




Reach your customers where they are.

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

# 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

### Sample pictures

## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



TRIAL



ENGAGEMENT / CONSIDERATION

