


# Extended Audience



**ONLINE COMMUNICATION AND ACTIVATION**

Offsite

Depending on the objective of our brands, we offer 2 Extended Audience packs:

- **Focus on promo**
  - Display bannering
  - Duration: 1 week
- **Focus on positioning**
  - Display bannering + native
  - Duration: 2 weeks

### Media Booking

8 weeks

### Nice to know

- A campaign Extended Audience always in combination with an online campaign
- Increase reach
- Build awareness and notoriety for your brand
- Qualified audiences (based upon shopping and website behavior actual Delhaize.be visitors)
- Qualitative environments (whitelisted domains, brand safe)
- Use Delhaize.be as a supplementary distribution/information platform (for those brands that do not have an e shop or website, Facebook page, ...)
- Increase Audience (online and offline)
- "Recommended by a powerful brand (Delhaize)"

### Post reporting

Ad Hoc on demand

### Sample pictures

## OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION

