




Reach your customers where they are.

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

Totem

A floor stand in stiff cardboard, placed in the department of the product



IN STORE

Throughout the customer journey

Banner



OBJECTIVES

BRAND AWARENESS



EYE CATCHER



Duration

2 weeks

Media Booking

8 weeks

Nice to know

- 154 cm
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

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 category (Total Reach)

KPI 2 - % New Buyers of promoted product/range (New Buyers Ratio)

KPI 3 - Category turnover evolution (Category Ratio)

KPI 4 - Promoted product/range turnover evolution (Promoted Product Ratio)

Sample pictures

