


Direct Mail - A5 Postcard



TOOLS FOR EXTERNAL BRANDS & SERVICES

Targeted & Personalized communication

A5 mailing send to a specific target and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation

1 coupon offer

Duration

1 sending

Media Booking

13 weeks

Nice to know

- Offer coupon value: Min 20%
- 1 coupon
- Look & feel Delhaize
- Creation in collaboration with MMD
- Only one partner
- Min 50.000 contacts
- Technical costs and production included in the setup
- Advanced segmentation is possible, including Delhaize Shopper Segmentation

Post reporting

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

Included in the price

- KPI1 - #Participation rate
- KPI2 - # redemption

Sample pictures

OBJECTIVES

CONVERSION



BRAND AWARENESS



INSPIRATION



ENGAGEMENT / CONSIDERATION



Du Cécémel sans lactose?!
 Oui, ça existe : c'est le Cécémel sans lactose. Les gourmands intolérants au lactose peuvent donc (enfin) savourer le goût unique et incomparable de Cécémel. Comme tous les autres produits de Cécémel, il a aussi obtenu un Nutri-Score B. Pour profiter chaque jour du seul vrai.
 Vous trouverez le Cécémel sans lactose au rayon crèmerie de votre supermarché Delhaize.

