

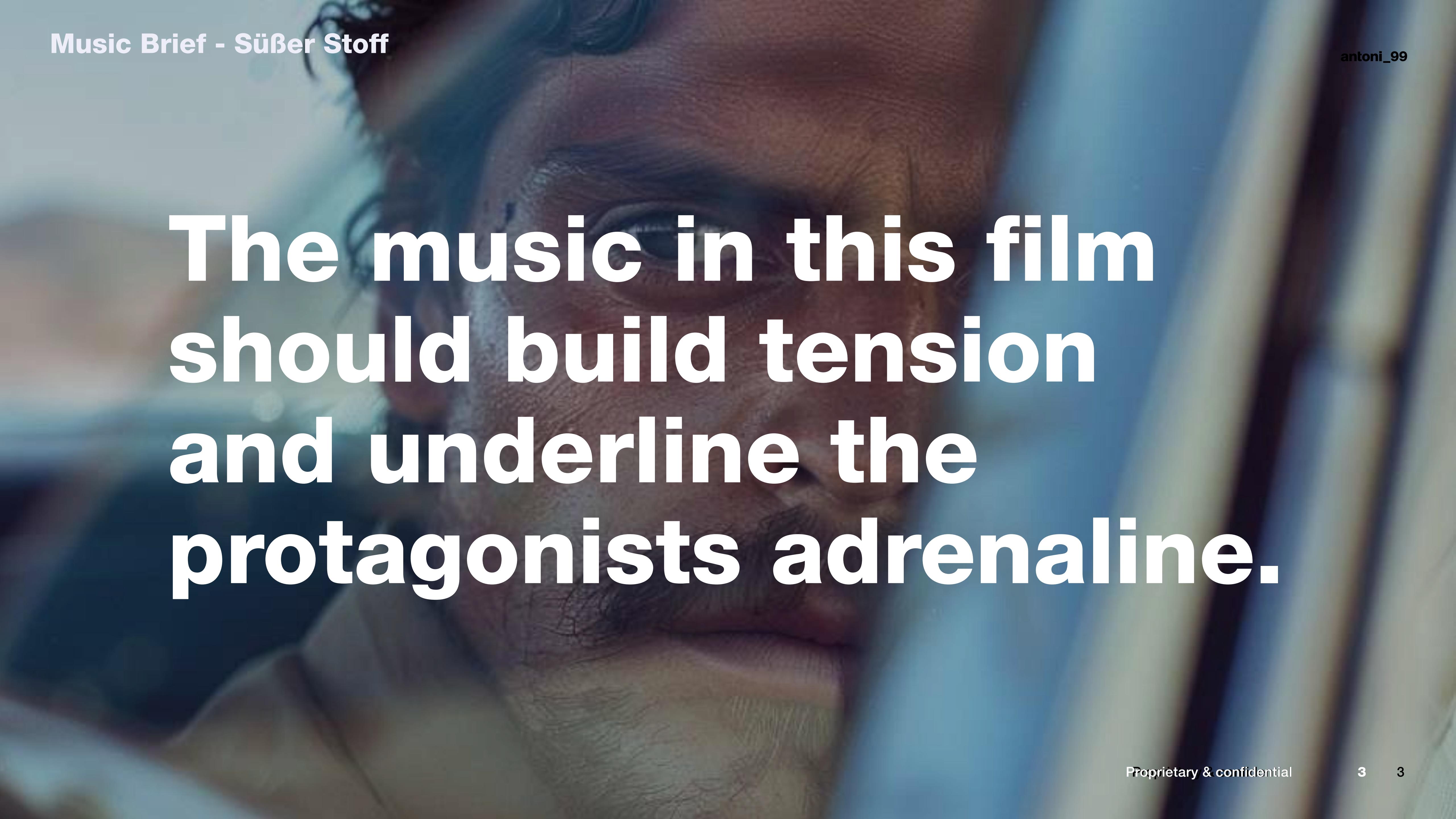
A photograph of four young men standing on a subway platform. They are dressed casually, with one in a red patterned shirt, another in a grey t-shirt, and two others in striped shirts. The background shows blurred subway tracks and a building.

antonи_99

#ALDIStories Music Briefing.

ALDI Stories Music | Proprietary & confidential
Berlin, 14th August 2024

Süsser Stoff Music Brief



The music in this film
should build tension
and underline the
protagonists adrenaline.

**Feel the rush of a drug smuggling scene,
with a blend of 90s arabian (or the country
of our protagonist) beats and Narcos vibes.**

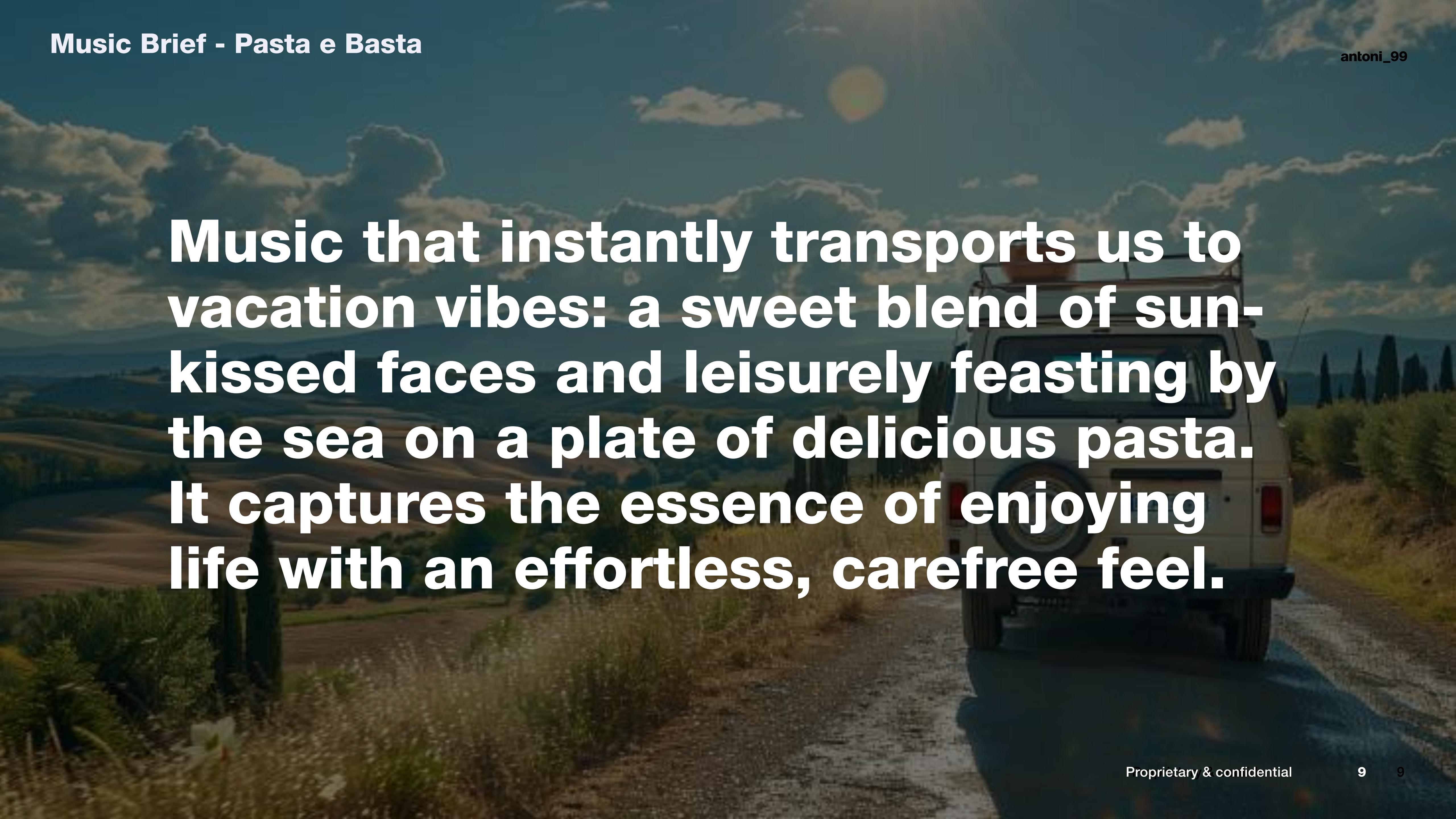
**A thrilling mix of Colombia and Arabia in
every note. The soundtrack that takes you
to the heart of the action.**

We Follow Music Brief

The soundtrack begins with tender, intimate tones that perfectly capture the warmth and closeness of a birthday celebration, setting a loving, familial atmosphere. As Sedef transitions into her own world, the music should shift dramatically to a pulsing, immersive techno soundscape. The bass should be so powerful that it feels like it's rattling the door, gradually pulling us into a deep, hypnotic trance. As she strides through the club, the music should fully unfold, evoking the sensation of navigating through a dark, packed techno club, guiding the viewer on an almost surreal journey.

For the "We Follow" commercial, the music should resonate deeply with the protagonist, Sedef, given her background as a Djane with a keen understanding of musical atmosphere and energy. Her involvement in selecting or even crafting the soundtrack will ensure an authentic and immersive vibe that aligns perfectly with the commercial's vision. The music should embody the dynamic and pulsating essence of Sedef's unique style, enhancing the overall narrative and emotional impact of the campaign.

Pasta e Basta Music Brief

A scenic landscape featuring a road leading towards a white van parked on the right. The background is filled with rolling hills under a sky with scattered, colorful clouds.

Music that instantly transports us to vacation vibes: a sweet blend of sun-kissed faces and leisurely feasting by the sea on a plate of delicious pasta. It captures the essence of enjoying life with an effortless, carefree feel.

A scenic landscape featuring rolling green hills under a bright blue sky with scattered white clouds. A golden sun is positioned in the upper right corner. In the foreground, a light-colored van is parked on a dirt road. The van has "DANIEL" written on its side. The overall atmosphere is bright and airy.

We can imagine something
going in a Italo-Pop
direction but we are
open for your input.

The Commercials

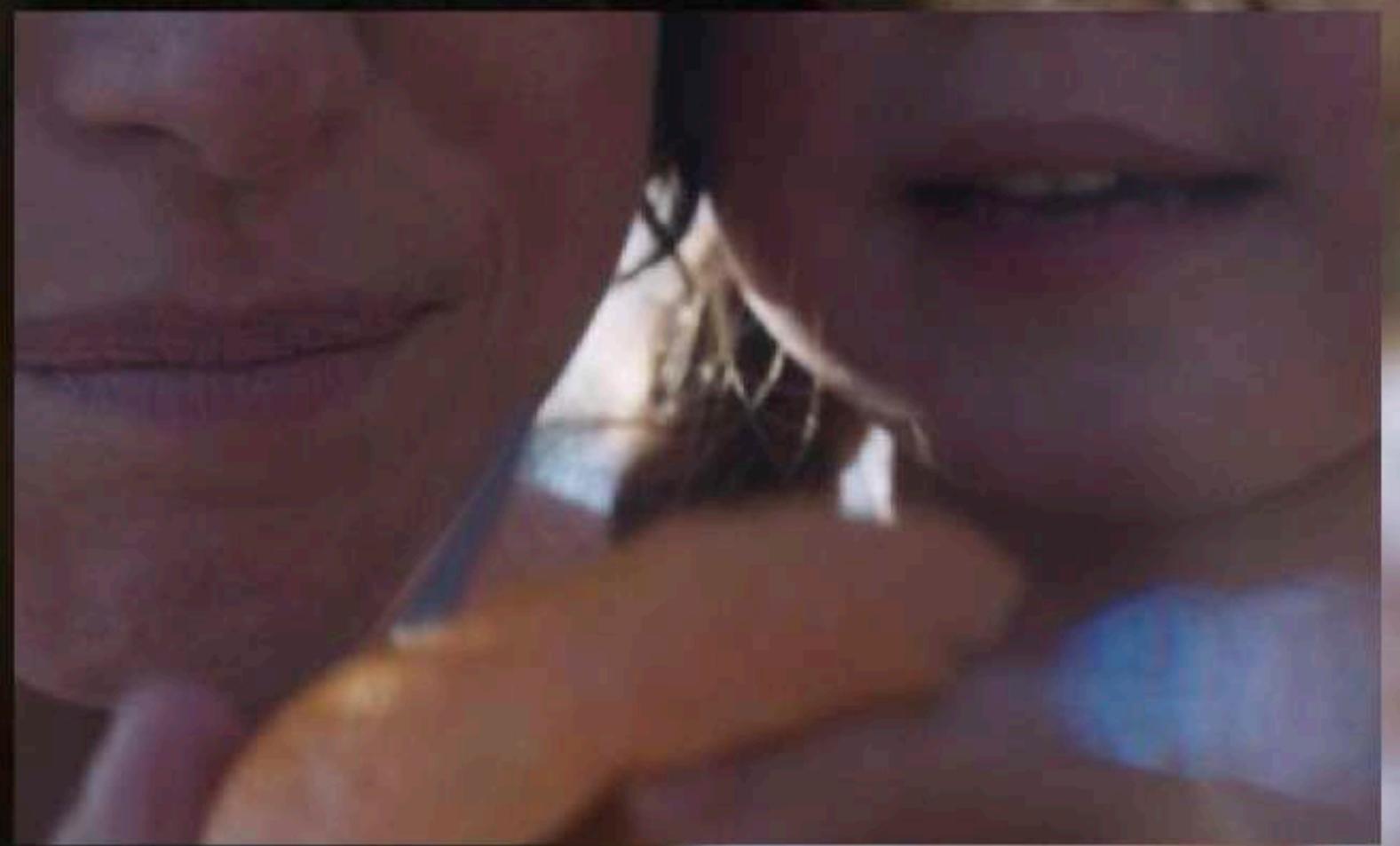
Süsser Stoff Script

01





INT. AIRPORT - DAY - A man stands in line for security. Perspiration lines his face; fixed alertness in his eyes. This is SELAMI. He is focused on his thoughts as the camera slows down. The external airport noises fade into a vacuum, and we start to hear excited peals of a child's laughter, transitioning us to -



FLASHBACK: A little boy runs toward SELAMI. His mother watches them, unable to hold back her tears of happiness.

