



Reach your customers where they are.

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

# Wobbler



- Dynamic strip hung on the shelf
- Possibility to place it outside the category (cross-communication)  
i.e. : fresh cheese in the fish department

## Banner



# OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



## Duration

4 weeks

## Media Booking

8 weeks

## Nice to know

- Format: 11cm
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

## Post reporting

Included in the price

- KPI 1 - Reach category
- KPI 2 - Penetration promoted product/range
- KPI 3 - % New Buyers of promoted product/range
- KPI 4 - Category turnover evolution
- KPI 5 - Promoted product/range turnover evolution

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

## Sample pictures

