



Reach your customers where they are.

Catalog of our solutions

A large panel of efficient solutions to
connect your brand to your clients.

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Any question ? E-mail us at mmd@delhaize.be

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TARGETED & PERSONALIZED COMMUNICATION

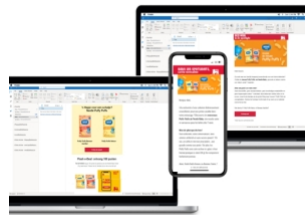
- ⊕ MONO-BRAND COMMUNICATION
- ⊕ NEWSLETTER INTEGRATIONS
- ⊕ EXTRA'S
- ⊕ PRINT DIRECT MAIL





TARGETED & PERSONALIZED COMMUNICATION

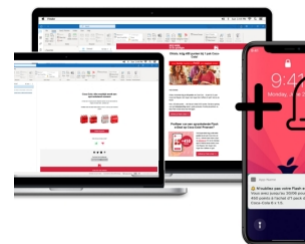
MONO-BRAND COMMUNICATION



Dedicated e-mail

E-mail dedicated to only one advertiser sent to a specific target:

- Highlights on an existing promotion
- Content inspiration
- Innovation
- Choose the quantity you want to target... there is no limit !



e-CRM journey - Acquisition

- You define your own target audience
- Only one advertiser
- Highlights on an existing promotion
- Content inspiration
- Could be link to a voucher / e-deals
- Several templates available
- 1 e-mail (dedicated e-mail) + Reminder
- Reminder by e-mail or via Push Notification



e-CRM journey - Upsell

Content sent on different moments to the same target groups:

- Same target group contacted on different occasion
- Different content
- 3 waves

e-CRM journey - Retention

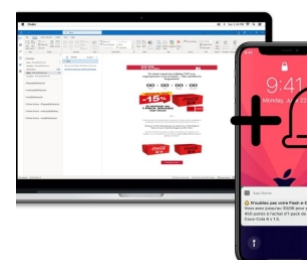
Same content sent on different moments to a recalculated target group:

- Same target group segmentation but recalculated each time
- Same content
- 4 waves



Push Notification

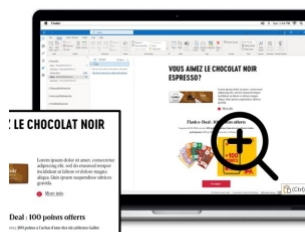
Push Notification sent to a specific target:



Promo alert

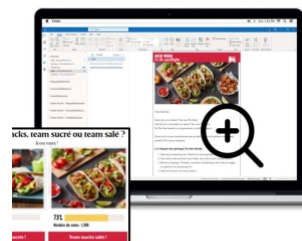
E-mail with countdown to the promo.

- Limited to 100.000 contacts
- Ideal to highlight an existing promotion
- In combination with other channels boost performance results
- Using a push to remind people to perform an action generates extra engagement



Hyperpersonalized e-mail

Increase the CTR of your e-mail with hyperpersonalization.



Real-time poll e-mail

Increase the CTR of your e-mail with a real-time poll.



Dedicated e-mail

E-mail dedicated to only one advertiser sent to a specific target:

- Highlights on an existing promotion
- Content inspiration
- Innovation
- Choose the quantity you want to target... there is no limit !

Duration

1 sending

Media Booking

6 weeks

Nice to know

- Pre-analysis included
- Definition of segmentation criteria in collaboration with MMD
- Could be linked to a voucher
- Look & feel Delhaize
- Visual created by the client
- Link to a page dedicated to your range of products on Delhaize.be
- Setup + content cost
- Sent on Saturday or Tuesday

Post reporting

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

KPI1 - #Open rate (FR + NL)

KPI2 - Click-Through-Rate (FR+NL)

Sample pictures

OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



TRIAL



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING



Bonjour,

Que diriez-vous de siroter un délicieux cocktail, confortablement installé dans votre canapé, pour vous relaxer après cette année mouvementée ? Delhaize a pensé à tout et vous offre une promo enivrante pour encore mieux profiter de vos vacances !

-0,50€* sur une sélection d'alcools forts en plus des promos folder
Imprimez votre coupon et profitez d'une réduction de 0,50€* sur les spiritueux suivants : Johnnie Walker Red Label 70 cl, J&B Rare 70 cl, Gordon's London Dry 70 cl, Gordon's Premium Pink 70 cl, Captain Morgan Spiced Gold 70 cl et Smirnoff Red 70 cl. En bref, il y en a pour tous les goûts !

Un petit Johnnie & Ginger ?

Rien de tel que de déguster son cocktail préféré. Mais... peut-être avez-



Bonjour Joris,

Nos bébés méritent le meilleur, pas vrai ? Oui, mais... comment le leur offrir ? En variant leur menu avec des plats 100% végétaux et bio, par exemple. C'est désormais possible, grâce à Nestlé NaturNes Bio !

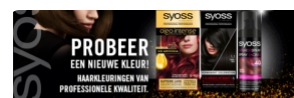
Aujourd'hui, certains parents mangent moins de viande : c'est meilleur pour la santé et la planète. Vous vous demandez certainement "Manger moins de viande, ce serait vraiment mieux pour mon bébé/mon petit-fils/ma nièce/mon fils(e) ?" ou "Serait-ce bon pour son développement ?" La réponse à ces 2 questions est... "OUI" !



Bonjour,

Envie de pimenter votre soirée télé ? Organisez une dégustation de chips et de bières ! Les experts foodpairing de Lay's® ont créé LE guide ultime pour vous :

1. On se la joue cool pour commencer avec Lay's Strong® Chilli & Lime et Hoegaarden White® / 0,0%
Les arômes frais et pimentés des Lay's Strong® Chilli & Lime contrastent divinement avec la palette bien équilibrée des saveurs aigres-douces et légèrement amères de la Hoegaarden Blanche®.
2. On ajoute un peu de piquant avec Lay's Strong® Hot Chicken Wings et Jupiter® 10,0%
La saveur relevée et fumée des chips se trouve apaisée et équilibrée par le contraste de fraîcheur qu'offre la plus célèbre des bières belges !
3. On opte pour la plus intense des expériences gustatives avec Lay's Strong® Italiano & Cheese et Corona®



Hallo,

Niet alleen het nieuwe jaar staat voor de deur, we staan zelf ook voor de deur... van onze kapper. Dat wil niet zeggen dat je niet stralend van de dag kan komen op kerstavond!

Voor jouw haar is alleen het beste goed genoeg!
Zin om van stijl te veranderen of je kleur een opfrisbeurt te geven? Dat kan gemakkelijk met de haarduurproducten van SYOSS. Ze zijn van professionele kwaliteit en zorgen voor een salonswaardig resultaat. Met een SYOSS-haarkleurings geef je je haar een blijvende, stralende kleur met een perfecte grijsdekking. Maar liefst 99% van alle vrouwen die SYOSS-producten gebruiken zijn uiterst tevreden*!

e-CRM journey - Acquisition



TARGETED & PERSONALIZED COMMUNICATION

Mono-brand communication

- You define your own target audience
- Only one advertiser
- Highlights on an existing promotion
- Content inspiration
- Could be link to a voucher / e-deals
- Several templates available
- 1 e-mail (dedicated e-mail) + Reminder
- Reminder by e-mail or via Push Notification

Duration

1 sending + 1 Reminder

Media Booking

6 weeks

Nice to know

- Pre-analysis included
- Definition of segmentation criteria in collaboration with MMD
- Could be linked to a voucher
- Look & feel Delhaize
- Visual created by the client
- Link to a page dedicated to your range of products on Delhaize.be
- Setup + content cost
- Sent on Saturday or Tuesday

