



LIDL

German food retail company Lidl Stiftung & Co has been [making its mark in the UK](#) for years now, opening its first UK store in 1994. It prides itself on supplying a variety of offers and a range of high quality fresh food. There are now over 650 UK Lidl stores!

Since the recession in 2008, popularity in discount chains like Lidl has soared. Lidl's [marketing choices were crucially important](#) to ensure that their stores excelled within this competitive environment. That's why, being well-versed with our Postavan services already, Lidl turned to us at this time to help promote their ever-growing network of stores.

From Wembley to Wadebridge, Lidl has frequently opted to use blimps to promote their store locations. Not only is a [simple logo](#) in the sky an [eye-catching](#) way of reminding the public of a general market presence and allowing a sense of familiarity to subconsciously develop, but it serves as a [great pinpoint to remind locals of a store location](#), or inform them if they didn't already know that a Lidl store is nearby.



Alternative Advertising operated blimps for Lidl [store openings and relaunches](#) throughout the UK, from Falmouth to Felixstowe, with renowned care and precision to ensure that the Lidl brand was promoted successfully in the requested neighbourhood.

From Plymouth to Prestwich, from Maidenhead to Manchester, every campaign enjoyed the same level of service from our blimp operators. [We provided Lidl with everything they needed](#), including the [helium](#) for the blimps and any necessary [approval](#) that was required at certain locations from the Civil Aviation Authority.

In fact, Lidl were so confident in using our blimp service to promote their new locations, from Ilfracombe to Ipswich, that they [purchased several outright from us](#), to save on regular hiring costs! This meant we could apply their logo directly onto the blimps. We then continued to operate the blimps for them in the same way at their store openings, whilst they established a strong foothold in the UK market.

In addition to highlighting the arrivals of new stores, we operated blimps at Lidl's Family Fun Days, held in each region to recognise the hard work of their employees. We also operated blimps at local public consultation events prior to the openings of new stores.

Now that Lidl have achieved such a [solid market share](#) in the UK, with their [advertising and marketing tactics playing a considerable role](#) in this growth, they have streamlined their UK media planning to a marketing agency with relationships elsewhere. Unfortunately for us this means we don't work directly with Lidl any more, but we had great fun operating their blimp campaigns to help them first cement their key position in the UK food retail industry!

