

360° Approach



PACKS & PROGRAMS

Omnichannel

When to use a 360° Campaign ?

- Market a New Product
- Building Brand Image
- Highlight a Promotion
- Rebranding Strategy

Duration

4 weeks

Media Booking

6 weeks

Nice to know

- OTA Pressure - 2 weeks

Target the shoppers with the highest purchase intention via Delhaize online data throughout the buying journey

- Stopper in shelf SM + AD - 4 weeks

Drive extra traffic to the shelf and highlight a product range

- Segmented insert email (1 sending)

Predifined segmented group based on the categories
100.000 contacts

OBJECTIVES

CONVERSION



PENETRATION



BRAND AWARENESS



ENGAGEMENT / CONSIDERATION



Sample pictures