Post reporting

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

KPI1 - #Open rate (FR + NL)

KPI2 - Click-Through-Rate (FR+NL)

Sample pictures

OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



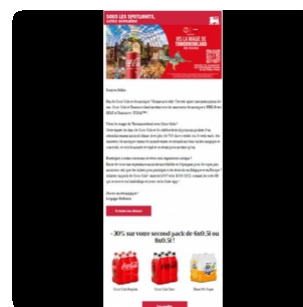
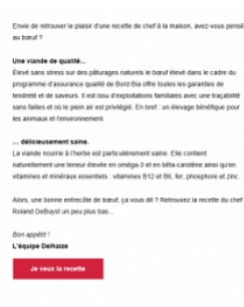
TRIAL



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING



e-CRM journey - Upsell



TARGETED & PERSONALIZED COMMUNICATION

Mono-brand communication

Content sent on different moments to the same target groups:

- Same target group contacted on different occasion
- Different content
- 3 waves

Duration

3 sendings

Media Booking

6 weeks

Nice to know

- Pre-analysis included
- Definition of segmentation criteria in collaboration with MMD
- Could be linked to a Flash e-Deal
- Look & feel Delhaize
- Visual created by the client
- Link to a page dedicated to your range of products on Delhaize.be
- Setup + content cost
- Sent on Saturday or Tuesday

Post reporting

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

KPI1 - #Open rate (FR + NL)

KPI2 - Click-Through-Rate (FR+NL)

OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



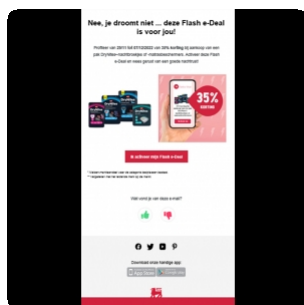
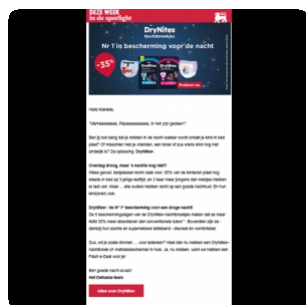
TRIAL



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING



e-CRM journey - Retention



TARGETED & PERSONALIZED COMMUNICATION

Mono-brand communication

Same content sent on different moments to a recalculated target group:

- Same target group segmentation but recalculated each time
- Same content
- 4 waves

Duration

4 sendings

Media Booking

6 weeks

Nice to know

- Pre-analysis included
- Definition of segmentation criteria in collaboration with MMD
- Could be linked to a flash e-deal
- Look & feel Delhaize
- Visual created by the client
- Link to a page dedicated to your range of products on Delhaize.be
- Setup + content cost
- Sent on Saturday or Tuesday

Post reporting

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KPI1 - #Open rate (FR + NL)

KPI2 - Click-Through-Rate (FR+NL)

Sample pictures

OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



TRIAL



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING



Hallo MMD,

Fijn van Fanta en Sprite? Dan hebben we goed nieuws: deze heerlijke drankjes zijn fun en verfrissend, en in promotie bij Delhaize!

Puur bubbelend plezier

Fun en een beetje gek: Fanta is de bruisende frisdrank met de fruitige smaak die een flinke boost en wat kleur brengt in ons dagelijkse leven. Met al even bruisende Sprite biedt dan weer een intense, verfrissende ervaring, met zijn opvallende, natuurlijke smaak van citroen en limoen. De twee drankjes zijn beschikbaar in tal van varianten!

Geniet van een bruisende promo op Fanta en Sprite!

Momenteel kun je genieten van een flinke promo op Fanta, Sprite en hun varianten bij aankoop van 2 packs met 6 blikjes van 33 cl, is het tweede pack aan -30%! Waar wacht je nog op? Stel maar je Delhaize-winkel of naar delhaize.be

Laat het omzien!
Het Delhaize-team

[Ik profiteer ervan!](#)

Push Notification



TARGETED & PERSONALIZED COMMUNICATION

Mono-brand communication

Push Notification sent to a specific target:

- Limited to 100.000 contacts
- Ideal to highlight an existing promotion
- In combination with other channels boost performance results
- Using a push to remind people to perform an action generates extra engagement

Duration

1 sending

Media Booking

6 weeks

Nice to know

- Sent on Friday to customers
- Only 2 slots per week

Sample pictures



OBJECTIVES

CONVERSION



EYE CATCHER



TRIAL



Promo alert

E-mail with countdown to the promo.

Duration

1 sending

Media Booking

6 weeks

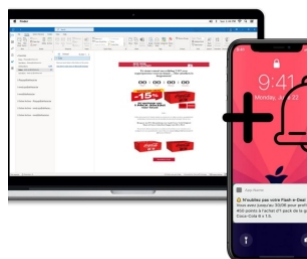
Nice to know

- E-mail send on Tuesday with countdown clock.
- Reminder via push notification only to non-openers of the e-mail.
- Only to buyers of the promoted product.
- Only for very interesting promotions.

Post reporting

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



CALL TO ACTION



ENGAGEMENT / CONSIDERATION



Hyperpersonalized e-mail



TARGETED & PERSONALIZED COMMUNICATION

Mono-brand communication

Increase the CTR of your e-mail with hyperpersonalization.

Duration

1 sending

Media Booking

6 weeks

Nice to know

- Highlight on the favourite product of your customer.
- Based on the customers purchases on product level.
- Not based on specific product taste or scent.

Post reporting

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

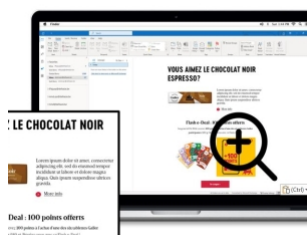
CONVERSION



CALL TO ACTION



ENGAGEMENT / CONSIDERATION



ESPRESSO?



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

More info

Flash e-Deal : 100 points offerts

jusqu'au 31/05/2014 inclusivement. 100 points à l'achat d'une des vitamines Gallier participant (100 g). Réglez-vous avec ce Flash e-Deal !



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

More info

Laissez-vous aller à votre inspiration ...



Gewurztraminer



Pinot Blanc



Pinot Gris

Real-time poll e-mail



TARGETED & PERSONALIZED
COMMUNICATION

Mono-brand communication

Increase the CTR of your e-mail with a real-time poll.

Duration

1 sending

Media Booking

6 weeks

Nice to know

- Get interaction with your customers.
- Customers can click through the image of the product to register their vote directly within the e-mail.
- Click-can go towards a dedicated product(s) page, recipe page or a landing page with more content.
- The latest votes are displayed at each open.

Post reporting

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



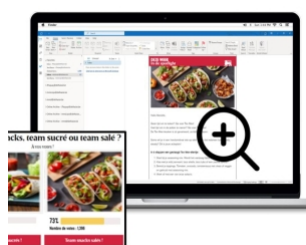
BRAND AWARENESS



CALL TO ACTION

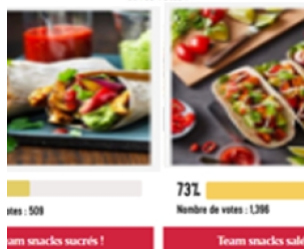


ENGAGEMENT / CONSIDERATION



vos snacks, team sucré ou team

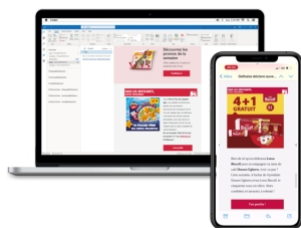
À vos votes !