Suddenly, the woman standing in front of him turns, but instead of speaking to Selami, speaks directly to us:

"This actually happened."





Security guards with dogs patrol the perimeter. Selami steps up to the checkpoint. Time seems to slow down again, and the sounds of the sniffing dogs fade into silence. The scene blurs and dissolves, leading us to –

FLASHBACK: An OLDER WOMAN wraps her arms around Selami in a tender, enveloping hug. The moment is filled with an overwhelming sense of warmth and care. As she pulls away, her hand lingers on his shoulder, and she gives him a loving yet serious look.



security officer

Name and reason for traveling? -
It breaks him out of his reverie.

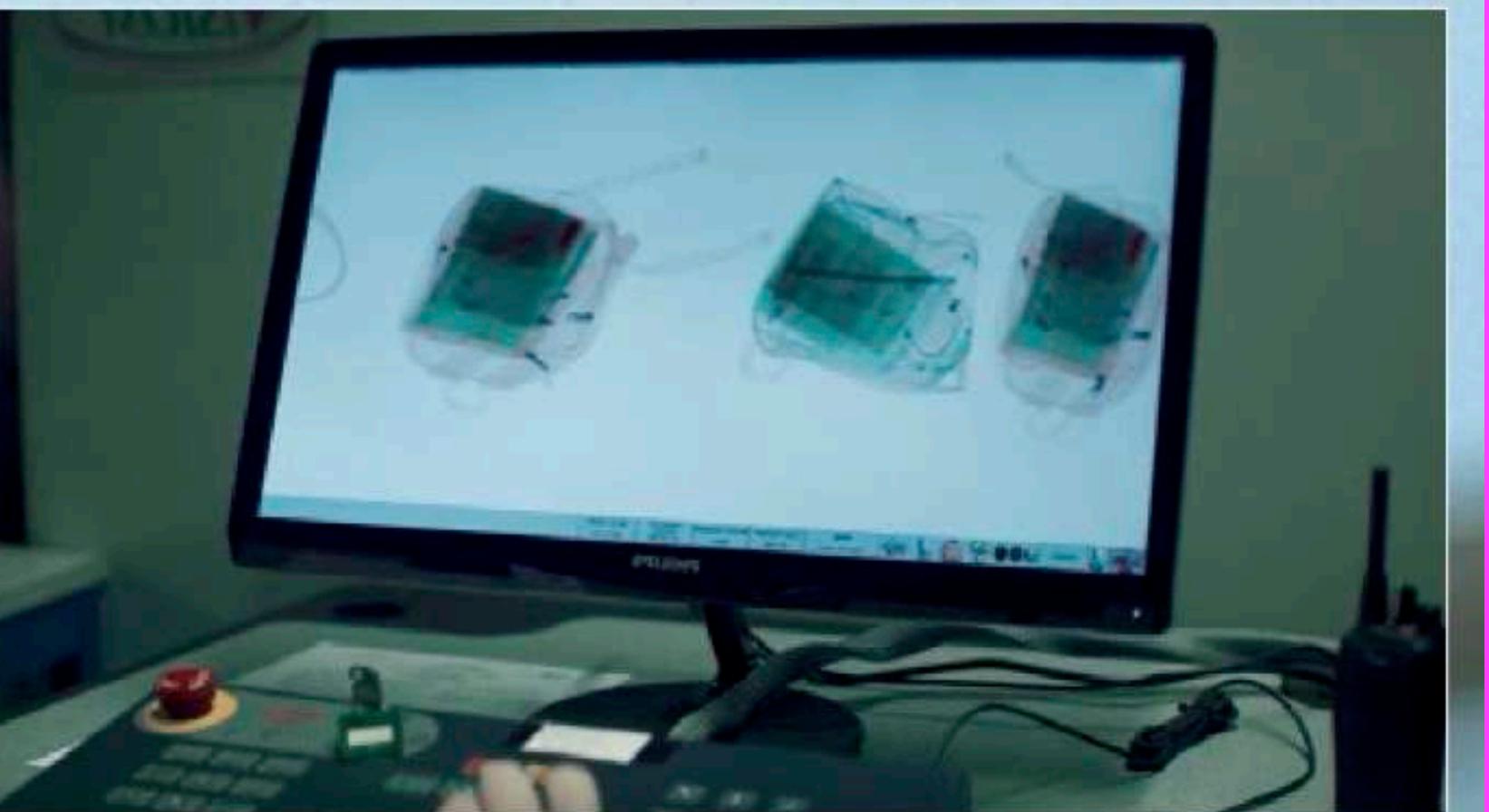
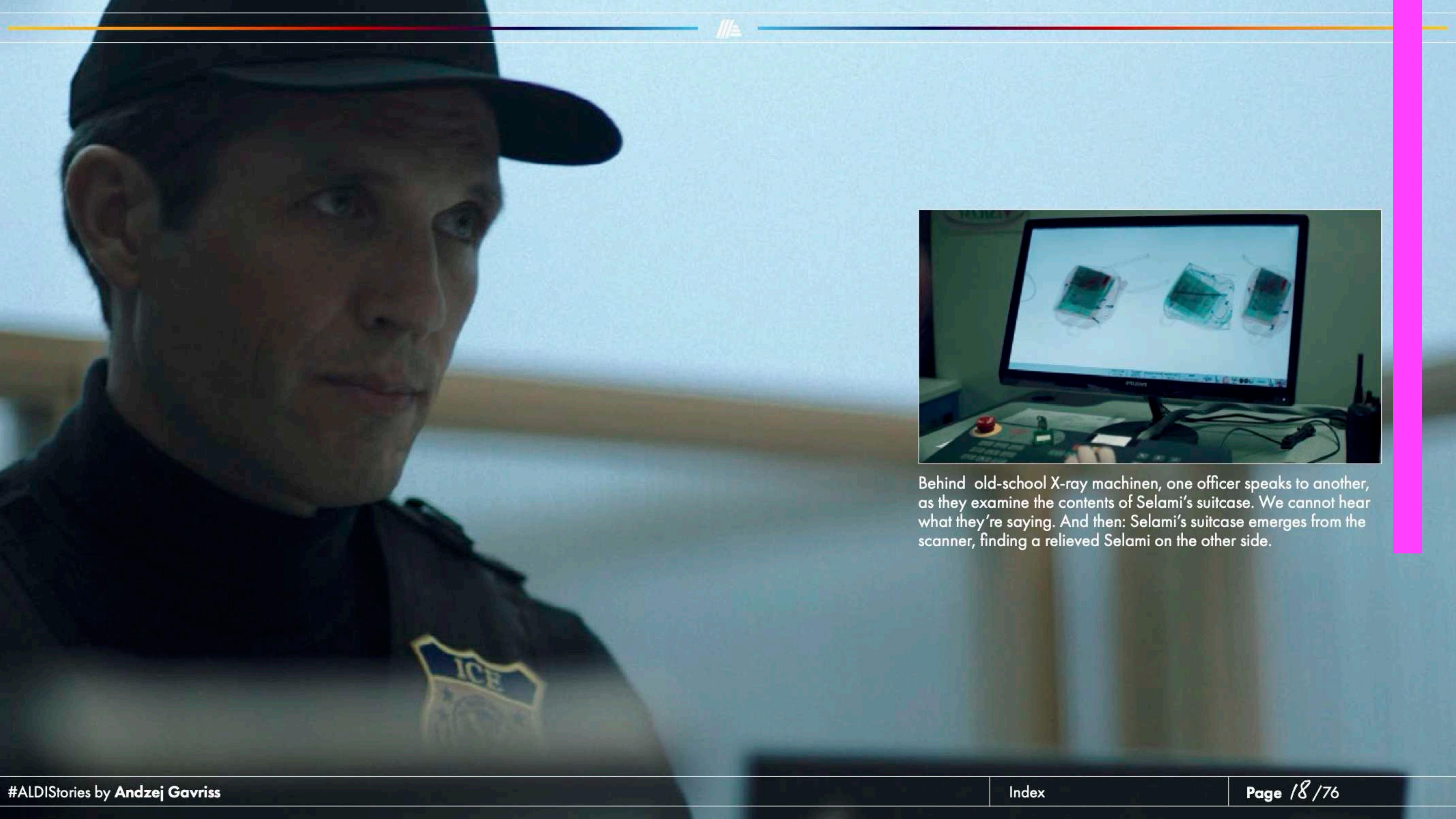
selami

I'm Selami. I live here in Munich and
want to visit my family in Izmir.

The Officer eyes Selami's passport, and then the nervous
Selami.



He sets his suitcase down on the conveyor belt and a bead of sweat splashes its surface. A POV SHOT from the suitcase shows Selami anxiously watching it roll away.



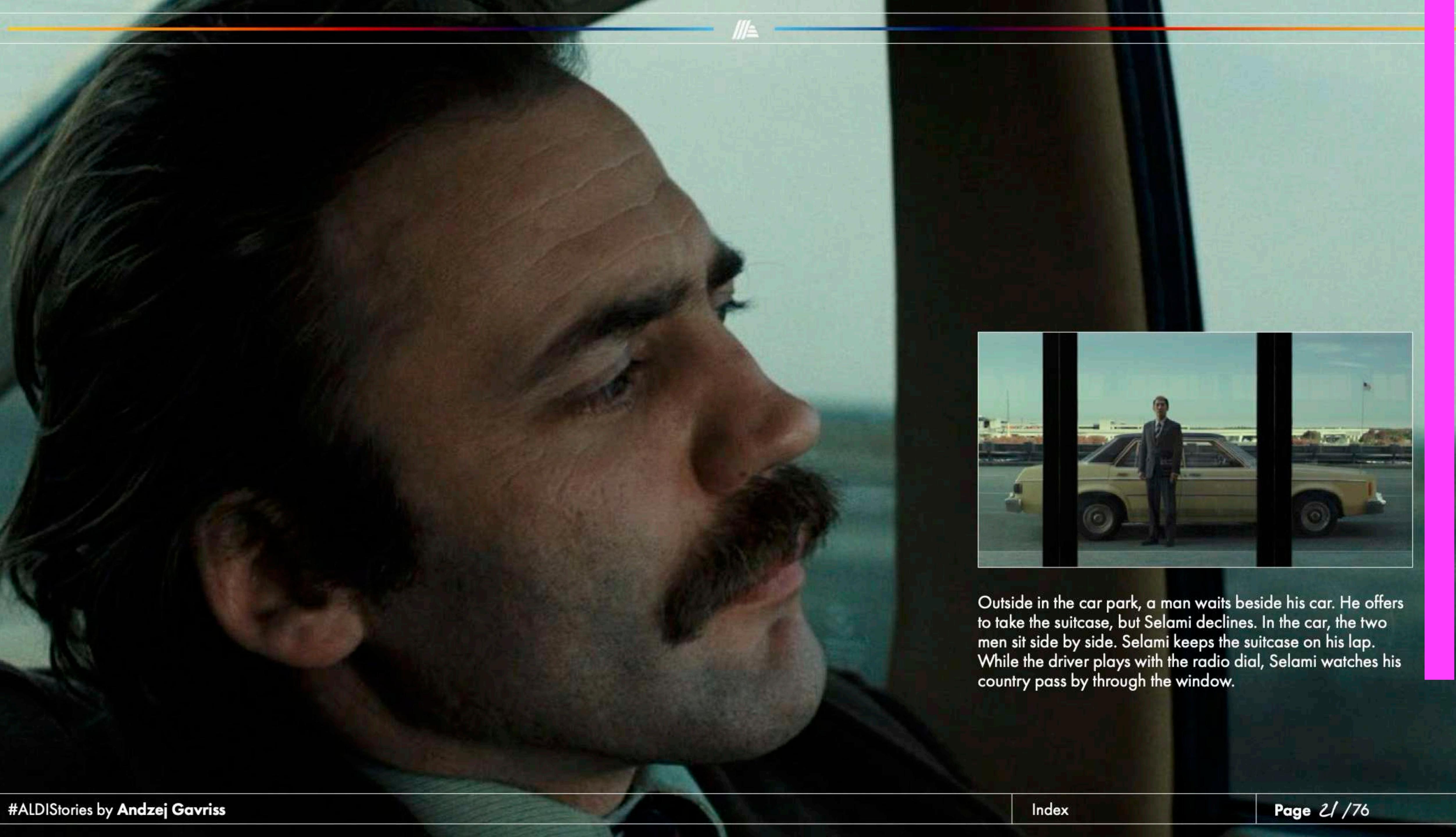
Behind old-school X-ray machines, one officer speaks to another, as they examine the contents of Selami's suitcase. We cannot hear what they're saying. And then: Selami's suitcase emerges from the scanner, finding a relieved Selami on the other side.



Selami checks his watch. CLOSE UP: The hands on the clock advance five hours in a single second. We hear the sound of a PLANE ZOOMING OVERHEAD.



