


Product sampling

Free product added to the consumer's order.



**ONLINE COMMUNICATION
AND ACTIVATION**

Online orders

Duration

1 distribution

Media Booking

6 weeks

Nice to know

- 10.000 units distributed over a period of 5-8 days
- Single portion for HBC product
- Best-before date min 20 days
- Product available at Delhaize
- No targeting
- Up to 2 partners/week

OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



TRIAL



ENGAGEMENT / CONSIDERATION



Sample pictures