TARGETED & PERSONALIZED COMMUNICATION

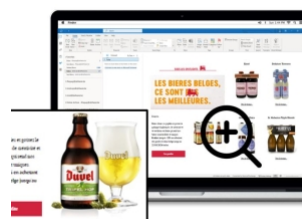
NEWSLETTER INTEGRATIONS



Segmented Insert e-mail

Insert of a branded banner in the Delhaize weekly e-news

- Highlight on an existing promotion
- Innovation
- Link to a landing page to the e-shop
- Choose the quantity you want to target...there is no limit!
- Predefined segmented group based on the categories

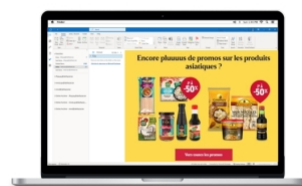


Thematic multi-brand insert newsletter

Multi-brand thematic e-mail sent to a specific target group, based on a categorical segmentation

- These insert is personalized per customer. Based on customer's purchasing behavior, the receiver will see the packshot of his favourite product linked to the brand that is participating.
- Highlight of an existing promotion
- Predefined segmented group based on the categories

[See the full Thematic multi-brand insert newsletter Calendar for 2025](#)



Promo-insert newsletter

- Highlight your existing promotion at Delhaize
- Integration of a promotional product or range in the weekly newsletter of Delhaize

Segmented Insert e-mail



TARGETED & PERSONALIZED COMMUNICATION

Newsletter integrations

Insert of a branded banner in the Delhaize weekly e-news

- Highlight on an existing promotion
- Innovation
- Link to a landing page to the e-shop
- Choose the quantity you want to target...there is no limit!
- Predefined segmented group based on the categories

Duration

1 sending

Nice to know

- Look & Feel Delhaize
- Creation in collaboration with MMD
- Link to your range of products on the site Delhaize.be
- Sent on Thursday

Post reporting

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

KPI1 - #Open rate (FR + NL)

KPI2 - Click-Through-Rate (FR+NL)

OBJECTIVES

BRAND AWARENESS



CALL TO ACTION



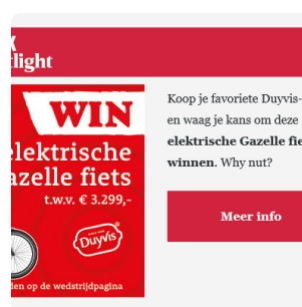
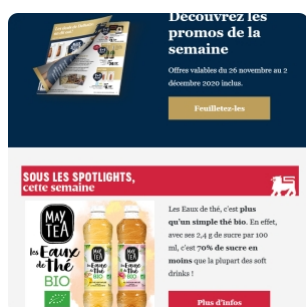
TRIAL



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING



Thematic multi-brand insert newsletter



TARGETED & PERSONALIZED COMMUNICATION

Newsletter integrations

Multi-brand thematic e-mail sent to a specific target group, based on a categorical segmentation

- These insert is personalized per customer. Based on customer's purchasing behavior, the receiver will see the packshot of his favourite product linked to the brand that is participating.
- Highlight of an existing promotion
- Predefined segmented group based on the categories

[See the full Thematic multi-brand insert newsletter Calendar for 2025](#)

Duration

1 sending

Media Booking

6 weeks

Nice to know

- Look & feel Delhaize
- Creation in collaboration with MMD
- Link to your range of products on Delhaize.be
- Sent on Thursday

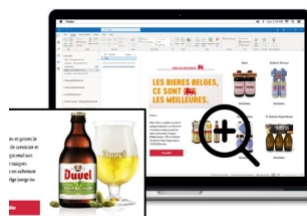
Post reporting

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

KPI1 - #Open rate (FR + NL)

KPI2 - Click-Through-Rate (FR+NL)

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



TRIAL



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING



Promo-insert newsletter



TARGETED & PERSONALIZED
COMMUNICATION

Newsletter integrations

- Highlight your existing promotion at Delhaize
- Integration of a promotional product or range in the weekly newsletter of Delhaize

Duration

1 sending

Media Booking

6 weeks

Nice to know

- Link to product or range at Delhaize.be
- Sent on Thursday to customers

OBJECTIVES

CONVERSION



CALL TO ACTION



ENGAGEMENT / CONSIDERATION



Activation e-deal plan



TARGETED & PERSONALIZED
COMMUNICATION

Extra's

An e-deal integrated in the app for a specific target:

- Activation 1.000 to 3.000 (depending on the category)
- Validity in the client's wallet: 1 week
- Ideal to highlight a new product
- In combination with other channels boost performance results

OBJECTIVES

CONVERSION



Duration

6 months as from start day

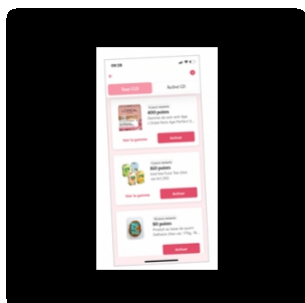
Media Booking

4 weeks

Nice to know

- Discount: min. 20%

Sample pictures





TARGETED & PERSONALIZED COMMUNICATION

PRINT DIRECT MAIL



A5 postcard

A5 mailing send to a specific target and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation
- 1 coupon offer

Selfmailer double or triple

A5 mailing (2 x A5 or 3 x A5) send to a specific target and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation
- Up to 2 or 3 coupons offer



A5 postcard



TARGETED & PERSONALIZED COMMUNICATION

Print direct mail

A5 mailing send to a specific target and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation
- 1 coupon offer

Duration

1 sending

Media Booking

13 weeks

Nice to know

- Offer coupon value: Min 20%
- 1 coupon
- Look & feel Delhaize
- Creation in collaboration with MMD
- Only one partner
- Min 50.000 contacts
- Technical costs and production included in the setup
- Advanced segmentation is possible, including Delhaize Shopper Segmentation

Post reporting

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

KPI1 - #Participation rate

KPI2 - # redemption rate

Sample pictures



Du Cécémel sans lactose?!

Oui, ça existe : c'est le Cécémel sans lactose. Les gourmands Intolérants au lactose peuvent donc (enfin) savourer le goût unique et incomparable de Cécémel. Comme tous les autres produits de Cécémel, il a aussi obtenu un Nutri-Score B. Pour profiter chaque jour du seul vrai.

Vous trouverez le Cécémel sans lactose au rayon crèmerie de votre supermarché Delhaize.

BON PRODUIT



Valable du 22/09/2020
jusqu'au 18/11/2020 inclus
à l'achat de 1L Cécémel lactose free



OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



INSPIRATION



ENGAGEMENT / CONSIDERATION



BRAND POSITIONING



CROSS/UPSELLING



Selfmailer double or triple



TARGETED & PERSONALIZED
COMMUNICATION

Print direct mail

A5 mailing (2 x A5 or 3 x A5) send to a specific target
and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation
- Up to 2 or 3 coupons offer

Duration

1 sending

Media Booking

13 weeks

Nice to know

- Offer coupon value: Min 20%
- Look & feel Delhaize
- Creation in collaboration with MMD
- Only one partner
- Min 50.000 contacts
- Technical costs and production included in the setup
- Advanced segmentation is possible, including Delhaize Shopper Segmentation

Post reporting

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

KPI1 - #Participation rate

KPI2 - # redemption rate

Sample pictures

OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



INSPIRATION



ENGAGEMENT / CONSIDERATION



BRAND POSITIONING



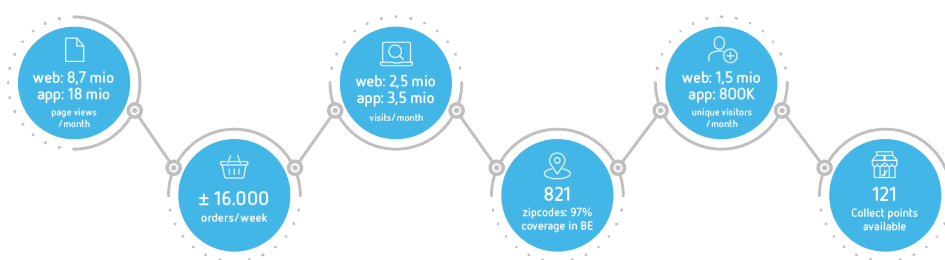
CROSS/UPSELLING





ONLINE COMMUNICATION AND ACTIVATION

- + BANNERING
- + ONLINE ORDER
- + PERFORMANCE
- + CONTENT & INSPIRATION
- + OFFSITE





ONLINE COMMUNICATION AND ACTIVATION

BANNERING



Online Visibility Large

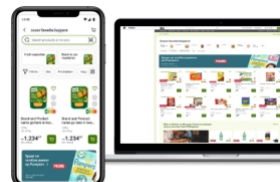
Boost your visibility on the Delhaize.be-website or in the My Delhaize app, exactly where our online (and offline) shoppers are.