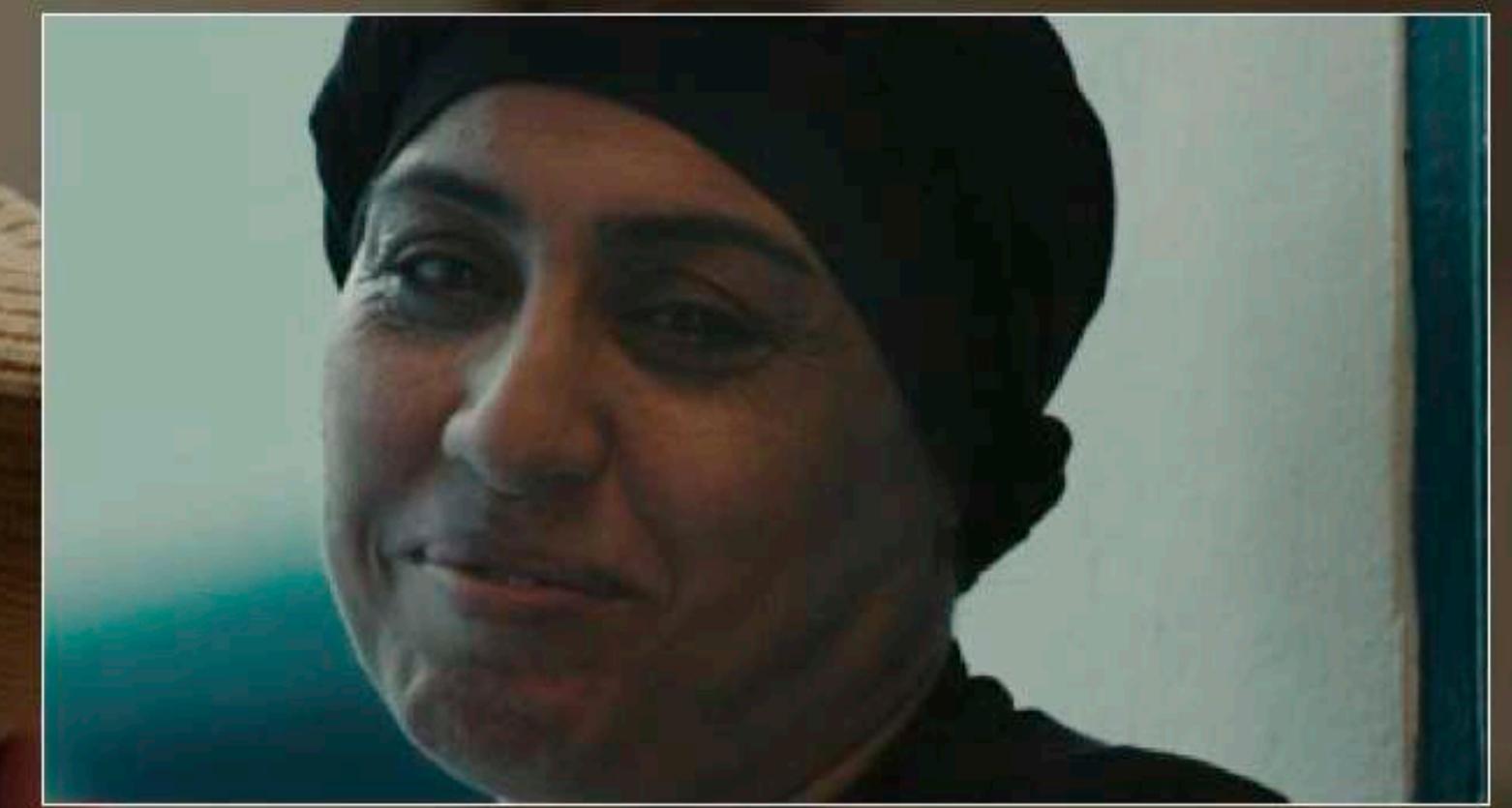
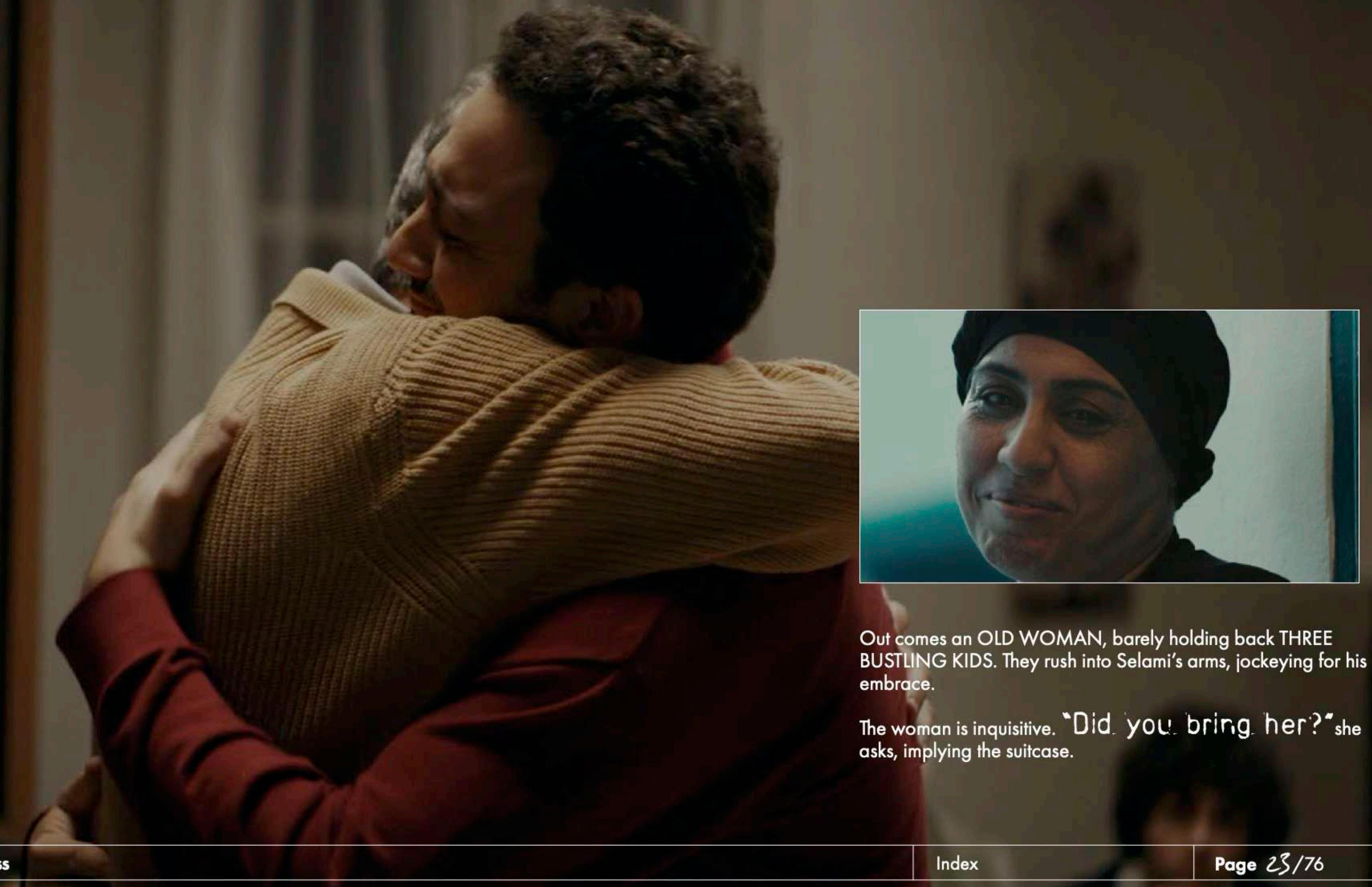
Selami lowers his hand—REVEALING that he's now at the airport in Izmir. He breathes easier, but his journey is far from over.



Outside in the car park, a man waits beside his car. He offers to take the suitcase, but Selami declines. In the car, the two men sit side by side. Selami keeps the suitcase on his lap. While the driver plays with the radio dial, Selami watches his country pass by through the window.

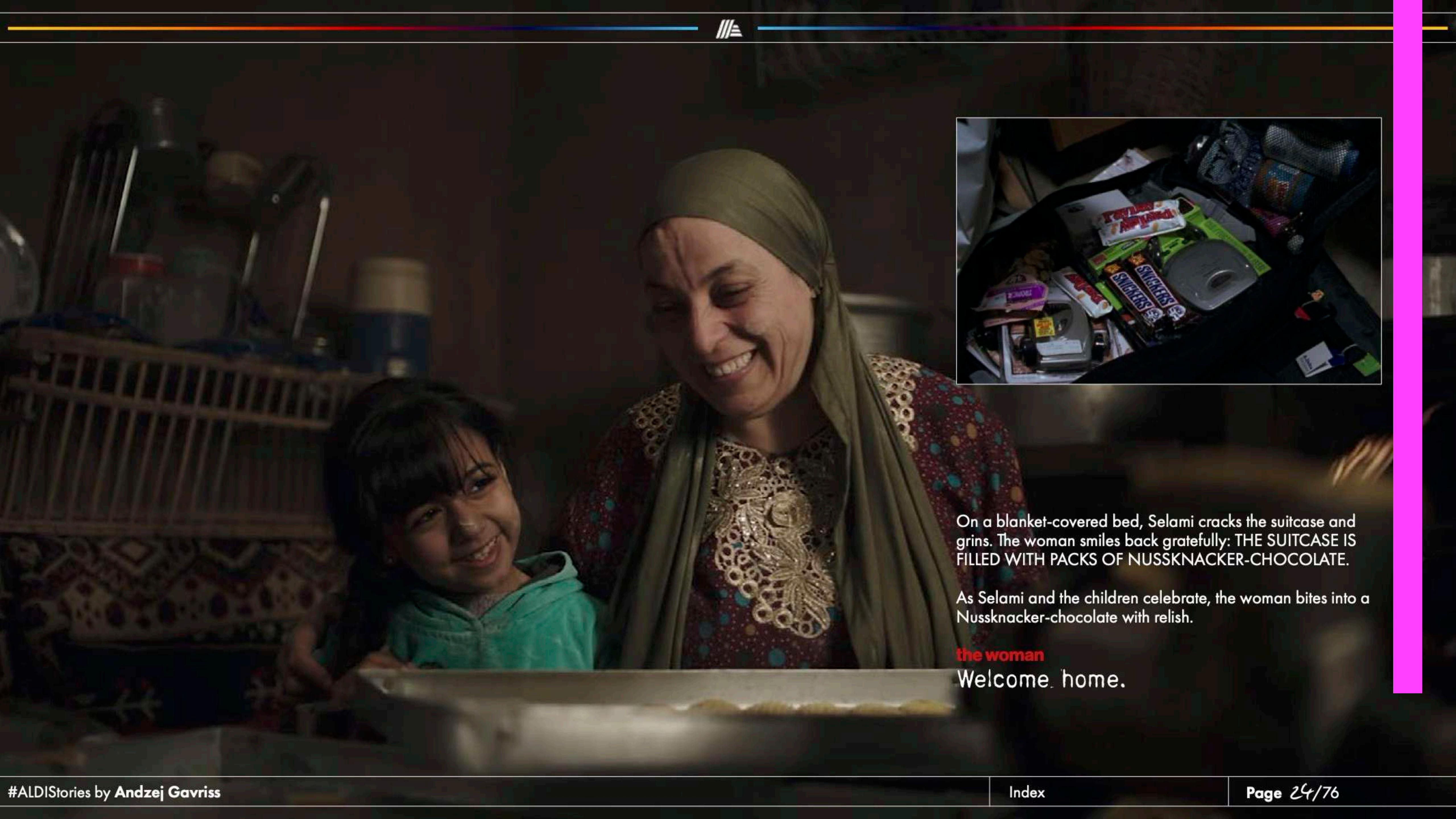


Outside of a large house, the car comes to a stop. The driver is excited, but Selami is nervous as he steps out. The door to the house cracks open and then—



Out comes an OLD WOMAN, barely holding back THREE BUSTLING KIDS. They rush into Selami's arms, jockeying for his embrace.

The woman is inquisitive. "Did you bring her?" she asks, implying the suitcase.

