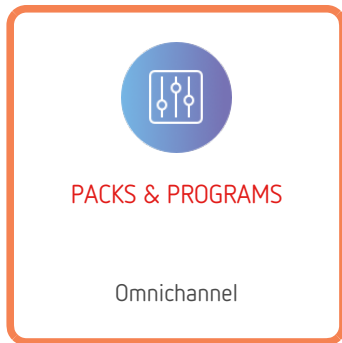


Nutriscore Pack



The Nutri-Score label is helping consumers make nutritious choices when filling their shopping baskets

Duration

6 weeks

Media Booking

6 weeks

Nice to know

What's included ?

- Stopper small SM+AD – 4 weeks

OBJECTIVES

BRAND POSITIONNING

CHANGE PERCEPTION

COMMUNICATION
PERPENDICULAR TO THE
SHELF – 40X12 CM

- Segmented insert e-mail – 1 sending

PREDIFINED SEGMENTED
GROUP BASED ON THE
CATEGORIES 100.000
CONTACTS

- Sponsored products – 4 weeks

OPTIMIZE THE POSITION
OF YOUR PRODUCTS ON
E-SHOP DELHAIZE
WITHIN ITS CATEGORY –
2 PRODUCTS

! Rules !

USED FOR 1 BRAND

ALL TOOLS MUST BE USED OVER A PERIOD OF 6 WEEKS

Sample pictures



Light

ET VOOR E BURGERS!

Creëer met Mr BigMouth een luxe burgerbeleving thuis! Verkrijgbaar in 2 unieke smaken. **Sweet Chili** & **Black Pepper**. Toast de hamburgbroodjes voor een heerlijke smaak. Voor receptinspanatie kijk op www.mrbigmouth.eu

[Meer info](#)

Product	Unit	Price	Price per	Popularity
Mr Big Mouth Sweet Chili	100g	€3,00	€3,00	High
Mr Big Mouth Black Pepper	100g	€3,39	€3,39	High
Mr Big Mouth Sweet Chili & Black Pepper	100g	€2,39	€2,39	High
Mr Big Mouth Sweet Chili	100g	€3,75	€3,75	High
Mr Big Mouth Black Pepper	100g	€2,90	€2,90	High
Mr Big Mouth Sweet Chili & Black Pepper	100g	€1,65	€1,65	High