Package of different types of banners on different pages of the website.

Interesting combination of Product Display (with immediate add-to-basket) or a Brand Display on the following pages:

- Homepage
- Category pages, own category and affinity categories
- Search pages, based upon your own key word selection and the most searched keywords from your own category
- Check-out page (only website)

Guaranteed number of impressions within a period of approximately 2 weeks.



Online Visibility Small

Boost your visibility on the Delhaize.be-website or in the My Delhaize app, exactly where our online (and offline) shoppers are.

Package of different types of banners on different pages of the website.

You have the choice between a Product Display (with immediate add-to-basket) or a Brand Display on the following pages:

- Category pages, own category and affinity categories
- Search pages, based upon your own key word selection and the most searched keywords from your own category

Guaranteed number of impressions within a period of approximately 2 weeks.



Promo Visibility

Boost your sales by highlighting your promotion on Delhaize.be and in the My Delhaize app.

- Conversion-driven position on the Promopage.
- Performance Display in native design to boost your promotion.
- Guaranteed 100% Share-of-voice during a one week period.



Home Page Visibility

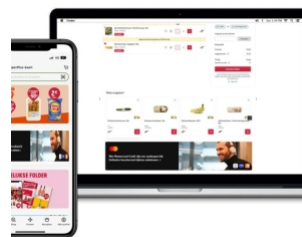
Be present there where the website visitors start their journey online on Delhaize.be or in the My Delhaize app.

- Fixed banner position during a fixed campaign period.
- Ideal display to tell something 'new' about the brand, product or to highlight a promotion or contest.
- Brand or Performance Display in native design.
- Guaranteed 100% Share-of-voice during a one week period.



Claim the category or search

Claim the category or search is an always-on long-term solution to drive traffic to your own brand page on Delhaize.be. Your banner will appear on an interesting position on a category page of choice, or on the search page.



Non-endemic Visibility

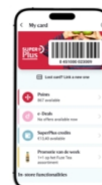
Showcase your non-endemic offer on homepage and check-out zone of Delhaize.be.



Folder Visibility

Boost the visibility of your promotion and you sales on Delhaize's most consulted page on app and web – the folder with top of the page premium placement banners.

- Conversion-driven position on the Promopage.
- Performance Display in native design to boost your promotion.
- Guaranteed 100% Share-of-voice on Web Folder Page
- Guranteed minimum 50% Share-of-voice on App Folder Page



SuperPlus Card Visibility

Maximize the impact of your promotion and boost your sales on one of the second most visited page by App exclusive shoppers and instore shoppers.

- 100% native design to boost your promotion on a loyalty page of the App
- Guaranteed 100% Share-of-voice on SuperPlus card Page on App



Online Visibility Large



ONLINE COMMUNICATION AND ACTIVATION

Bannering

Boost your visibility on the Delhaize.be-website or in the My Delhaize app, exactly where our online (and offline) shoppers are.

Package of different types of banners on different pages of the website.

Interesting combination of Product Display (with immediate add-to-basket) or a Brand Display on the following pages:

- Homepage
- Category pages, own category and affinity categories
- Search pages, based upon your own key word selection and the most searched keywords from your own category
- Check-out page (only website)

Guaranteed number of impressions within a period of approximately 2 weeks.

Duration

2 weeks

Media Booking

6 weeks

Nice to know

- Targeting based upon user's behavior on the website
- Adblock free
- Native design
- 100% responsive design
- Choice between a Product Display (with immediate add-to-basket) or a Brand Display
- Product Display: prices, description, stocks,... dynamics and updated in real time
- Product Display: direct "add to basket" and "add to shopping list"
- Creative components to be provided by the client

Post reporting

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

- KPI 1 - # Impressions
- KPI 2 - # ROAS

OBJECTIVES

CONVERSION



BRAND AWARENESS



ENGAGEMENT / CONSIDERATION



Online Visibility Small



ONLINE COMMUNICATION AND ACTIVATION

Bannering

Boost your visibility on the Delhaize.be-website or in the My Delhaize app, exactly where our online (and offline) shoppers are.

Package of different types of banners on different pages of the website.

You have the choice between a Product Display (with immediate add-to-basket) or a Brand Display on the following pages:

- Category pages, own category and affinity categories
- Search pages, based upon your own key word selection and the most searched keywords from your own category

Guaranteed number of impressions within a period of approximately 2 weeks.

Duration

2 weeks

Media Booking

6 weeks

Nice to know

- Targeting based upon user's behavior on the website
- Adblock free
- Native design
- 100% responsive design
- Product Display: prices, description, stocks,... dynamics and updated in real time
- Product Display: direct "add to basket" and "add to shopping list"
- Creatives components to be provided by the client

Post reporting

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

- KPI 1 - # Impressions
- KPI 2 - # ROAS

OBJECTIVES

CONVERSION



BRAND AWARENESS



ENGAGEMENT / CONSIDERATION



Promo Visibility



ONLINE COMMUNICATION AND ACTIVATION

Bannering

Boost your sales by highlighting your promotion on Delhaize.be and in the My Delhaize app.

- Conversion-driven position on the Promopage.
- Performance Display in native design to boost your promotion.
- Guaranteed 100% Share-of-voice during a one week period.

Duration

1 week

Media Booking

6 weeks

Nice to know

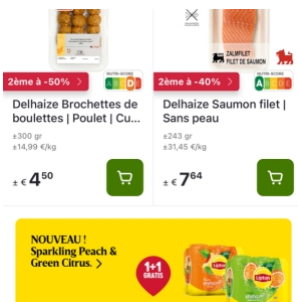
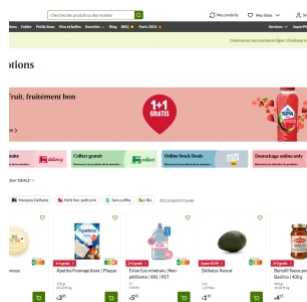
- Performance banners visible in between the list of products in promotion
- Performance display can be used to highlight a weekly promotion, a contest or everything that gives the Delhaize consumers something extra.
- Adblock free
- Native design
- 100% responsive design
- Promo display
- Creative components to be provided by the client

Post reporting

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

- KPI 1 - # Impressions
 - Benchmark : 72.000
- KPI 2 - # ROAS
- KPI 3 - Sales uplift
 - Benchmark : 80%
- KPI 4 - CTR
 - Benchmark : 2,68%

Sample pictures



OBJECTIVES

BRAND AWARENESS



Home Page Visibility



ONLINE COMMUNICATION AND ACTIVATION

Bannering

Be present there where the website visitors start their journey online on Delhaize.be or in the My Delhaize app.

