




Reach your customers where they are.

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

Doorvertising



IN STORE

Throughout the customer journey

Doorvertising is our largest instore format. This support will give a big statement to your brand and push your visibility way further!

Banner



Duration

3 weeks

Media Booking

6 weeks

Nice to know

- Big format (from 2m² till 4m²)
- Multiple category visibility at the same time
- Complementarity with other tools
- POS selection (min 20 POS)

Post reporting

Included in the price

- KPI 1 - Reach category
- KPI 2 - Penetration promoted product/range
- KPI 3 - % New Buyers of promoted product/range
- KPI 4 - Category turnover evolution
- KPI 5 - Promoted product/range turnover evolution

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

Sample pictures



OBJECTIVES

BRAND AWARENESS



EYE CATCHER