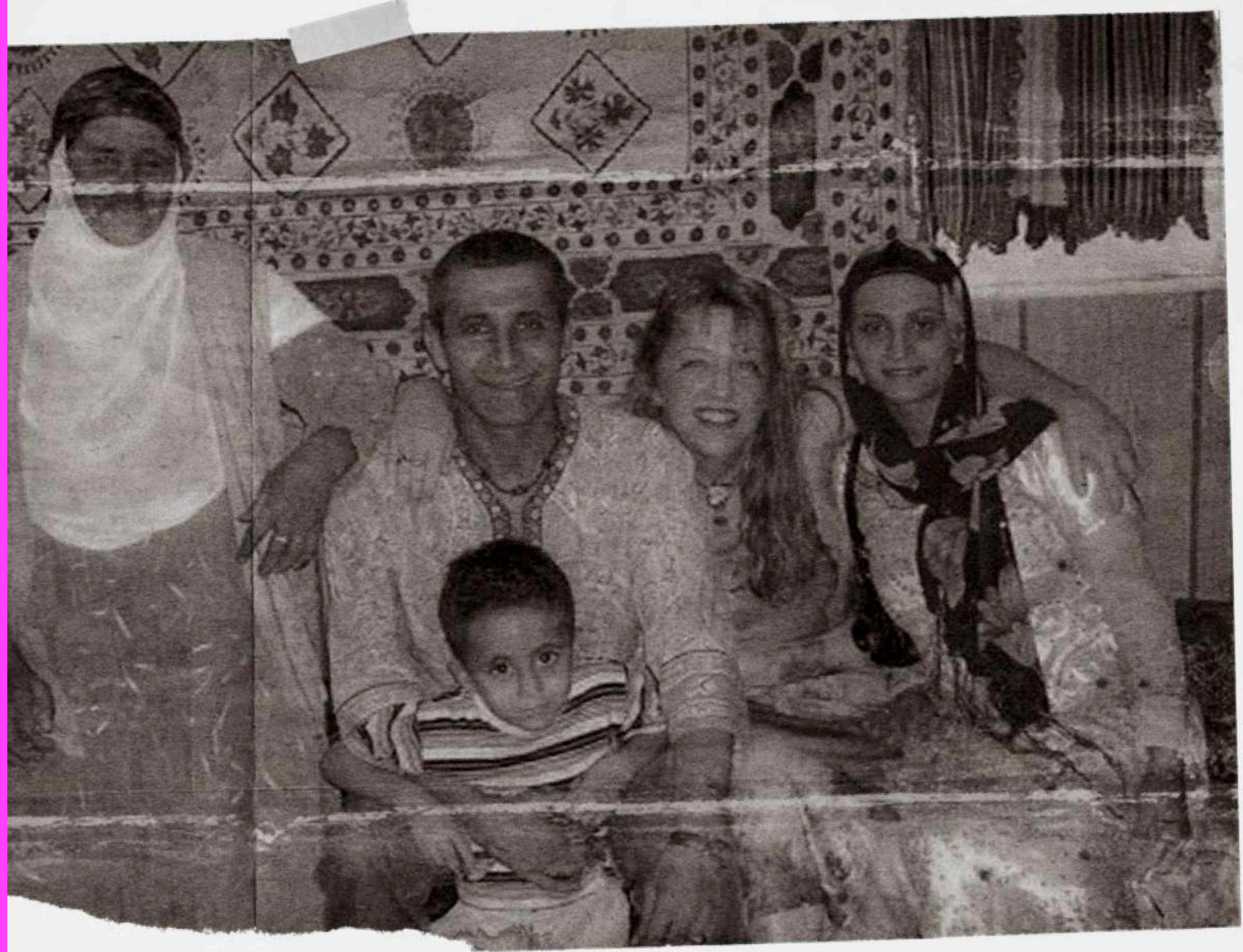


On a blanket-covered bed, Selami cracks the suitcase and grins. The woman smiles back gratefully: THE SUITCASE IS FILLED WITH PACKS OF NUSSKNACKER-CHOCOLATE.

As Selami and the children celebrate, the woman bites into a Nussknacker-chocolate with relish.

the woman

Welcome home.



INSERT: An aged photograph of the real Selami and his family.

VO

In the 1970s, Nussknacker-chocolate was a popular gift from migrant workers to their families back home. And they still are today.

VO

This is Selami's #ALDIStory. Tell us yours.

Gutes für alle.

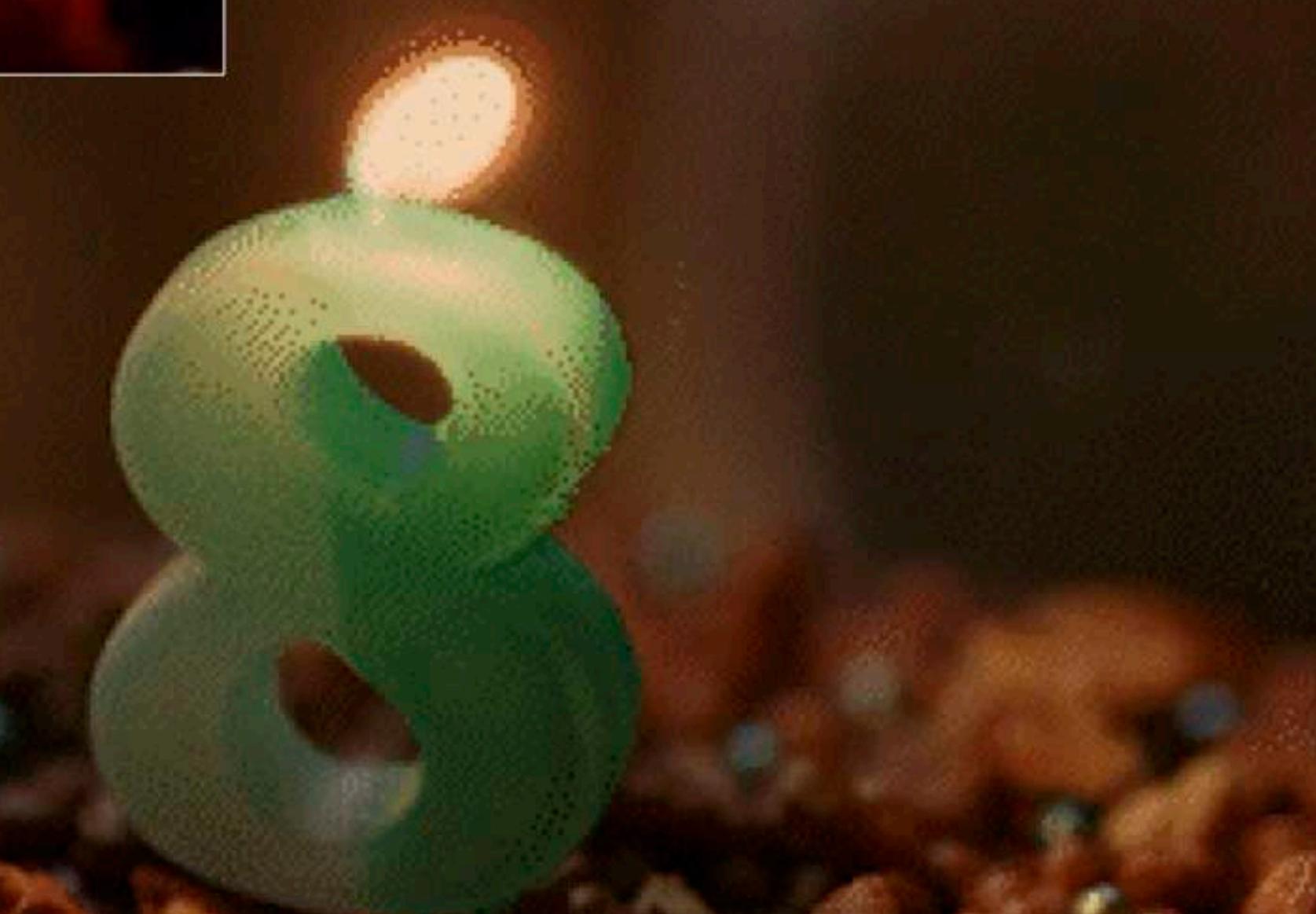
We Follow Script

02

Film We Follow

STARRING : SEDEF

At her birthday party, the young Sedef receives an MP3 player. She immediately puts it on, causing the music to begin and the world around her to freeze.



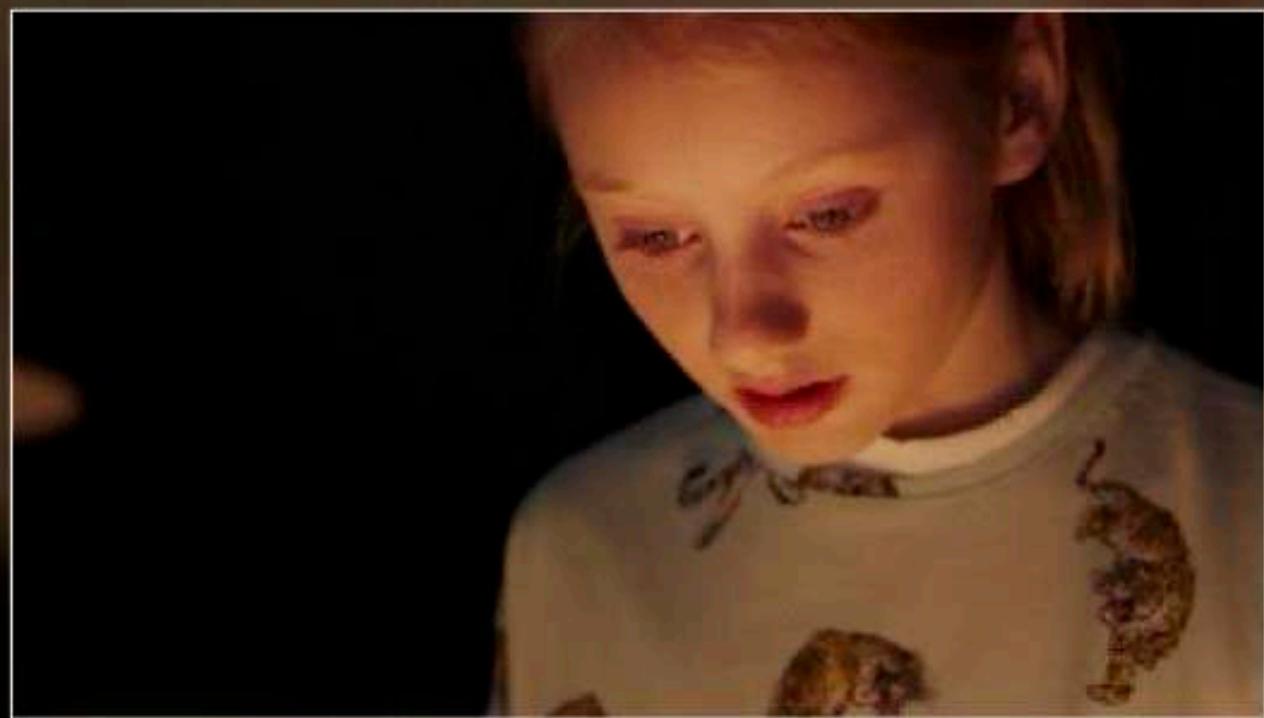
CLOSE UP: A breath BLOWS OUT candles on a birthday cake, and the cake is replaced by a GIFT BOX.

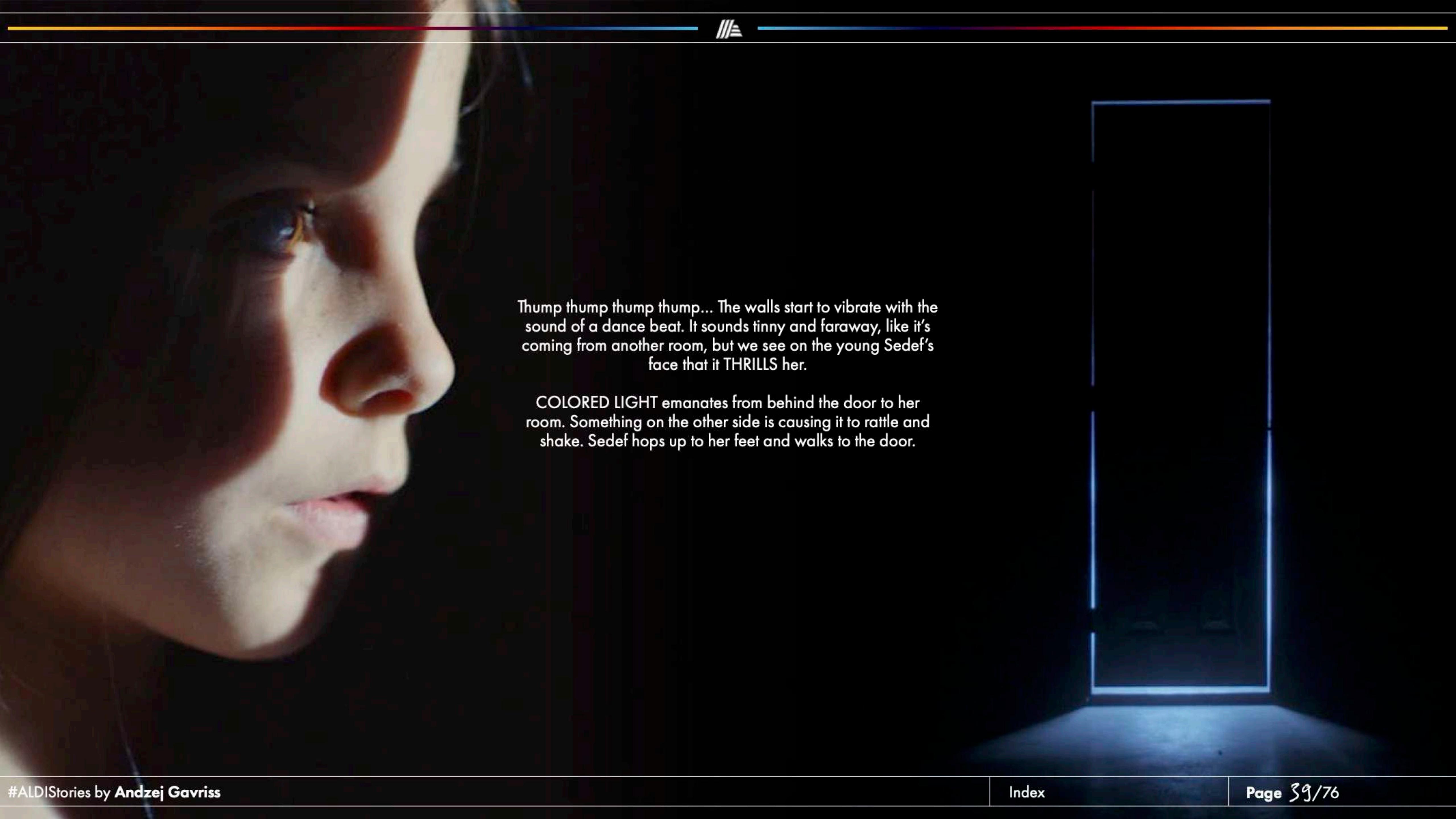
SEDEF'S FATHER nods and speaks into the camera:

This is more or less how it happened.

