

Aldi

L M S R I B P V H V D E G H O P P G L K V E U
 O B V H A P N L W D H D B L A T E O A H W - N
 A W P N D P V P A L T N M C K N R T I A A H W
 V E U O D R A W S C - P M V I M S D D R E G A
 K N B D I I L O M W E L T L C K - E A L U T E
 V O L S K C B I S A L C - W U R T B G C I A M
 B N I H O E S V N - R E M A R K E T I N G O -
 H E C V N C V V O R H S K O - K D T S C T C U
 E - R T L N I H A T L O B N L H B P L V P G L
 S N E M B M I A - P N R O G U T R K L C R O V
 B S L A B S E W L P H G H O T A E B T S O H R
 H I A - P B O B R M A - E D N T I M L H M B D
 W P T D H L A B O V E - T H E - L I N E O R L
 B S I D E I L C O A C D U M B M C V R L T V -
 R M O B V S C - P H K O I - G H E H H L I A W
 A M N H L U H A E U W B N A N U M V W N O R D
 N V S A C M S R I O P R O D U C T E I D N U -
 D E - B - B E G V W G A K H K D G W M A U C O
 M T K C O M M U N I C A T I O N N O O O A P S
 - H U P H H M L C - V G T K T E B K N S W I A

AIDA
 Brand
 Place
 Promotion

Above-the-line
 Communication
 Price
 Public relations

Below-the-line
 Marketing
 Product
 Social media