

Product sampling



ONLINE COMMUNICATION AND ACTIVATION

Online order

Free product added to the consumer's order.

- Wave of 10.000 samples
- **Option:** Leaflet A6 based on a Delhaize template
- Leaflet production included in the price
- 2 slots available per week
- Fresh or Dry products

Duration

1 distribution

Media Booking

6 weeks

Nice to know

- 10.000 units distributed over a period of 5-8 days
- Single portion for HBC product
- Best-before date min 20 days
- Product available at Delhaize
- No targeting
- Up to 2 partners/week

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 - # Units distributed

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



TRIAL



ENGAGEMENT / CONSIDERATION

