



Reach your customers where they are.

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

# Shelf Tray

Highlight your products in the shelf with the shelf tray.



## Banner



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



## Duration

12 weeks

## Media Booking

8 weeks

## Nice to know

Ideal to create guidance in the shelf :

- 5 trays/activation
- This needs to be agreed with Delhaize's category manager

## Post reporting

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

## Sample pictures

