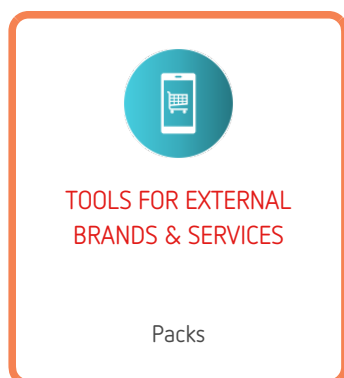


Awareness Pack - Non-Endemic 2



Create long-term awareness across Delhaize shoppers

OBJECTIVES

BRAND AWARENESS



INSPIRATION



ENGAGEMENT / CONSIDERATION



Included in this pack:

- Full page Delhaize magazine*
 - Be present in Belgium's most read magazine with a total readership of 3,8 Mio (CIM) (*will be invoiced by Gicom).
- Dedicated e-mail (1 sending)
 - Targeted mail towards a predefined group of max. 100 K Delhaize shoppers.
- Landingpage (1 week)
 - Link in e-mail redirected to a landing page on Delhaize.be.
- Check-out screens (1 week)
 - Message on digital screens at the check-out zones of our stores.

Duration

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

Media Booking

13 weeks

Nice to know

Only accessible for external brands and services (non-endemic brands).

Post reporting

Ad Hoc on demand => Mix of different reports

Sample pictures

