


Innovation Pack



PACKS & PROGRAMS

Omnichannel

You have a new product to launch or a fantastic innovation, but you don't know how to make it successful? At MMD, we realize that such a key moment needs extra visibility. Our innovation pack can help your product to take off quickly!

Duration

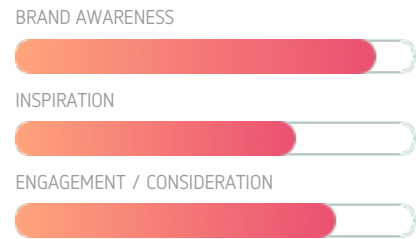
8 weeks

Media Booking

6 weeks

Nice to know

OBJECTIVES



- **OTA PRESSURE - 2 WEEKS**

TARGET THE SHOPPERS WITH THE HIGHEST PURCHASE INTENTION VIA DELHAIZE ONLINE DATA THROUGHOUT THE BUYING JOURNEY

- **PUSH PRODUCT FOR FREE COLLECT - 1 WEEK**

FREE PREPARATION
COST FOR THE
CONSUMER BY
BUYING YOUR PRODUCT

- DIGITAL SIGNAGE
ENTRANCE SM - 1
WEEK

45 SCREENS – 45 POS
(NATIONAL COVERAGE)

- RADIO INSTORE – 1
WEEK

REACH: 3.000.000
CONTACTS

- STOPPER SMALL SM +
AD - 4 WEEKS

DRIVE EXTRA TRAFFIC TO
THE SHELF AND
HIGHLIGHT A PRODUCT
RANGE

- SEGMENTED INSERT E-
MAIL - 1 SENDING

REACH: 150.000
CONTACTS

! RULES !

USED FOR 1 BRAND

ALL TOOLS MUST BE
USED OVER A PERIOD OF
8 WEEKS

Sample pictures



Reach your customers where they are.

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

