

# Recipe Pack



## ONLINE COMMUNICATION AND ACTIVATION

Content & inspiration

Boost your branded recipe on Delhaize.be!

This tool is ideal to reach highly engaged customers.  
After consulting a recipe, 70% of the users search for its ingredients on our e-shop!

### Duration

Banner on the 'Recipe Homepage': 2 weeks - Recipe on the 'All Recipes Page': 12 weeks - Insert e-mail in Delhaize's Newsletter : week to choose

### Media Booking

9 weeks

### Nice to know

- 1 banner on Recipe Landing Page and Recipe Search Page
- 1 dedicated page with your recipe on Delhaize Website and on My Delhaize App
- 1 segmented insert of your Recipe in newsletter (150.000 contacts)
- Possibility to add a video
- Button 'add to basket'

### Post reporting

Ad Hoc on demand

### Sample pictures

## OBJECTIVES

CALL TO ACTION



INSPIRATION



CROSS/UPSELLING