- Fixed banner position during a fixed campaign period.
- Ideal display to tell something 'new' about the brand, product or to highlight a promotion or contest.
- Brand or Performance Display in native design.
- Guaranteed 100% Share-of-voice during a one week period.

Duration

1 week

Media Booking

6 weeks

Nice to know

- Fixed position on the most viewed page of the website and the app.
- Adblock free
- Native design
- 100% responsive design
- Choice between a Performance Display or a Brand Display
- Creative components to be provided by the client

Post reporting

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

- KPI 1 - # Impressions
- KPI 2 - # ROAS

Sample pictures

OBJECTIVES

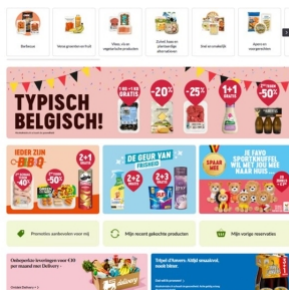
CONVERSION



BRAND AWARENESS



BRAND POSITIONNING



Claim the category or search



ONLINE COMMUNICATION AND ACTIVATION

Bannering

Claim the category or search is an always-on long-term solution to drive traffic to your own brand page on Delhaize.be. Your banner will appear on an interesting position on a category page of choice, or on the search page.

Duration

13, 26, 39 or 52 weeks

Media Booking

7 weeks

Nice to know

- Fixed position on a category page of choice or search page
- Adblock free
- Native design
- 100% responsive design
- Brand display
- Creative components to be provided by the client
- Pricing linked to extra index (depending on the quality of the category or keyword)

Non-endemic Visibility



ONLINE COMMUNICATION AND ACTIVATION

Bannering

Showcase your non-endemic offer on homepage and check-out zone of Delhaize.be.

Duration

1 week

Media Booking

6 weeks

Nice to know

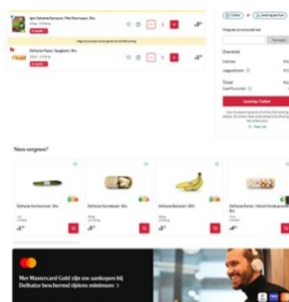
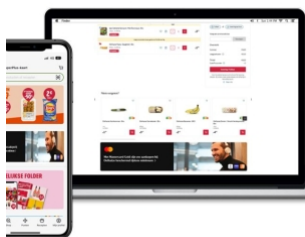
- Fixed position on highly visited pages of Delhaize.be.
- Adblock free.
- Native design.
- 100 % responsive design.
- Brand display.
- Creative compenents to provided by the client.

OBJECTIVES

BRAND AWARENESS

BRAND POSITIONNING

Sample pictures



Folder Visibility



ONLINE COMMUNICATION AND ACTIVATION

Bannering

Boost the visibility of your promotion and you sales on Delhaize's most consulted page on app and web – the folder with top of the page premium placement banners.

- Conversion-driven position on the Promopage.
- Performance Display in native design to boost your promotion.
- Guaranteed 100% Share-of-voice on Web Folder Page
- Guranteed minimum 50% Share-of-voice on App Folder Page

Duration

1 week

Media Booking

4 weeks

Nice to know

- Performance banners visible on a top position on the folder pages on app and web
- Performance banners can be used to highlight a weekly promotion, a contest or everything that gives the Delhaize consumers something extra.
- Adblock free
- Native design
- 100% responsive design
- Promo display
- Creative components to be provided by the client

Post reporting

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

KPI 1 - # Impressions

KPI 2 - Sales uplift

KPI 3 - CTR

OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



SuperPlus Card Visibility



ONLINE COMMUNICATION AND ACTIVATION

Bannering

Maximize the impact of your promotion and boost your sales on one of the second most visited page by App exclusive shoppers and instore shoppers.

- 100% native design to boost your promotion on a loyalty page of the App
- Guaranteed 100% Share-of-voice on SuperPlus card Page on App

Duration

1 week

Media Booking

4 weeks

Nice to know

- Above the fold banner position
- Performance banners can be used to highlight a weekly promotion
- Adblock free
- Native design
- 100% responsive design
- Very limited creative cost as only packshots are used

Post reporting

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

KPI 1 - # Impressions

KPI 2 - Sales uplift

KPI 3 - CTR

OBJECTIVES

CONVERSION



BRAND AWARENESS



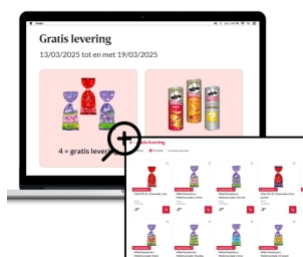
CALL TO ACTION





ONLINE COMMUNICATION AND ACTIVATION

ONLINE ORDER



Push product for Free Delivery

- No Delivery Fee for the consumer by buying a certain amount of product(s)
- Visibility on the homepage, the mega menu and in the online folder



Product sampling

Free product added to the consumer's order.

- Wave of 12.000 samples
- **Option:** Leaflet A6 based on a Delhaize template
- Leaflet production included in the price
- 2 slots available per week
- Fresh or Dry products



Push product for Free Delivery



ONLINE COMMUNICATION AND ACTIVATION

Online order

- No Delivery Fee for the consumer by buying a certain amount of product(s)
- Visibility on the homepage, the mega menu and in the online folder

Duration

1 week

Media Booking

10 weeks

Nice to know

- Up to 6 slots/week
- Max. 10 SKU
- No promopack
- No other promotion at the same time
- No frozen product

! Important !

The total value of the bought products must be minimum 9€.

Post reporting

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

KPI1 - # Units sold

KPI2 - # Revenue

KPI3 - # Order

Sample pictures

OBJECTIVES

CONVERSION



CALL TO ACTION

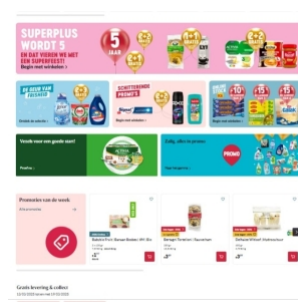
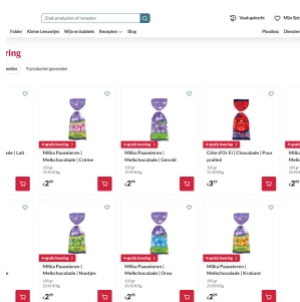


TRIAL



levering kosten

25 tot en met 05/02/2025



Product sampling



ONLINE COMMUNICATION AND ACTIVATION

Online order

Free product added to the consumer's order.

- Wave of 12.000 samples
- **Option:** Leaflet A6 based on a Delhaize template
- Leaflet production included in the price
- 2 slots available per week
- Fresh or Dry products

Duration

1 distribution

Media Booking

6 weeks

Nice to know

- 12.000 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

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



TRIAL



ENGAGEMENT / CONSIDERATION



Sponsored Product



ONLINE COMMUNICATION AND ACTIVATION

Performance

Sponsored Products are cost-per-click ads that promote individual products throughout Delhaize.be and My Delhaize App.

Duration

Max. 3 months or Max 3500 clicks

Media Booking

2 weeks

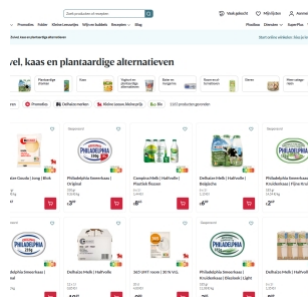
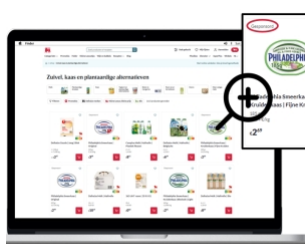
Nice to know

- Better visibility within your product group
- You reach more interested customers
- Product item displayed on category pages and search terms

Post reporting

#Impressions and #Clicks

Sample pictures





ONLINE COMMUNICATION AND ACTIVATION

CONTENT & INSPIRATION



Landingpage Premium

Boost your content through a premium landingpage on Delhaize.be.



