



# **ALDI WON RETAIL'S WORLD CUP CREATOR CONVERSATION.**

34% share of creator voice.  
No official tournament sponsorship.



**McCANN**



Is that an [@aldiuk](#) scarf at the England game?







INTERIM STORE MANAGER

**SAM ALDIDYCE**





**Aldi UK** ✓

6d • 🌐



Now we just need Haaland to change his name from Erling to England x





M&S:

LIKELY TO SUE OVER  
SOMEONE BREATHING  
DIFFERENT

TESCO:

THINKS A CLUBCARD  
WILL SOLVE  
EVERYTHING

SAINSBURY'S:

PEAKED IN HIGH  
SCHOOL

LIDL:

DUNNO, THEY  
BLOCKED US

MORRISONS:

A BIT BORING,  
QUESTIONABLE  
SALAD BAR

CO-OP:

HAD TO BUY THEIR  
OWN SIGN BACK

WAITROSE:

THINKS THEY'RE  
ROYALTY BUT  
THEY'RE A SHOP





**McCANN**