

# Stopper Scent



Olfactive tool to give customers the possibility to smell a product and/or are encouraged to enter certain aisles

- Small Stopper 3D with scent

## Banner



## Duration

4 weeks

## Media Booking

10 weeks

## Nice to know

- Incite trial of a product and/or encourage shoppers to enter certain departments in the store
- Over 1.000 standard scent + possibility to create a tailor-made scent
- Only possible if usage in all banners
- 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

## OBJECTIVES

CONVERSION



BRAND AWARENESS



TRIAL



ENGAGEMENT / CONSIDERATION





Reach your customers where they are.



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