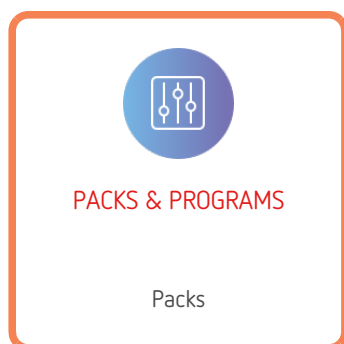


## Awareness Pack - Print + Online + Instore



## Create long-term awareness across Delhaize shoppers

### OBJECTIVES

BRAND AWARENESS



INSPIRATION



ENGAGEMENT / CONSIDERATION



### Included in this pack:

- Full page Delhaize magazine\* (1 insert)
  - Be present in Belgium's most read magazine with a total readership of 3,8 Mio (CIM) (\*will be invoiced by Gicom).
- Stopper Small – Medium Package (4 weeks)
  - Communication at the shelf.
- Claim the category (13 weeks)
  - Leaderboard banner on top of your category page on Delhaize.be.
- Brandpage (1 year)
  - Banner linked with an inspiring branded page that includes product carousel, extra banners, content and possible option to add extra video.

### Duration

From an appearance in our Delhaize magazine to long term visibility on the Delhaize website

### Media Booking

13 weeks

### Post reporting

Ad Hoc on demand => Mix of different reports

### Sample pictures

