



SPOTLIGHTS, cette s

LE SEUI

VRAI

Cécémel

Direct Mail - A5 Postcard

A5 mailing send to a specific target and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation

1 coupon offer

Duration

1 sending

Media Booking

13 weeks

Nice to know

- Offer coupon value: Min 20%
- 1 coupon
- Look & feel Delhaize
- Creation in collaboration with MMD
- Only one partner
- Min 50.000 contacts
- Technical costs and production included in the setup
- Advanced segmentation is possible, including Delhaize Shopper Segmentation

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 - #Participation rate KPI2 - # redemption rate

Sample pictures

Du Cécémel sans lactose?!

Du coecimie sanis aucose: : out, coesise - cele lo cécimie tans bicrose. Les gourmands intolérants au lactose peuvent donc (enfin) savourre le goût unique et incomparable de Cocémel. Comme tous les autres produits de Cocémel. La aussi obtenu un Nutri-Score B. Pour profiler chaque jour du seul varia. Vous trouvere le Cocémel sans lactose au rayon crèmerie de vorte supermarche Delbalaze.







CONVERSION	
BRAND AWARENESS	
INSPIRATION	
ENGAGEMENT / CONSIDERATION	

OBJECTIVES

MAINTENANT AUS SANS LACTOS

Cécémel