



Soundtrack to Keep the Holiday Spirit Going

Description



Aldi's new Christmas film, *Don't Stop Believin'*, captures challenges in the run-up to Christmas perfectly. Journey's title-sharing song powers a campaign built on optimism and togetherness.

A Season of Chaos, Heart and the Right Song

The weeks before Christmas rarely look like a picture-perfect postcard. They are louder, busier and often messier. Yet somewhere between the packed calendars, the last-minute errands and those small moments that test our patience, something beautiful happens: we keep going.

Aldi's new Christmas campaign film captures this feeling with precision. A man navigates the familiar pre-holiday whirlwind, facing mishaps, delays and moments where everything seems to happen at once. Still, he continues with quiet determination. Because that is what the season asks of us: to believe.

And this year, that belief has a soundtrack that truly lifts the story.

The Power of the Song: Journey and an Anthem That Never Fades

For a tale built on perseverance, Tracks & Fields secured one of the most iconic songs in modern music. *Don't Stop Believin'* by Journey sets the emotional tone from the very first note. It is uplifting, familiar and full of momentum.

The song has travelled across generations and has become a symbol for holding on when things get tough. Its unmistakable optimism gives each scene a sense of movement and purpose, turning everyday challenges into moments of quiet courage. In this campaign, the track does more than accompany the story. It becomes part of the message.

Journey's timeless anthem adds heart, confidence and the spark of hope that defines the holiday season.

Belief Makes It a Celebration for Everyone

At the centre of the campaign stands a simple and warm message: *As long as we believe in it, it will be a celebration for everyone.*

We all know the rush of the weeks before Christmas, and we all have days when plans unravel. Yet with a bit of confidence, good food and cosy moments with the people who matter, the season becomes what we want it to be. Aldi's brings that reassurance and helps turn the hectic lead-up into something enjoyable.

With Tracks & Fields' music supervision supporting the emotional core of the film, the campaign invites us to trust that belief is not just a theme. It is a decision we make each day. And when we hold on to it, even the most chaotic moments can transform into something meaningful.

A relatable story, a message full of warmth and a song that inspires us to keep going. That is the magic behind this year’s Aldi SÃ¼d Christmas film.