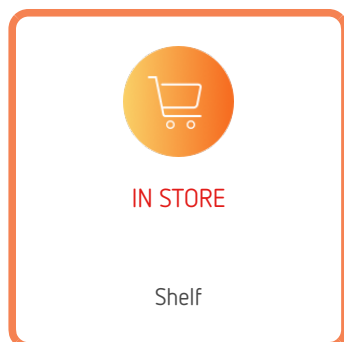


## Shelf Tray

Highlight your products in the shelf with the shelf tray.

### Banner



### Duration

12 weeks

### Media Booking

8 weeks

### Nice to know

Ideal to create guidance in the shelf :

- 5 trays/activation
- This needs to be agreed with Delhaize's category manager

### 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



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER

