



Reach your customers where they are.

Any question ? E-mail us at mmd@delhaize.be

Pack SFW



Combi-pack 2 x Stopper Maxi, 1 x Floor Sticker and max. 3 x Wobbler (different)

Banner



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



Duration

4 weeks

Media Booking

8 weeks

Nice to know

- On-shelf communication on a range to create a brand bloc with a focus on specific products
- Ideal for dry shelves

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

