



Reach your customers where they are.

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

Pack FW

Combi-pack 2 x Fridge door sticker and 1 x Wobbler

Banner



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



Duration

8 weeks

Media Booking

4 weeks

Nice to know

On-shelf communication on a range with a focus on a specific product (new product, relaunch, low rotator, etc.)

Ideal for shelves with doors (fresh or frozen)

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

