



Reach your customers where they are.

Any question ? E-mail us at mmd@delhaize.be

Stopper mini

- Communication perpendicular to the shelf
- 148 x 105 mm

Banner



Drive extra traffic to the shelf and highlight a product range



OBJECTIVES

Duration

4 weeks

EYE CATCHER



Media Booking

8 weeks

CALL TO ACTION



Nice to know

- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

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.

- KPI 1 - Reach category (Total Reach)
- KPI 2 - % New Buyers of promoted product / range (New Buyers Ratio)
- KPI 3 - Category turnover evolution (Category Ratio)
- KPI 4 - Promoted product / range turnover evolution (Promoted Product Ratio)

Sample pictures

