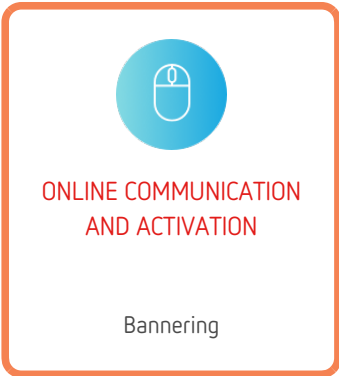


# Extended Audience



### SEA

- Advertising on **Google Ads** will allow you to bid for ad placement on the search when someone searches on a keyword that you have chosen.

### Display

- Display is the grouping name of all banner types. Delhaize is buying this bannering placements on qualitative whitelisted third party network (De Standaard, Le Soir, De Morgen, La Libre, ...). The target group is chosen by you and it will be delivered within those parameters.

### Native

- Native advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed!

Extended Audience has to be booked always in combination with an MMD online campaign.

### Duration

1 week until 8 weeks depending on the goal of your campaign: Promo 1 week, Positioning 2 weeks, Awareness 4 weeks, Always-on 8 weeks

### Media Booking

8 weeks

### Nice to know

- Increase reach
- Build awareness and notoriety for your brand
- Qualified audiences (based upon shopping and website behavior actual Delhaize.be visitors)
- Qualitative environments (whitelisted domains, brand safe)
- Use Delhaize.be as a supplementary distribution/information platform (for those brands that do not have an e shop or website, Facebook page, ...)
- Increase Audience (online and offline)
- "Recommended by a powerful brand (Delhaize)"

### Sample pictures

## OBJECTIVES

#### CONVERSION



#### BRAND AWARENESS



#### CALL TO ACTION





Reach your customers where they are.

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

