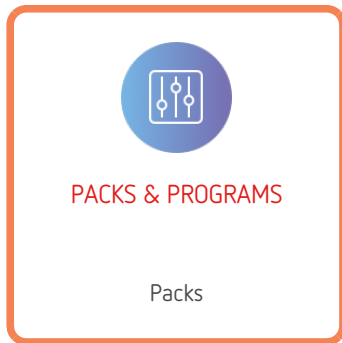


# Innovation Pack



You have a new product to launch or a fantastic innovation, but you don't know how to make it successful? At MMD, we realize that such a key moment needs extra visibility. Our innovation pack can help your product to take off quickly! Launch a new product by using different tools!

**Rules:**

- Used for 1 Brand
- All tools must be used over a period of 8 weeks

**Included in this Program:**

- Dedicated e-mail
  - Till 200.000 contacts
- 1 Commercial Display - Pack Small - 2 weeks
  - Target the shoppers with the highest purchase intention via Delhaize online data throughout the buying journey
  - Reach: more than 100.000 impressions
- 1 Extended Audience - 1 week
- Push product for free delivery - 1 week
  - Free delivery cost for the consumer by buying the product
- Digital signage Entrance Network Small - 1 week
  - 89 screens (national coverage)
- Stopper Small Pack Large - 4 weeks
  - Drive extra traffic to the shelf and highlight a product range

**Duration**

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1 until 4 weeks in a period of 8 weeks

**Media Booking**

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6 weeks

**Nice to know**

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- advantageous package price

**Post reporting**

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Ad Hoc on demand --> Mix of different reports

**Sample pictures**

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## OBJECTIVES

BRAND AWARENESS



INSPIRATION

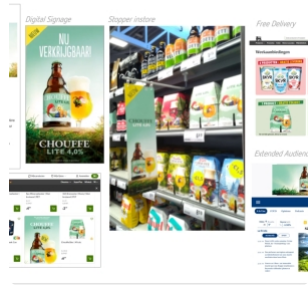


ENGAGEMENT / CONSIDERATION





Reach your customers where they are.



Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)