Her family hovers around the excited YOUNG SEDEF (7), who lifts the lid off the box. Her face lights up as she removes a (now-vintage) MP3 PLAYER.

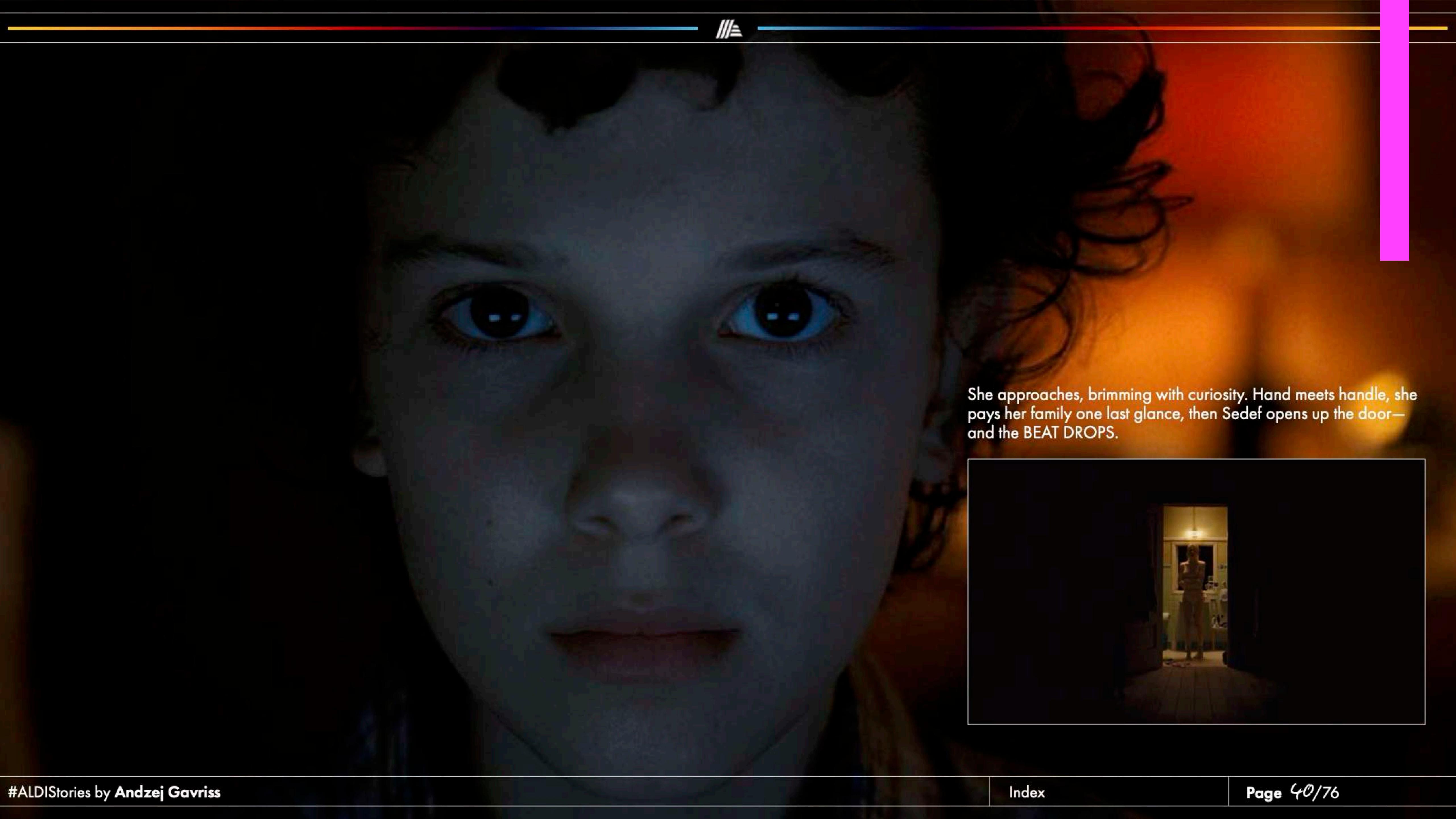
They watch as she lifts the headphones to her ears. Her small fingers trace the buttons on her new gadget, and find PLAY. She PRESSES IT—and at that moment, everything FREEZES.





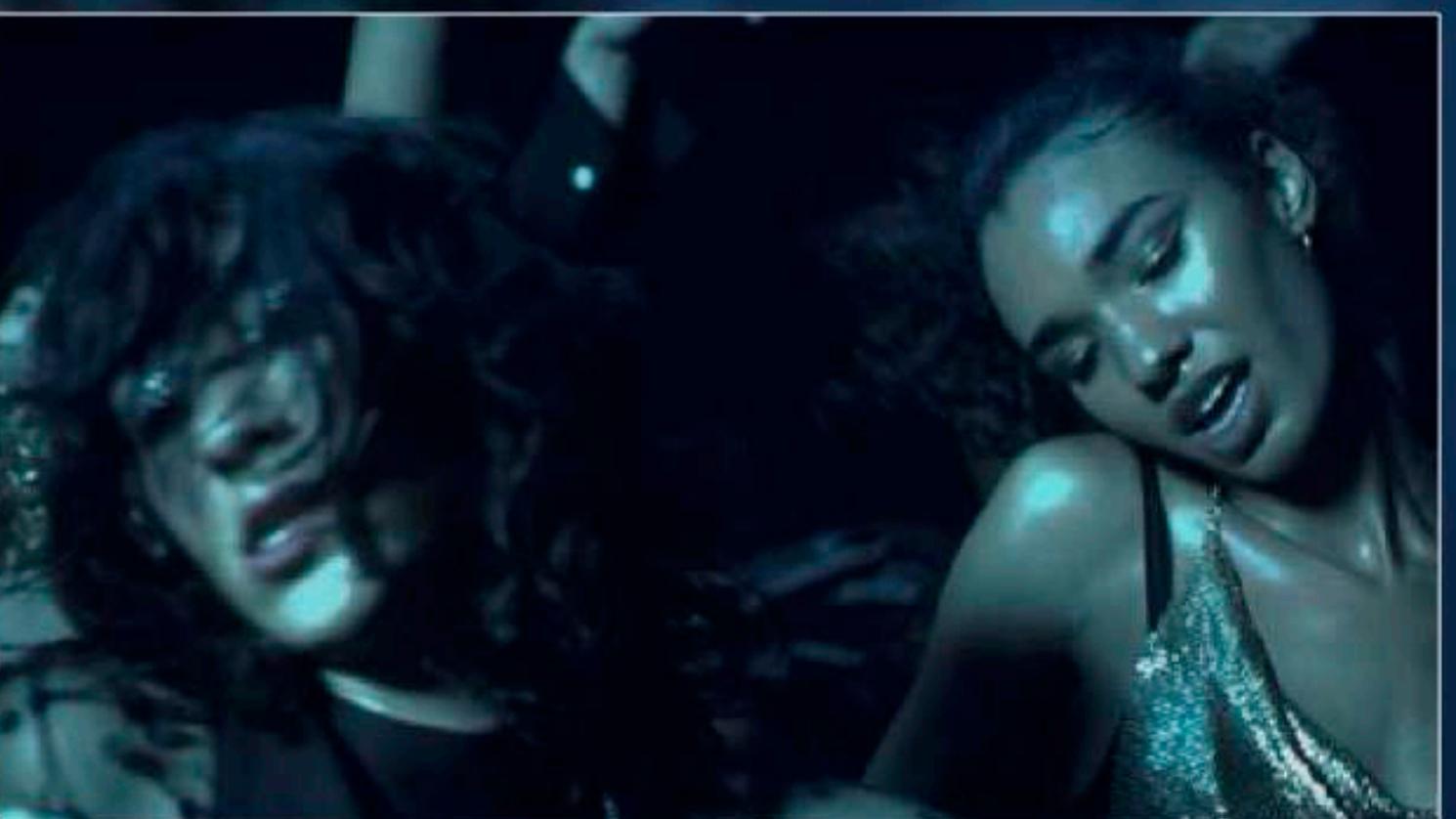
Thump thump thump thump... The walls start to vibrate with the sound of a dance beat. It sounds tinny and faraway, like it's coming from another room, but we see on the young Sedef's face that it THRILLS her.

COLORED LIGHT emanates from behind the door to her room. Something on the other side is causing it to rattle and shake. Sedef hops up to her feet and walks to the door.



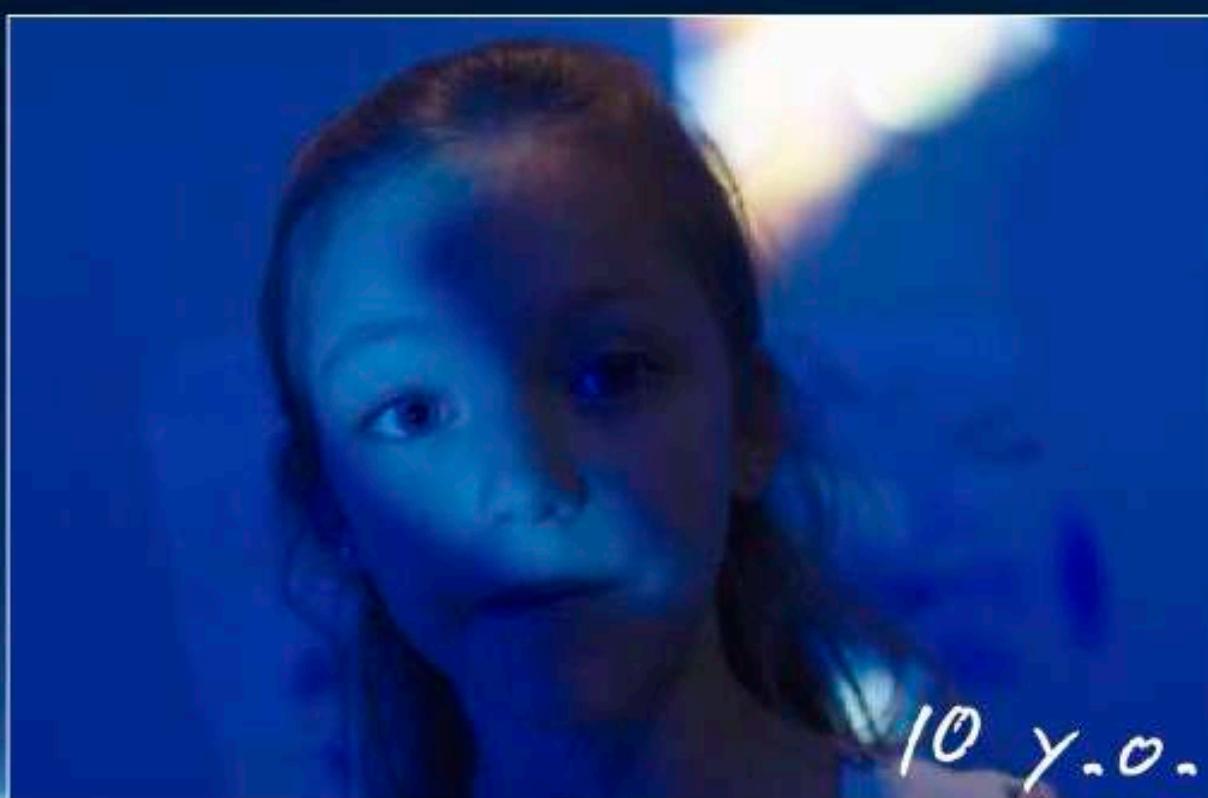
She approaches, brimming with curiosity. Hand meets handle, she pays her family one last glance, then Sedef opens up the door—and the BEAT DROPS.





*Spotlights. Neon Tubes. Darkness.
The rush of bodies in motion.*

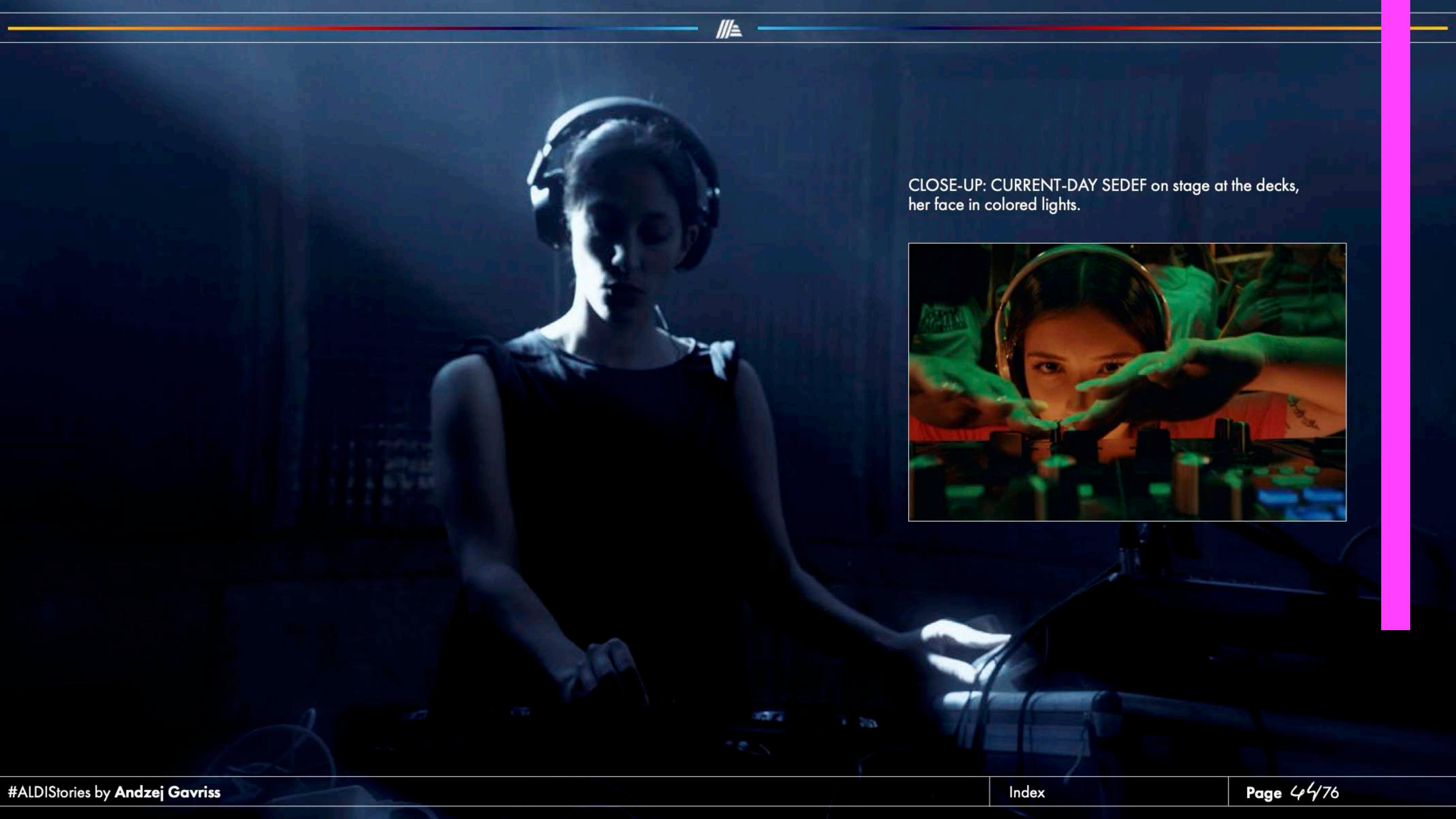
In one continuous shot, the 7-year-old Sedef disappears behind
dancers and emerges as TEENAGE SEDEF (14-16), taller and more
confident; Teenage Sedef disappears and re-emerges as EARLY-20s
SEDEF (20), her style crystallizing but not complete, until...





Smoke. Neon. Rapture—EARLY-20s SEDEF arrives at the DJ booth. Sweaty dancers block her from view, then suddenly separate to REVEAL:





CLOSE-UP: CURRENT-DAY SEDEF on stage at the decks,
her face in colored lights.





INSERT: An authentic photograph of Young Sedef listening to her first MP3 player.

VO

In [YEAR], Sedef got her first MP3 player as a gift. It changed everything.

SUPER

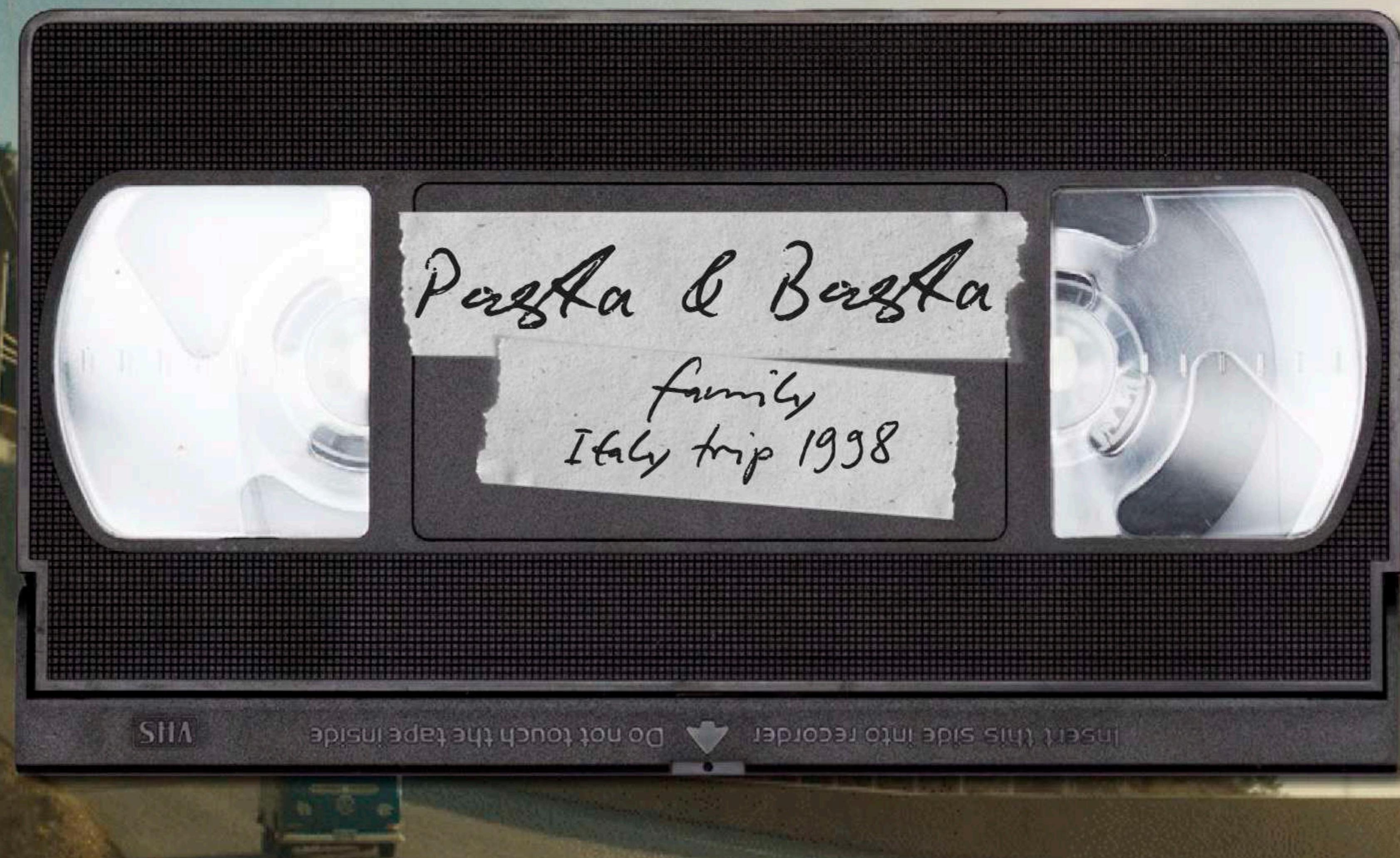
This is Sedef's #ALDIStory. Tell us yours.

GUTES FÜR ALLE.

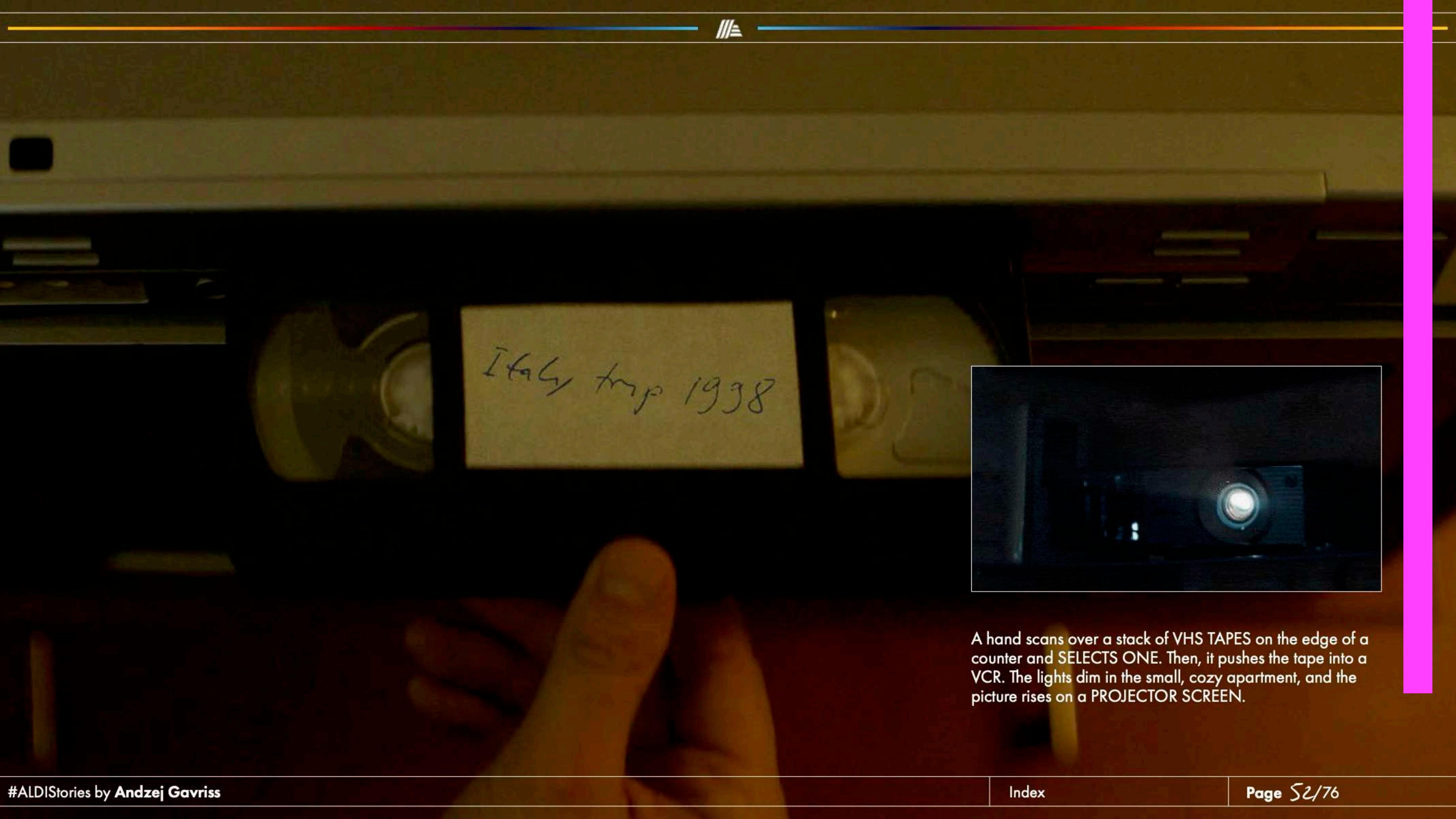


Pasta e Basta Script

03



/03



A hand scans over a stack of VHS TAPES on the edge of a counter and SELECTS ONE. Then, it pushes the tape into a VCR. The lights dim in the small, cozy apartment, and the picture rises on a PROJECTOR SCREEN.



In the darkness, a FRIEND OF THE FAMILY sits back onto the couch and turns to whisper to the camera:

*Everything you are about to see
really happened*



VHS FOOTAGE: A man films himself in the side mirror of a CAMPER VAN. He moves away from the viewfinder and waves. This is STEFAN, a.k.a., DAD.

