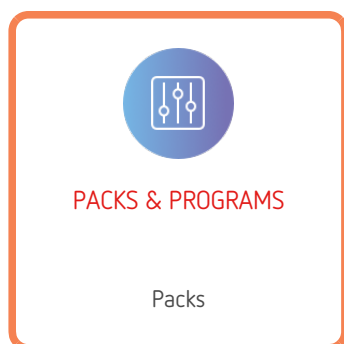


Awareness Pack - Print + Online + Instore



Create long-term awareness across Delhaize shoppers

OBJECTIVES

BRAND AWARENESS



INSPIRATION



ENGAGEMENT / CONSIDERATION



Included in this pack:

- Full page Delhaize magazine* (1 insert)
 - Be present in Belgium's most read magazine with a total readership of 3,8 Mio (CIM) (*will be invoiced by Gicom).
- Stopper Small – Medium Package (4 weeks)
 - Communication at the shelf.
- Claim the category (13 weeks)
 - Leaderboard banner on top of your category page on Delhaize.be.
- Brandpage (1 year)
 - Banner linked with an inspiring branded page that includes product carousel, extra banners, content and possible option to add extra video.

Duration

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

Media Booking

13 weeks

Post reporting

Ad Hoc on demand => Mix of different reports

Sample pictures

