




Reach your customers where they are.

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

# Street Bicycle



**STORE EXPERIENCE**

Tasting - Outdoor

- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores

### Duration

Min. 10 activations

### Media Booking

12 weeks

### Nice to know

### All-inclusive

- Min. 10 activations
- Max. 2 activations / day
- Selection out of 75 qualified stores
- 1 ambassador / hostess / 7 hours
- Degustation material included
- Branded on foreseen spots
- Fridge inside the bicycle

### Sample pictures



## OBJECTIVES

CONVERSION



EYE CATCHER



TRIAL