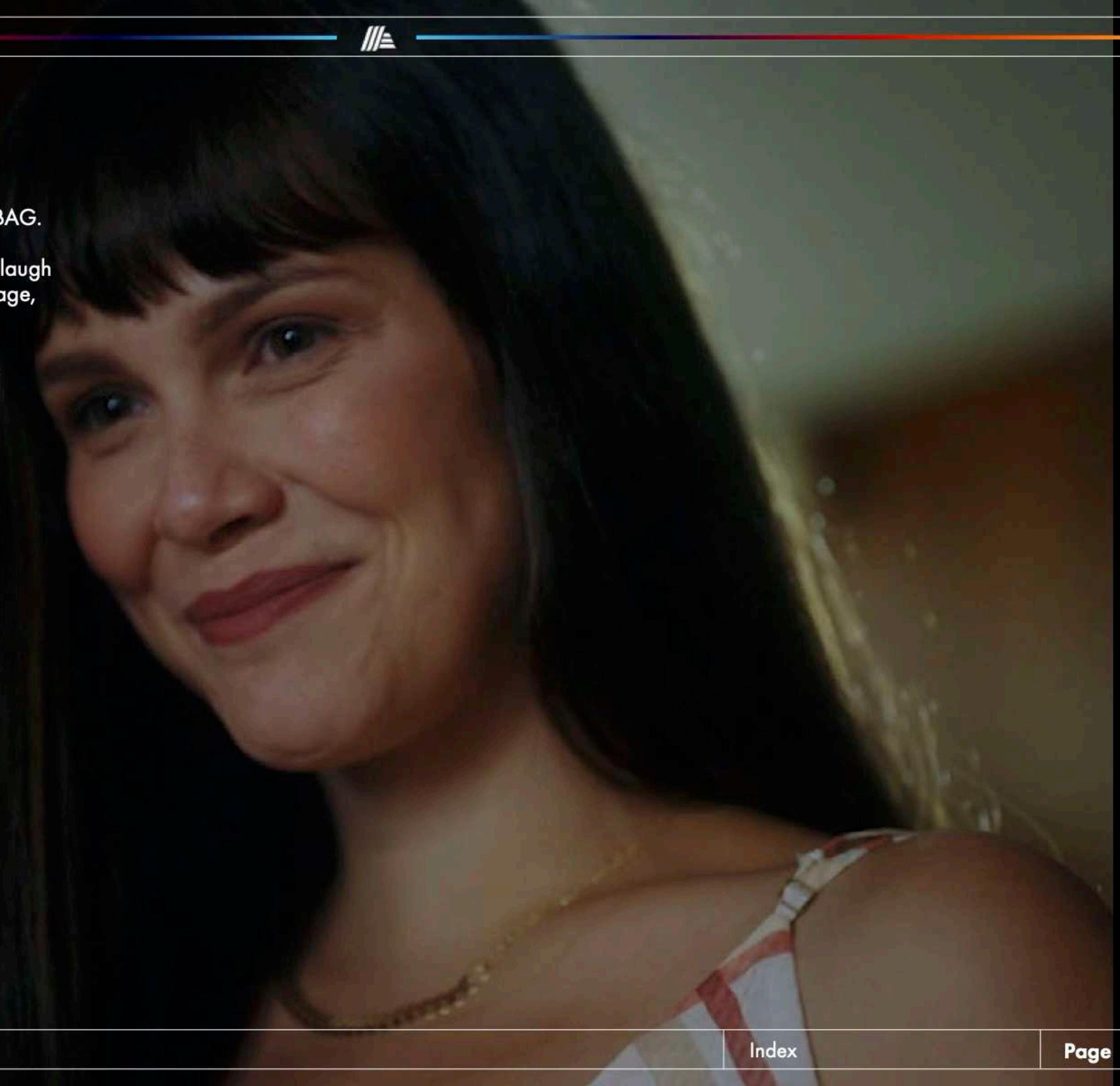


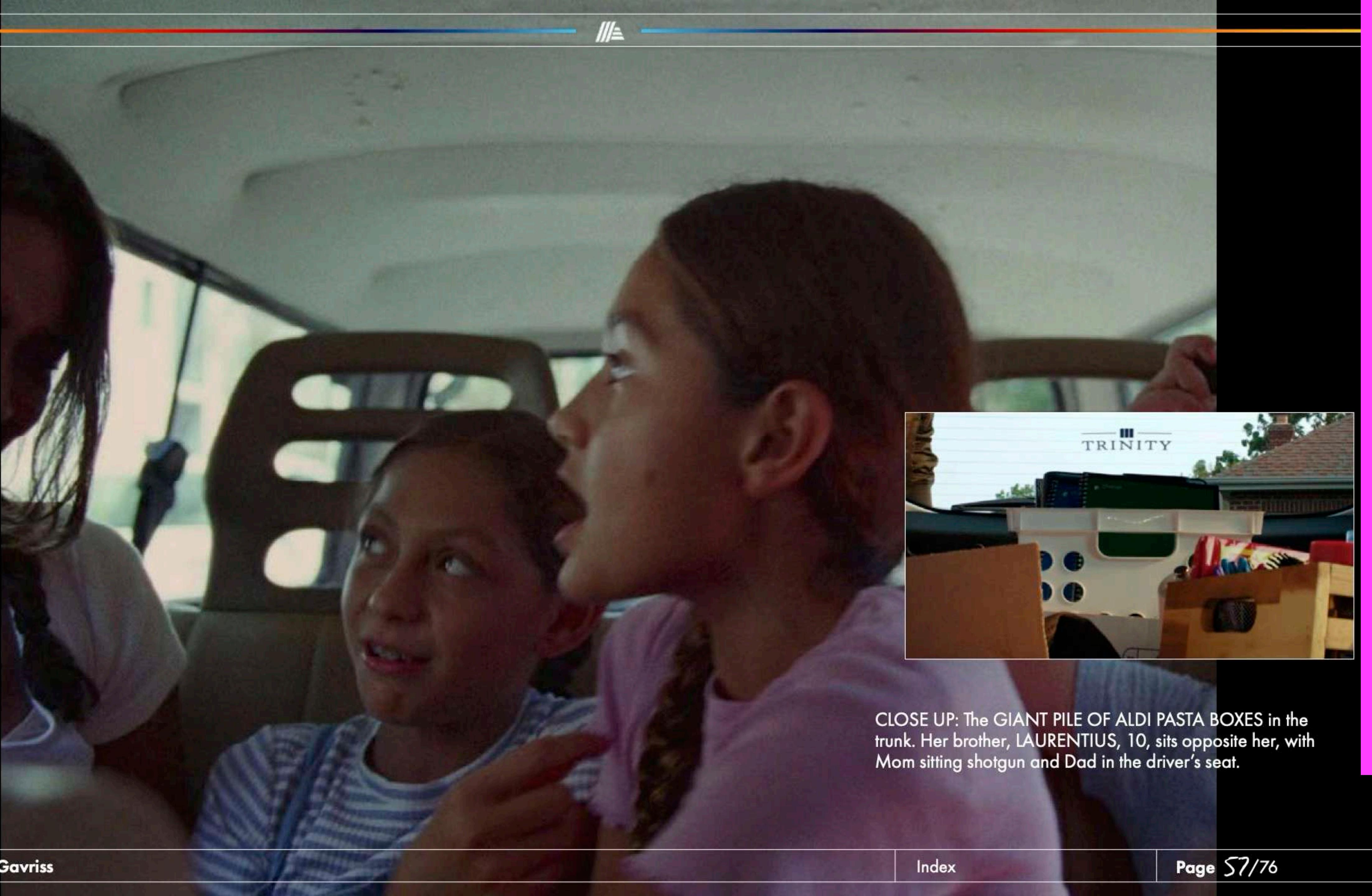
"Dad!" we hear OFF-SCREEN. Stefan quickly turns—
MOM, a bit annoyed to be carrying the luggage, says it all
with her eyes:

Are you gonna help?

Stefan quickly sets the camera down on the luggage in the trunk and jogs over: In the distance, the SAUER DAUGHTER, 6, drags what looks like a GIANT ALDI BAG.

In the apartment, we see the SAUER DAUGHTER, 32, laugh as she gets ribbed by the others. She watches the footage, remembering...

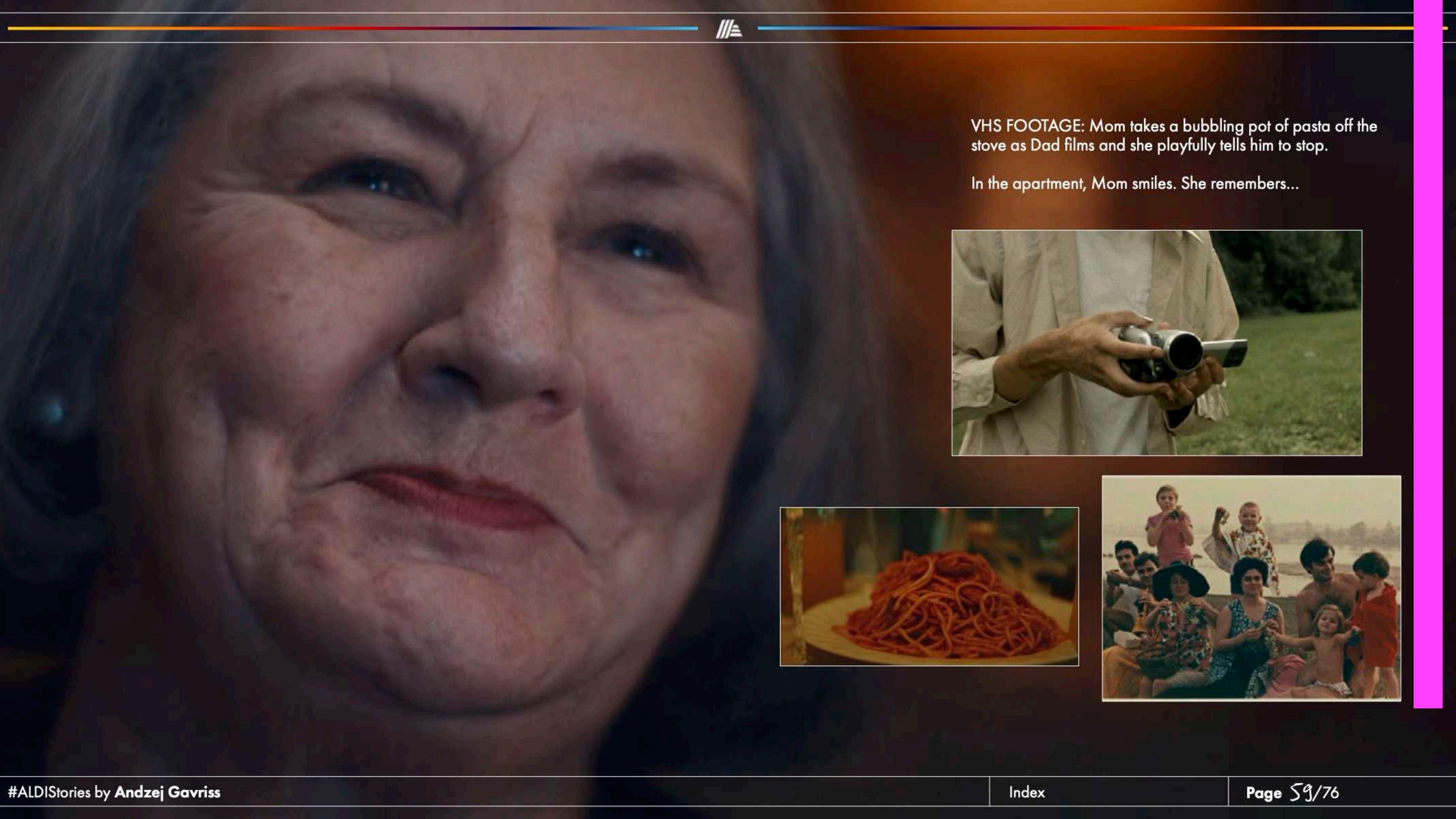




CLOSE UP: The GIANT PILE OF ALDI PASTA BOXES in the trunk. Her brother, LAURENTIUS, 10, sits opposite her, with Mom sitting shotgun and Dad in the driver's seat.



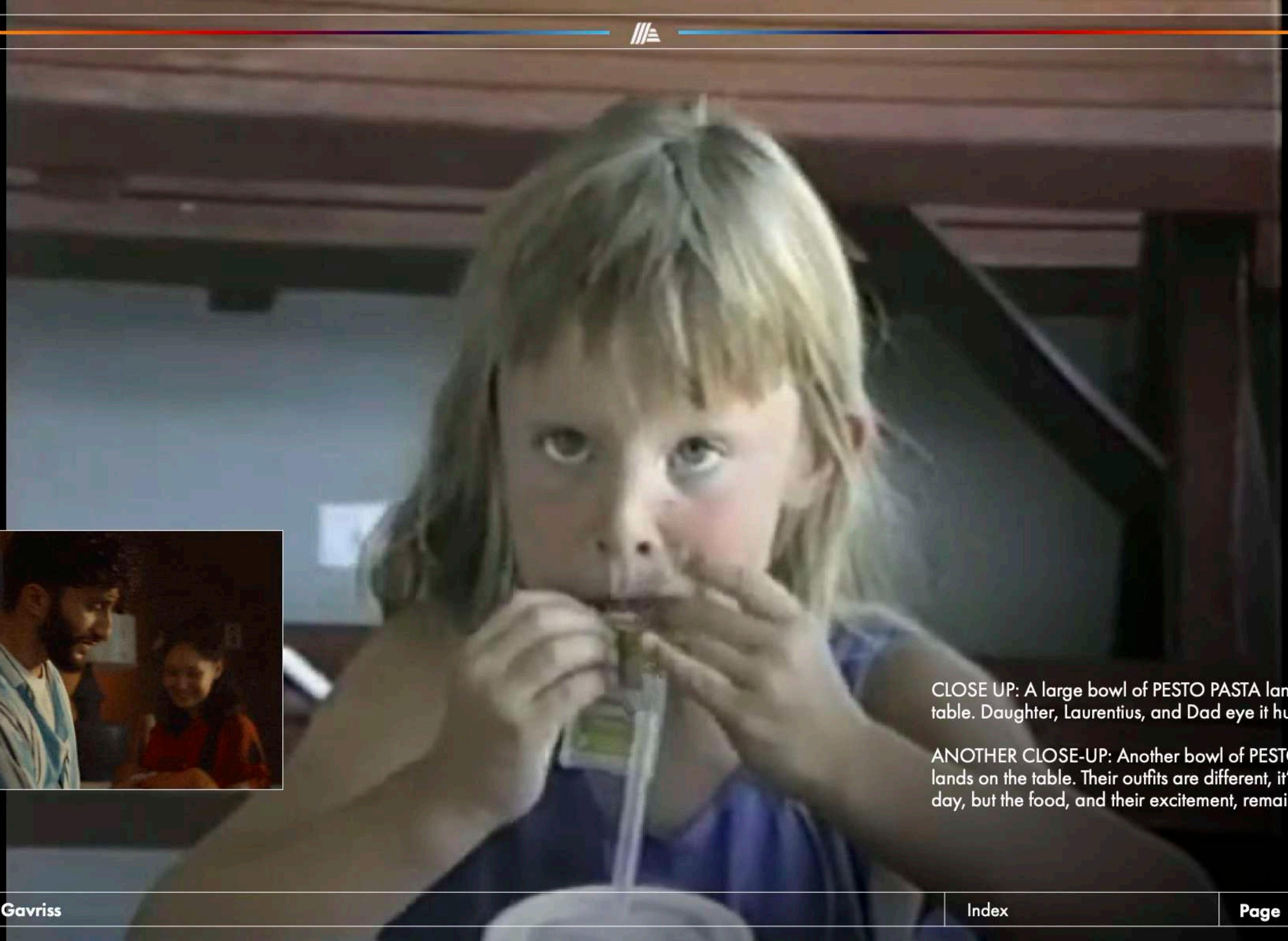
SUPER-WIDE: The Camper Van glides down the highway.