Recipe Booster

Extend the visibility of your recipe beyond the initial 2-week bannering period included in the Recipe Pack.



Recipe Pack

Boost your branded recipe on Delhaize.be!

This tool is ideal to reach highly engaged customers. After consulting a recipe, 70% of the users search for its ingredients on our e-shop!



Brand Page

Boost your brand even more on Delhaize.be with a premium page fully dedicated to your brand.



Landingpage Premium



ONLINE COMMUNICATION AND ACTIVATION

Content & inspiration

Boost your content through a premium landingpage on Delhaize.be.

Duration

2 weeks

Media Booking

8 weeks

Nice to know

- This page will be hosted on the website of Delhaize.
- Ideal to land from Extended Audience campaign or external digital campaign.
- The design of this page is based on a template.
- The page could include product carroussel, content and a video.

Sample pictures

OBJECTIVES

CONVERSION



BRAND AWARENESS



INSPIRATION



Recipe Booster



ONLINE COMMUNICATION AND ACTIVATION

Content & inspiration

Extend the visibility of your recipe beyond the initial 2-week banner period included in the Recipe Pack.

Duration

2 weeks

Media Booking

4 weeks

Nice to know

- Ideal to combine with the Recipe Pack as you'll be able to extend the banner period easily and without additional creative cost to maintain top-of-mind presence and traffic to your recipe.
- Custom campaign scheduling option while your recipe is online (13 weeks).
- Banner on recipe inspiration page & recipe search listing page.

Post reporting

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

KPI 1 - # Impressions

KPI 2 - CTR

OBJECTIVES

BRAND AWARENESS



INSPIRATION



ENGAGEMENT / CONSIDERATION



Recipe Pack



ONLINE COMMUNICATION AND ACTIVATION

Content & inspiration

Boost your branded recipe on Delhaize.be!

This tool is ideal to reach highly engaged customers.
After consulting a recipe, 70% of the users search for its ingredients on our e-shop!

Duration

Banner on the 'Recipe Homepage': 2 weeks - Recipe on the 'All Recipes Page': 12 weeks - Insert e-mail in Delhaize's Newsletter : week to choose

Media Booking

9 weeks

Nice to know

- 1 banner on Recipe Landing Page and Recipe Search Page
- 1 dedicated page with your recipe on Delhaize Website and on My Delhaize App
- 1 segmented insert of your Recipe in newsletter (150.000 contacts)
- Possibility to add a video
- Button 'add to basket'

Post reporting

Ad Hoc on demand

Sample pictures

OBJECTIVES

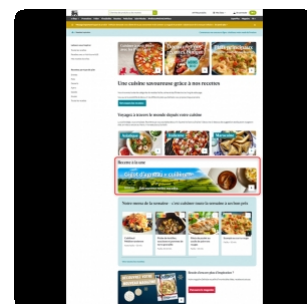
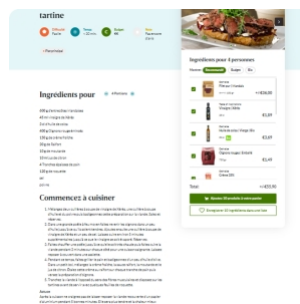
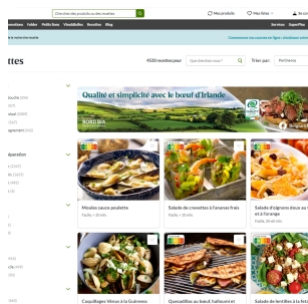
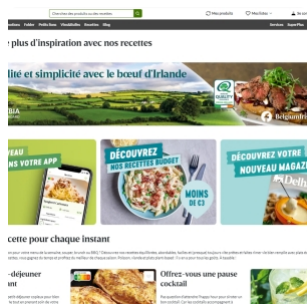
CALL TO ACTION



INSPIRATION



CROSS/UPSELLING



Brand Page



ONLINE COMMUNICATION AND ACTIVATION

Content & inspiration

Boost your brand even more on Delhaize.be with a premium page fully dedicated to your brand.

Duration

1 year

Media Booking

8 weeks

Nice to know

- Build your own content and add product carroussel, images, text and optional video
- Ideal to link your external digital campaigns with this page
- Possibility to adapt this page per quarter and maximum 3 times a year
- Extra fee per adaptation
- Visibility on brands overview page

OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



CALL TO ACTION



ENGAGEMENT / CONSIDERATION



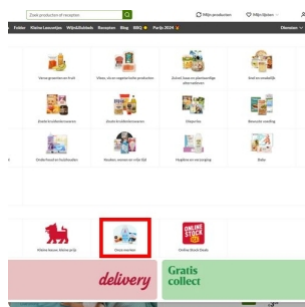
BRAND POSITIONNING



CROSS/UPSELLING



Sample pictures





ONLINE COMMUNICATION AND ACTIVATION

OFFSITE



Extended Audience

Depending on the objective of our brands, we offer 2 Extended Audience packs:

- **Focus on promo**
 - Display bannering
 - Duration: 1 week
- **Focus on positioning**
 - Display bannering + native
 - Duration: 2 weeks



Offsite Display

Build retail media shopping audiences outside Delhaize's universe.



Extended Audience

Depending on the objective of our brands, we offer 2 Extended Audience packs:

- **Focus on promo**
 - Display bannering
 - Duration: 1 week
- **Focus on positioning**
 - Display bannering + native
 - Duration: 2 weeks

Media Booking

8 weeks

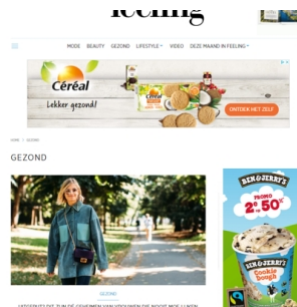
Nice to know

- A campaign Extended Audience always in combination with an online campaign
- Increase reach
- Build awareness and notoriety for your brand
- Qualified audiences (based upon shopping and website behavior actual Delhaize.be visitors)
- Qualitative environments (whitelisted domains, brand safe)
- Use Delhaize.be as a supplementary distribution/information platform (for those brands that do not have an e shop or website, Facebook page, ...)
- Increase Audience (online and offline)
- "Recommended by a powerful brand (Delhaize)"

Post reporting

Ad Hoc on demand

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



Offsite Display



ONLINE COMMUNICATION
AND ACTIVATION

Offsite

Build retail media shopping audiences outside Delhaize's universe.

Duration

On demand

Media Booking

8 weeks

Nice to know

- Drive traffic to Delhaize.be with targeted banners on external websites.
- Qualified audiences in qualified environments.
- Always in combination with landingpage on Delhaize.be.

OBJECTIVES

CONVERSION



CALL TO ACTION





DELHAIZE MAGAZINE

+ CONTENT



Delhaize Magazine



DELHAIZE MAGAZINE

Content

Tools available:

- Full page advertising
- Mini mag
- Special insert - Best of recipes
- Advertorial
- Recipe Card
- Tested for you
- Digital options

Media Booking

Please contact our partner Gicom for commercial and technical questions. Our contact: Nancy Van der Velden (nancy.van.der.velden@gicom.be).

