

MIMIG  
@MMediaGroup



Amplifying  
PR With  
Contextual  
Creative



15:49

68



Tweet



Aldi Stores UK  
@AldiUK

Who saves money on a peri-mazing dinner?  
Nan does.



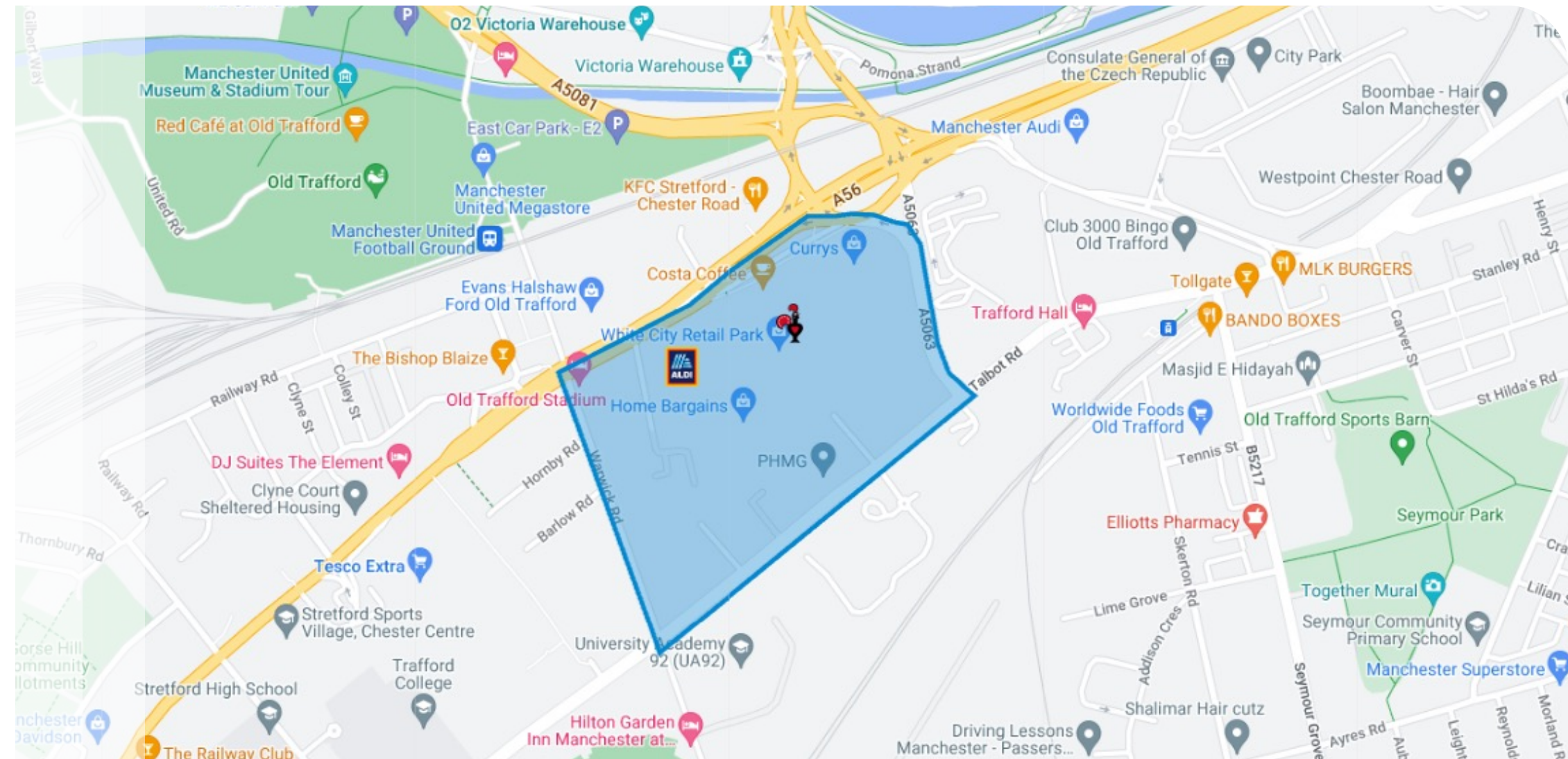
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# LOCATION BASED TARGETING

Launching the latest product line in the "Fakeaway" range, Aldi turned to mobile OOH to place contextual creatives where no other medium can.

Utilising MMG's strategy toolkit, Aldi were able to geolocate and target Nando's restaurants within close proximity to Aldi stores. This ensured professional photography could be delivered and activated on social media, on the same day.



# SOCIAL ENGAGEMENT

# 147,000+

impressions across social platforms

# 12.7%

Engagement rate across both X and Facebook

Source: X & Facebook Statistics.

# 18,638

Engagements for both X and Facebook platforms

Source: X & Facebook Statistics.