VHS FOOTAGE: Mom takes a bubbling pot of pasta off the stove as Dad films and she playfully tells him to stop.

In the apartment, Mom smiles. She remembers...





CLOSE UP: A large bowl of PESTO PASTA lands on the table. Daughter, Laurentius, and Dad eye it hungrily.

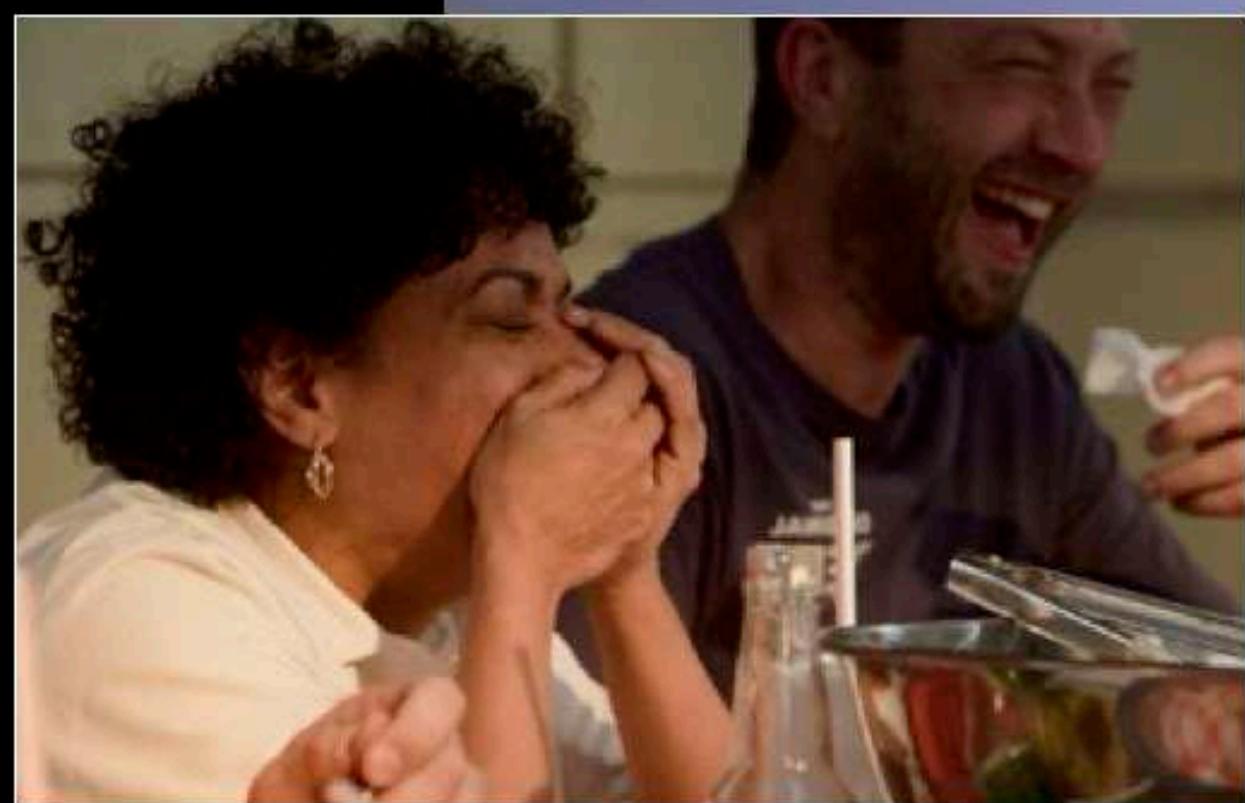
ANOTHER CLOSE-UP: Another bowl of PESTO PASTA lands on the table. Their outfits are different, it's a different day, but the food, and their excitement, remains the same.

INSERT: The pile of pasta boxes looks smaller.

ANOTHER INSERT: ...and smaller.

CLOSE-UP: Another bowl of pesto pasta. This time,
Dad isn't as excited.

In the apartment, everyone laughs. Mom and Dad
most of all.

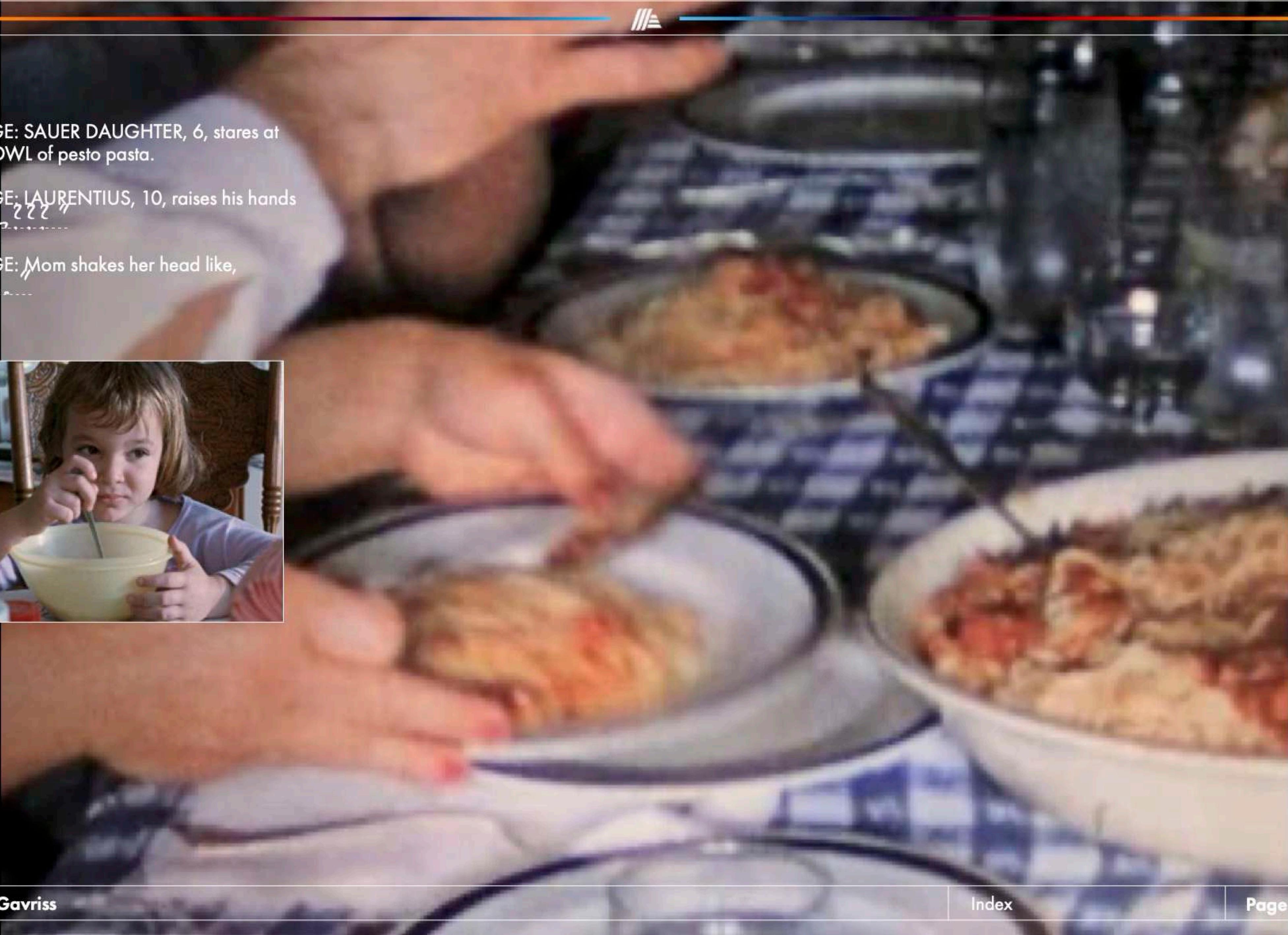




VHS FOOTAGE: SAUER DAUGHTER, 6, stares at
ANOTHER BOWL of pesto pasta.

VHS FOOTAGE: LAURENTIUS, 10, raises his hands
like, "Again?"

VHS FOOTAGE: Mom shakes her head like,
"Again..."



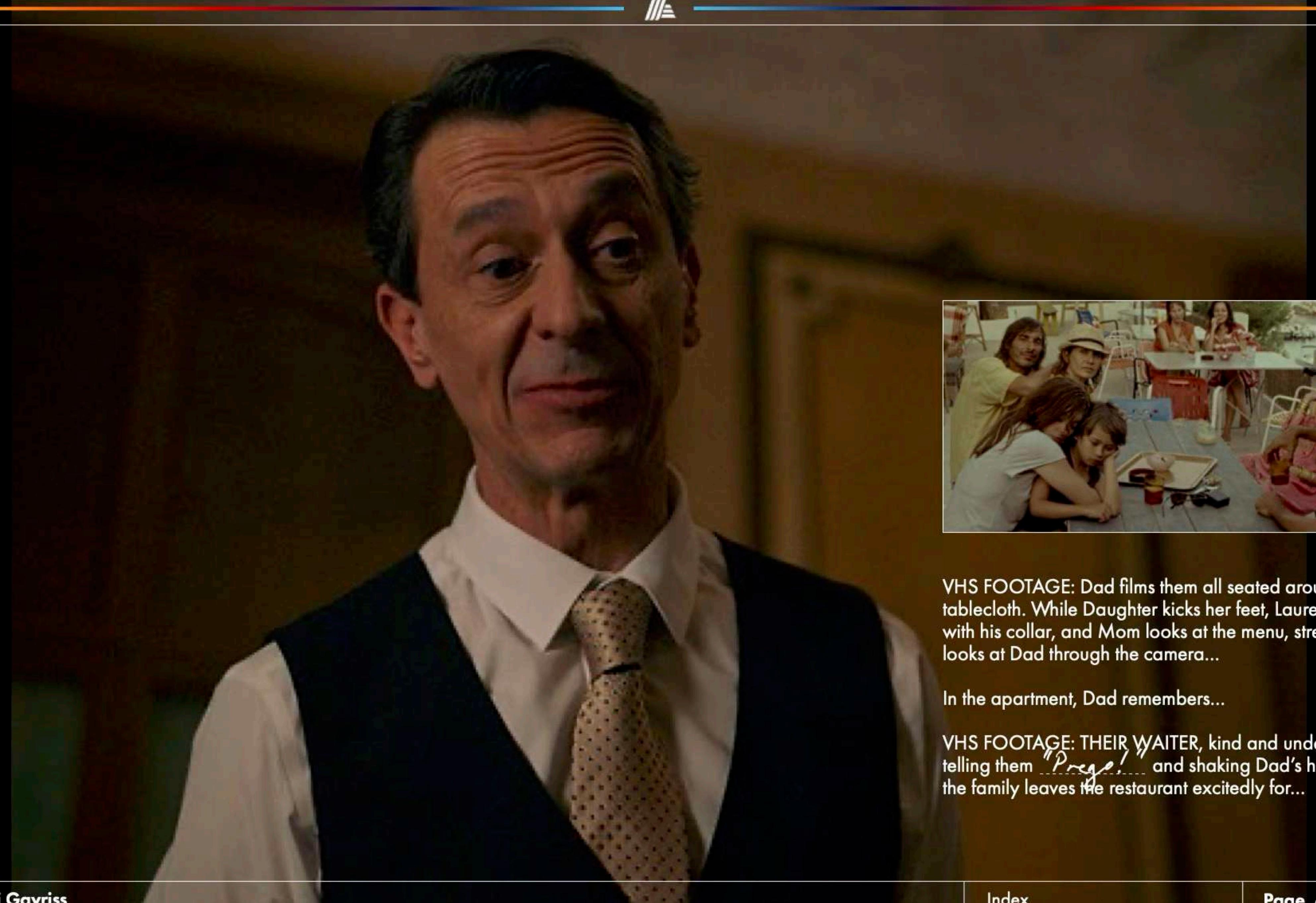


In the apartment, LAURENTIUS, now 36, is rapt,
watching the home video, remembering...



SUPER-WIDE: The Italian coastline. Warm, expansive, expensive... The family is dressed-up as Dad ushers them into a gorgeous MEDITERRANEAN RESTAURANT.





VHS FOOTAGE: Dad films them all seated around a white tablecloth. While Daughter kicks her feet, Laurentius fusses with his collar, and Mom looks at the menu, stressing. She looks at Dad through the camera...

In the apartment, Dad remembers...

VHS FOOTAGE: THEIR WAITER, kind and understanding, telling them *"Prego!"* and shaking Dad's hand while the family leaves the restaurant excitedly for...



A FINAL CLOSE-UP: We pull out of their final bowl of pesto pasta to reveal the family with their forks and bowls on the beach in Italy, sitting together, eating and watching the sunset.

INSERT: A photograph of the real Sauer family on holiday, holding up their bowls of pesto pasta.

VO: To save money, Laurentius' family went on camping holidays every year with 10 kilos of spaghetti and pesto from ALDI SOUTH in their luggage.

SUPER: This is Laurentius' #ALDIStory. Tell us yours.

Gutes für alle.