lidl Food Magazine



Where to next?



Where to next?





Key Takeaways?



Key Takeaways?

1. Moving toward 'online' doesn't have to mean moving away from 'offline'
2. Brands: Pick quality partners, trust them & invest in them
3. Publishers: Show hunger & initiative. Address client issues, not your cash flow
4. Online can be top of funnel AND bottom of funnel
5. Don't overcomplicate things. But if it makes sense, then go for it
6. Believe the facts, not the hype

Thank you