Nice to know

- Total readership (print + digital): 3.800.000 (NR 1 CIM)
- 48 % Dutch - 52 % French
- 550.000 prints
- 6 editions per year

Sample pictures





IN STORE

- ⊕ THROUGHOUT THE CUSTOMER JOURNEY
- ⊕ DIGITAL SIGNAGE
- ⊕ SHELF





IN STORE

THROUGHOUT THE CUSTOMER JOURNEY



Caddy Drive

This tool provides continuous advertising throughout the shopping trip and unbeatable exposure to a captive audience.



Caddy Move

Two-sided laminated communication on the shopping carts



Sampling Instore

Specifics:

- Branded caddy at the exit of the stores accompanied by an ambassador.
- Branded apron included.
- The ambassador distributes 1 sample per customer.
- Perfect media to generate a trial and boost the conversion!

Duration 1 day/POS

- Min 15 POS with 500 samples/stores

POS selection

- Min 15 POS
- Min 500 samples/POS

+ Dedicated email after the sampling to retarget the trialists included



Totem

A floor stand in stiff cardboard, placed in the department of the product



Totem Custom

A floor stand in stiff cardboard, placed in the department of the product.

Possibility to customize the totem completely:

- cut out
- special shape
- pop up
- leaflet holder
- zigzag
- ...



Caddy Drive



IN STORE

Throughout the customer journey

This tool provides continuous advertising throughout the shopping trip and unbeatable exposure to a captive audience.

Banner



Duration

6 weeks

Media Booking

8 weeks

Nice to know

Campaign coverage: 40 % of caddy park

Choice between:

- Pack Small (7.000 caddy's)

or

- Pack Large (9.800 caddy's)

Post reporting

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

KPI 1 - Reach category (Total Reach)

KPI 2 - % New Buyers of promoted product/range (New Buyers Ratio)

KPI 3 - Category turnover evolution (Category Ratio)

KPI 4 - Promoted product/range turnover evolution (Promoted Product Ratio)

Sample pictures



OBJECTIVES

BRAND AWARENESS



CALL TO ACTION



EDUCATION



Caddy Move



IN STORE

Throughout the customer journey

Two-sided laminated communication on the shopping carts

Banner



Duration

6 weeks

Media Booking

8 weeks

Nice to know

Campaign coverage: 40 % of caddy park

Choice between:

- Pack Small (7.000 caddy's)

or

- Pack Large (9.800 caddy's)

Post reporting

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

KPI 1 - Reach category (Total Reach)

KPI 2 - % New Buyers of promoted product/range (New Buyers Ratio)

KPI 3 - Category turnover evolution (Category Ratio)

KPI 4 - Promoted product/range turnover evolution (Promoted Product Ratio)

Sample pictures



OBJECTIVES

BRAND AWARENESS



CALL TO ACTION



CHANGE PERCEPTION



Sampling Instore



IN STORE

Throughout the customer
journey

Specifics:

- Branded caddy at the exit of the stores accompanied by an ambassador.
- Branded apron included.
- The ambassador distributes 1 sample per customer.
- Perfect media to generate a trial and boost the conversion!

Duration 1 day/POS

- Min 15 POS with 500 samples/stores

POS selection

- Min 15 POS
- Min 500 samples/POS

+ Dedicated email after the sampling to retarget the trialists included

Banner



Duration

1 day/ POS

Media Booking

8 weeks

Post reporting

/

Sample pictures



Bonjour Alyson,

Qu'avez-vous pensé des délicieux shots hyperprotéinés d'HI-PRO que vous avez goûtés chez Delhaize. Il y a quelque chose ? Nous serions ravis de vous avoir aimé. Voilà pourquoi on revient vers vous avec une petite présentation et une savoureuse promo !

Donnez un coup de boost à votre journée !

Vous aimez rester actif tous les jours ? HI-PRO Shot de Carbone est idéal pour vos déplacements. Chaque bouteille de 100 ml contient 8 g de protéines de haute qualité et est délicieusement aromatisée aux fruits - Fruits Rouges ou Banane. De plus, ces shots bourrés de calories sont sans lactose, sans matières grasses et pauvres en sucres. Et ce n'est pas tout... Ils affichent aussi un Nutri-Score A ! En bref, ils ont tout bon !

Envie de relater l'expérience HI-PRO ? Profitez vite du Flash e-Deal qui vous attend et partagez !

Totem



IN STORE

Throughout the customer journey

A floor stand in stiff cardboard, placed in the department of the product

Banner



OBJECTIVES

BRAND AWARENESS

EYE CATCHER

Duration

2 weeks

Media Booking

8 weeks

Nice to know

- 154 cm
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

Post reporting

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

KPI 1 - Reach category (Total Reach)

KPI 2 - % New Buyers of promoted product/range (New Buyers Ratio)

KPI 3 - Category turnover evolution (Category Ratio)

KPI 4 - Promoted product/range turnover evolution (Promoted Product Ratio)

Sample pictures



Totem Custom



IN STORE

Throughout the customer
journey

A floor stand in stiff cardboard, placed in the department of the product.

Possibility to customize the totem completely:

- cut out
- special shape
- pop up
- leaflet holder
- zigzag
- ...

Banner



Duration

2 weeks

Media Booking

8 weeks

Nice to know

- 154 cm
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

Post reporting

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

KPI 1 - Reach category (Total Reach)

KPI 2 - % New Buyers of promoted product / range (New Buyers Ratio)

KPI 3 - Category turnover evolution (Category Ratio)

KPI 4 - Promoted product / range turnover evolution (Promoted Product Ratio)

Sample pictures

OBJECTIVES

BRAND AWARENESS



EYE CATCHER



INSPIRATION





Reach your customers where they are.

Any question ? E-mail us at
mmd@delhaize.be





IN STORE

DIGITAL SIGNAGE



Top Offer

Display your strong promotion at Delhaize with Screen Top Offer



Digital Signage Entrance

A national coverage of 197 screens across Delhaize stores - divided in 3 different clusters:

- Cluster Small
- Cluster Large
- Cluster without JCD parking lot screens



Digital Signage Category



Digital Signage Check-Out

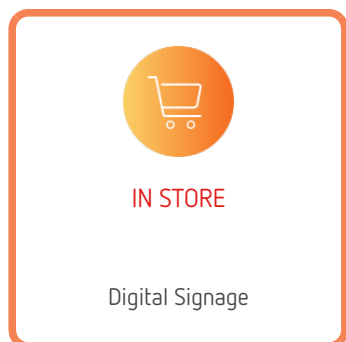


Digital Signage Shop&Go

Fact sheet:

- Number of POS: 161, whereof 11 are well located in high traffic roadway stations
- Over 800,000 consumer contacts per week, with peaks in July and August
- Your spot is broadcasted 720 times a day.

