


# Display Sampling



**IN STORE**

Throughout the customer journey

Display placed at the entrance of the store and filled with product samples.

The customer takes one product and scans it at the cashier with its loyalty Delhaize SuperPlus Card.

Perfect media to generate a trial and boost the conversion!

## Banner



## Duration

1 week

## Media Booking

8 weeks

## Nice to know

- All-inclusive service (Production - Placement - Post reporting)
- Min 20 SM (of your choice)
- Creation of the top card to provide by the client
- Retarget the testers by e-mailing
- Fresh product sampling and full size under investigation
- Various formats possible
  - 800x600mm + H860mm
  - 800x1200mm + H860mm

## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



TRIAL



## Sample pictures

