Rakuten TV Enterprise

Case Study:

How ALDI Leveraged App Sponsorship on the Big-Screen to Build Presence in Rakuten TVs' Premium Streaming Environment



Breaking through on the big screen doesn't always require a traditional TV spot. ALDI, together with media agency Starcom (part of Publicis Groupe), partnered with Rakuten TV Enterprise, Rakuten TV's B2B counterpart, to activate an App Sponsorship campaign in the UK, delivering impactful on-screen presence in a premium streaming environment.

The Challenge

ALDI wanted to reinforce its brand visibility with UK audiences in a premium, high-attention environment: the living room. Competing in a market saturated with traditional TV advertising, the retailer sought to extend its presence to Connected TV (CTV) while maintaining the brand familiarity of a linear TV experience on the biggest screen in the home.

The Solution

Rakuten TV Enterprise recommended its exclusive App Launcher Sponsorship format, a high-impact placement appearing on Rakuten TV as soon as viewers launch the app, alongside persistent logo placement across navigation environments.

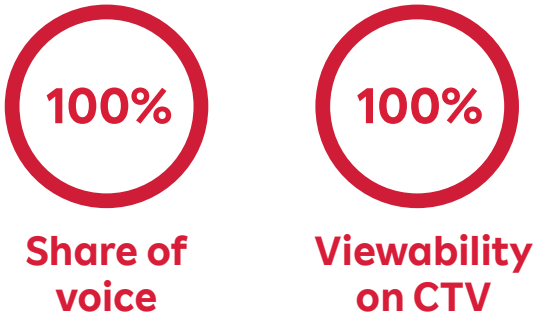
Crucially, Rakuten TV Enterprise's team worked in close partnership with Starcom and ALDI to consult, refine, and adapt creative assets for CTV delivery. Rakuten TV Enterprise's creative specialists ensured brand elements were optimised for Smart TV delivery, maintaining colour integrity, clarity, and placement for a polished, platform-native execution aligned with the Rakuten TV interface.

Performance and Results

The two-week activation delivered strong screen presence and efficient delivery across CTV environments, supported by Rakuten TV Enterprise's strategic campaign setup and creative collaboration. The campaign reached over 1 million unique households in the UK, reinforcing ALDI's brand in high-attention, big-screen viewing moments and demonstrating the strength of the sponsorship format.

Key outcomes included:

- 100% Share of Voice, delivering total environment ownership
- 100% viewability and 99% delivery on CTV, cementing ALDI's presence in high-impact, cinematic viewing moments that drive brand recognition.
- Net frequency of 1.5, achieved under a higher strategic frequency cap to ensure effective balance between scale and repetition
- 1M+ UK households reached the UK and 32 in Ireland.



The Power of Sponsorship Formats

The App Sponsor format brings the familiarity and prestige of linear TV sponsorship into the Connected TV space, placing brands front and centre at key viewing moments. This delivers broadcast-style impact with the added advantage of measurable reach, impressions, and engagement signals that traditional TV cannot offer. The result is a powerful blend of TV-style brand resonance and digital precision that builds awareness, trust, and relevance at scale.

Conclusion

The ALDI campaign demonstrates how traditional sponsorship storytelling can be reimagined for Connected TV. With expert creative support from Rakuten TV Enterprise and strategic media planning by Starcom, ALDI effectively reached over one million UK households, bringing its brand to the heart of the home in a modern, measurable way.

"The team at Rakuten TV Enterprise played a key role in helping us activate a seamless and high-quality Connected TV sponsorship that aligned with our brand. This activation gave ALDI a strong presence across Connected TV, complementing our broader marketing activity and helping us stay front-of-mind with UK households."

Jake Garner, Head of Broadcast Advertising at ALDI.



Rakuten TV is one of Europe's leading video-on-demand platforms, operating in over 43 countries. It offers content partners a powerful advertising ecosystem designed to maximise reach, engagement, and return on investment. The platform's integrated media solutions and access to connected TV households make it a strategic choice for brands and content providers seeking scale and performance.