

ALDI EPIC TRAILERS CAMPAIGN –

RADIO AD 1: GARDEN MAINTENANCE

We hear an epic movie soundtrack. A steely voiced VO begins:

Lady: They're coming...

VO: In a world... FULL of gardens... comes an Epic Reminder for ALDI Special Buys.

VO: A 173cc lawnmower for \$299.

LADY: IT'S A 4 STROKE!

VO: A 5 in 1 garden tool for \$199.

MAN: Did he just say...tool?

VO: And a 30m garden hose for \$19.99.

LADY: It just keeps uncoiling!

Music intensifies.

VO: ALDI's Garden Maintenance sale, this Saturday.

VO: While stocks last.

RADIO AD 2: ALDI EPIC TRAILERS – BBQ

We hear an epic movie soundtrack. A steely voiced VO begins:

VO: In a time, when people who like people... host BBQs for people... comes an Epic Reminder for ALDI Special Buys.

VO: A 6 burner BBQ for \$249

MAN: It's on fire!

VO: a 3 by 3 metre gazebo for \$79.99.

LADY: Get out of the sun!

VO: A Titan cooler for \$49.99.

MAN: Gonna need some ice down here.

VO: ALDI's BBQ sale, this Wednesday.

We hear short, sharp DUN DUN DUN-

VO: While stocks last.