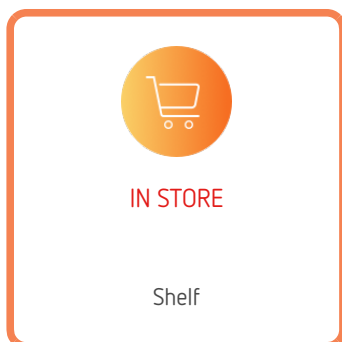




Reach your customers where they are.

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

## Stopper Medium / Maxi



- Communication perpendicular to the shelf
- Option with a cut out shape (Stopper Cut)
- Medium: 12 x 77 cm
- Maxi: 12 x 124 cm

### Banner



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client
- Sales uplift: Av. 13-29%

### 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

