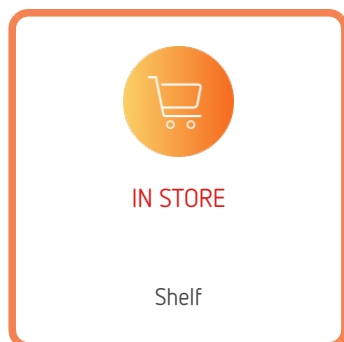


Stopper Scent



Olfactive tool to give customers the possibility to smell a product and/or are encouraged to enter certain aisles

- Small Stopper 3D with scent

Banner



Duration

4 weeks

Media Booking

10 weeks

Nice to know

- Incite trial of a product and/or encourage shoppers to enter certain departments in the store
- Over 1.000 standard scent + possibility to create a tailor-made scent
- Only possible if usage in all banners
- 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

OBJECTIVES

CONVERSION



BRAND AWARENESS



TRIAL



ENGAGEMENT / CONSIDERATION





Reach your customers where they are.



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