

## Product Sampling - External Brands & Services



### TOOLS FOR EXTERNAL BRANDS & SERVICES

Online Communication & Activation

Why should sampling only be used by FMCG-Brands? Be outstanding, original & creative in your communication

#### Duration

1 week

#### Media Booking

6 weeks

#### Nice to know

- Free product added to the consumer's online order.
- 10.000 units distributed over a period of 5-8 days
- **Option:** Leaflet A6 based on a Delhaize template
- No targeting
- Up to 2 partners/week

#### Sample pictures

