

Aldi uses Advan in 'Swap and Save' promotion

Thursday 17 July, 2014

Supermarket chain Aldi has used a promotional Advan to advertise its 'Swap & Save' promotion across Birmingham.

Coordinated by Mobile Media and Advan.co.uk, the campaign uses the unmistakable Aldi logo and strapline of "Aldi. Like brands. Only cheaper." The Advan encourages audiences to consider how much they could save when choosing to do their grocery shopping at Aldi rather than other well know stores.

Using a like-for-like comparison, the thought provoking [Advan is designed](#) to create impact and encourage people throughout the city to realise the benefits of shopping at Aldi.

Acting as a mobile billboard, the traditional Advan format has the opportunity to target savvy consumers right throughout Birmingham and invite them to visit their nearest Aldi store.

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