


Brand Focus



**ONLINE COMMUNICATION
AND ACTIVATION**

Content & inspiration

Content page fully dedicated to 1 brand

Accessible during 12 weeks via:

- Banner " Vos marques sous la loupe" / " Uw merken in de kijker" on the Mega Menu

Duration

1 quarter

Media Booking

8 weeks

Nice to know

- Possibility to update the content of the page during the quarter
- Build your own content page with recipes, add to basket, video, story tellings, visuals,...
- Ideal to use this page as a landing page from your digital campaigns (Facebook, Youtube, Google, Newsletter,...)
- Creation and visuals provided by the client

OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



CALL TO ACTION



ENGAGEMENT / CONSIDERATION



BRAND POSITIONNING



CROSS/UPSELLING



Sample pictures

