

> INTEGRATED CAMPAIGN

Lead Agency for Lidl



CAMPAIGN

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CLIENT

LIDL

TIMEFRAME

From 2006



BERLIN • COLOGNE • ANKARA • ATHENS • BRATISLAVA • BRUSSELS • BUDAPEST • COPENHAGEN • DUBLIN • HELSINKI • LISBON • LJUBLJANA • LONDON • LUXEMBOURG
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CAMPAIGN OBJECTIVES

- To communicate the company values and corporate social responsibility especially regarding employment, vocational training, career opportunities for young people and nutritional expertise
- To supplement the previous product-oriented advertising approach

MEDIA CONSULTA SERVICES

- Development of a cross-media PR and creative strategy
- Assistance in the design and implementation of corporate communications including public relations, advertising and media, TV production, event management and online communications
- Event conception and management
- In-house TV and radio production

IMPLEMENTATION

ADVERTISING

- Design of billboard posters and brochures
- Development of the corporate design
- Media planning

PUBLIC RELATIONS

- Development of a communication strategy for the Lidl Football Cup to kick off the new communication strategy
- Accompanying press work
- Securing the support of popular testimonials (Bundesliga goalkeeper Hans-Jörg Butt (Bayer Leverkusen), National team player Torsten Frings (Werder Bremen), TV chef Ralf Zacherl, pop singer Marc Terenzi)
- Securing the support of expert allies ('aid Information Service, Consumer Protection, Food, Agriculture')

TV & RADIO PRODUCTION

- Conception and production of a TV spot aired on all youth-relevant German TV stations (RTL, RTL II, Super RTL, Kabel 1, VIVA)
- Conception and production of radio commercials advertising the Lidl Cup on regional radio stations advertising each match of the tournament

EVENT

- Conception and implementation of the Lidl Football Cup with 2,300 young girls and boys at 41 different venues in 38 cities across Germany
- Conception and organisation of major events for the kick off match and the final with an infotainment programme featuring celebrity guests

INTERACTIVE

- Design and Programming of the websites www.lidlfussballcup.de and www.lidldreamteam.de

TV spot "Goalkeeper"



In the TV spot „Goalkeeper“ a LIDL apprentice makes a save in Oliver Kahn style to catch a customer’s ketchup bottle as it falls out of her over-full shopping trolley.



The spot was shot at the Olympic Stadium in Berlin.



TV spot "Duel"



In "Duel", the famous Bundesliga striker Mike Hanke of VfL Wolfsburg dribbles his way through a Lidl store along with a professional colleague – only to lose the ball spectacularly to two Lidl trainees.



Making off scenes of the spot "Duel" with Mike Hanke.



> CAMPAIGN ELEMENTS



In the spot "Changing Room", Hertha BSC manager Falko Götz motivates the trainees of the "Lidl Dream Team" to reach for the stars.



The spot was shot at the Olympic Stadium in Berlin.

> CAMPAIGN ELEMENTS



TV spots were aired on all youth-relevant channels.



Billboard posters advertised the Cup across Germany.

> CAMPAIGN ELEMENTS



Over 2,300 young footballers in 592 four-aside teams battled it out on LIDL store car parks throughout Germany for the Lidl Football Cup. A major event was organised for the final in Berlin with tv chef Ralf Zacherl and other celebrity guests.



Celebrity testimonials were secured for the events and communication strategy.