




Reach your customers where they are.

Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)

# Totem Custom



**IN STORE**

Throughout the customer journey

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

Possibility to customize the totem completely:

- cut out
- special shape
- pop up
- leaflet holder
- zigzag
- ...

### Banner



### 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

## OBJECTIVES

BRAND AWARENESS



EYE CATCHER



INSPIRATION





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