

Direct Mail - A5 Postcard



Targeted & Personalized communication

A5 mailing send to a specific target and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation

1 coupon offer

Duration

1 sending

Media Booking

13 weeks

Nice to know

- Offer coupon value: Min 20%
- 1 coupon
- Look & feel Delhaize
- Creation in collaboration with MMD
- Only one partner
- Min 50.000 contacts
- Technical costs and production included in the setup
- Advanced segmentation is possible, including Delhaize Shopper Segmentation

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.

KPI1 - #Participation rate

KPI2 - # redemption rate

Sample pictures

LE SEUL MAINTENANT AUSSI SANS LACTOSE Cecimel

SPOTLIGHTS, cette se



Oui, ça existe : C'est le Cécémel sans lactose. Les gourmands intolérants au lactose peuvent donc (enfin) savourer le goût unique et incomparable de Cécémel. Comme tous les autres produits de Cécémel. Il a aussi obtenu un Nutri-Score B. Pour profiter chaque jour du seul vrai.

Vous trouverez le Cécémel sans lactose au rayon crèmeric de votre supermarché Delhaize.







OBJECTIVES

BRAND AWARENESS INSPIRATION ENGAGEMENT / CONSIDERATION