


# Recipe Activation



**ONLINE COMMUNICATION AND ACTIVATION**

Content & inspiration

Boost your branded recipe on Delhaize.be!

This tool is ideal to reach highly engaged customers. After consulting a recipe, 70% of the users search for its ingredients on our e-shop!

### Duration

Banner on the 'Recipe Homepage': 2 weeks  
 Recipe on the 'All Recipes Page': 12 weeks

### Media Booking

4 weeks

### Nice to know

- 1 banner on 'Recipe Landing Page'
- 1 banner on 'All Recipes Page'
- 1 dedicated page with your recipe
- Possibility to add a video
- Button 'add to basket' in option

## OBJECTIVES

CALL TO ACTION



INSPIRATION



CROSS/UPSELLING



### Sample pictures

