




Reach your customers where they are.

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

# ZigZagvertising



**ONLINE COMMUNICATION  
AND ACTIVATION**

Online orders

Reach online Delhaize customers with this impactful format.

The ZigZagvertising will be added (physically) to each online order during 1 month. Ideal to communicate about a discount, an innovation, your assortment, a recipe and much more!

### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

- Multibrand booklet Max 12 pages (each being branded by a single advertiser)
- Possibility to book the full ZigZag by 1 advertiser (for max 6 brands of it's portofolio)
- Impression, handling & distribution included
- Quantity: 30.000 prints
- Bilingual
- Format: 110 mm x 155 mm
- Possibility to combine with sampling (optional)

### Sample pictures



## OBJECTIVES

CONVERSION



INSPIRATION



ENGAGEMENT / CONSIDERATION