Top Offer



Display your strong promotion at Delhaize with Screen Top Offer

Banner



Duration

1 week

Media Booking

7 weeks

Nice to know

Number of screens: 98

Visual will be in the look-and-feel promo of Delhaize

Post reporting

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

- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

OBJECTIVES

CONVERSION



CALL TO ACTION



Digital Signage Entrance



IN STORE

Digital Signage

A national coverage of 197 screens across Delhaize stores - divided in 3 different clusters:

- Cluster Small
- Cluster Large
- Cluster without JCD parking lot screens

Banner



Duration

1 week

Media Booking

6 weeks

Nice to know

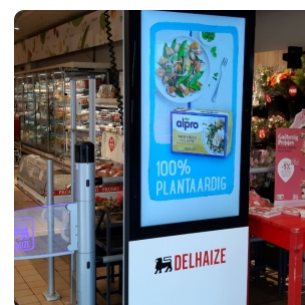
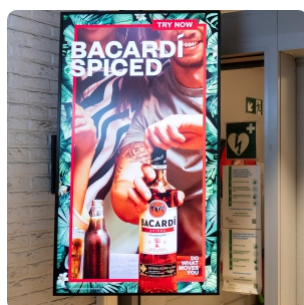
- National coverage
- Format: 55 inch - portrait
- Message: 6 seconds
- Multiple creations possible
- Share of time : 20%
- Broadcasting: 720x/screen/day
- List of the stores available
- Possibility to include External Brands & Services

Post reporting

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

- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

BRAND AWARENESS



CALL TO ACTION



ENGAGEMENT / CONSIDERATION



CHANGE PERCEPTION



Digital Signage Category



Banner



Duration

1 week

Media Booking

6 weeks

Nice to know

- The time of a TV spot is 6 secondes
- Format: Portrait & Landscape
- SOV: 20%
- Only advertisement relevant with the category
- Category available:
 - Bakery : 81 screens
 - Wine: 43 screens
 - Butchery: 87 screens
 - F&V: 91 screens
 - Fish: 90 screens

Post reporting

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

- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



TRIAL



CROSS/UPSELLING



Digital Signage Check-Out



IN STORE

Digital Signage

Banner



Duration

1 week

Media Booking

6 weeks

Nice to know

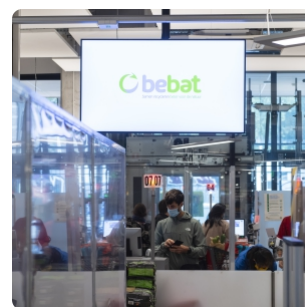
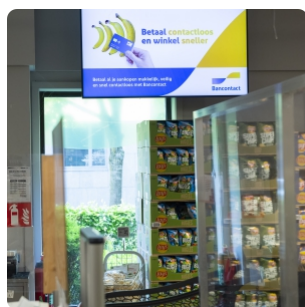
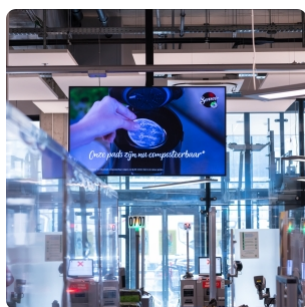
- The time of a TV spot is 6 secondes.
- SOT : 20%
- Format : Landscape

Post reporting

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

- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

BRAND AWARENESS



CALL TO ACTION



BRAND POSITIONNING



Digital Signage Shop&Go



IN STORE

Digital Signage

Fact sheet:

- Number of POS: 161, whereof 11 are well located in high traffic roadway stations
- Over 800,000 consumer contacts per week, with peaks in July and August
- Your spot is broadcasted 720 times a day.

Banner



Duration

1 week

Media Booking

8 weeks

Nice to know

- National coverage
- Mostly put on top of the Panos counter, so high visibility and attention
- Format: 43 inch
- Format: Landscape
- SOV: 10%
- Message: max 12 secondes
- Broadcasted in a loop of 5 messages (4 Shop&Go/Q8 + 1 branded message)
- Specific rules for communication apply

Post reporting

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

KPI 1 - Reach category (Total Reach)

KPI 2 - % New Buyers of promoted product/range (New Buyers Ratio)

KPI 3 - Category turnover evolution (Category Ratio)

KPI 4 - Promoted product/range turnover evolution (Promoted Product Ratio)

Sample pictures



OBJECTIVES

BRAND AWARENESS



EYE CATCHER



CALL TO ACTION



TRIAL



CROSS/UPSELLING





IN STORE

SHELF



Stopper Medium Custom

Customized Stopper Medium. This could be with:

- A cut out shape
- A pop-pup



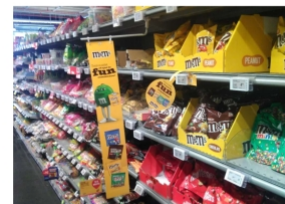
Shelf Tray

Highlight your products in the shelf with the shelf tray.



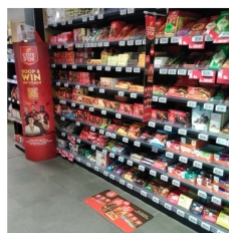
Price Tag

Insert around the product's price tag.



Pack SW

Combi-pack 1 x Stopper Medium & 1 x Wobbler.



Pack SFT

Combi-pack 1 x Stopper Medium, 1 x Floor sticker and 1 x Totem.



Pack SFW

Combi-pack 2 x Stopper Maxi, 1 x Floor Sticker and max. 3 x Wobbler (different)





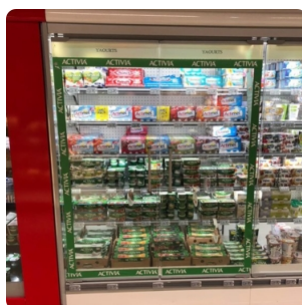
Pack FW

Combi-pack 2 x Fridge door sticker and 1 x Wobbler



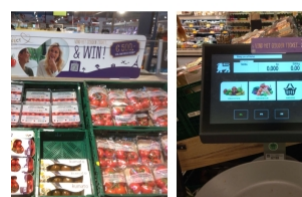
Pack FFT

Combi-pack 2 x Fridge door sticker, 1 x Floor sticker and 1 x Totem



Pack SFT - Brand Block

Combi-pack 2 x Stopper Maxi, 1 x Fridge door outline sticker and Max. 3 x Wobbler



Pack TS

Combi-pack 1 Top Card & 1 Scale Frame



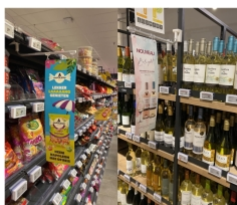
Stopper mini

- Communication perpendicular to the shelf
- 148 x 105 mm



Stopper mini 360°

- Communication 3D on the shelf
- Personalised cut-out



Stopper Small

- Communication perpendicular to the shelf
- Option with a cut out shape (Stopper Cut)
- 12 x 40 cm



Stopper Small 360°

Communication 3D on the shelf - Personalised cut-out



Leaflet Holder + Stopper

- Information leaflets placed on the shelf in combination of a stopper small or medium
- Size stopper: 12x40 cm or 12x77 cm
- Placed on the shelf in front of the product



Full Customization Dry

Included:

- Max 3 wobblers
- Floor stiker size: 700x350 m
- 2 stoppers Maxi



Pack SF

Catch the attention of the shopper by 'framing' your products from the ground to the shelf.



Wobbler

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



Full Customization Fresh

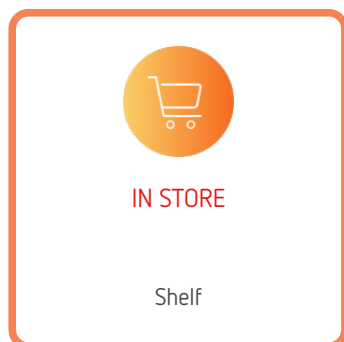
Ideal for the Brand bloc

Included:

- Max 3 wobblers
- Floor stiker size: 700x350 mm
- Fridge door outline stickers



Stopper Medium Custom



Customized Stopper Medium. This could be with:

- A cut out shape
- A pop-up

Banner



Duration

4 weeks

Media Booking

8 weeks

Nice to know

All-inclusive service (Production - Placement - Post reporting)

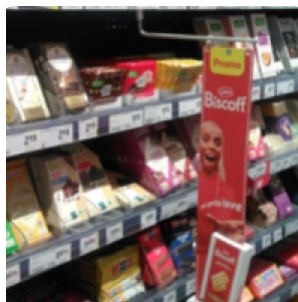
Creation by client

Post reporting

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

- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



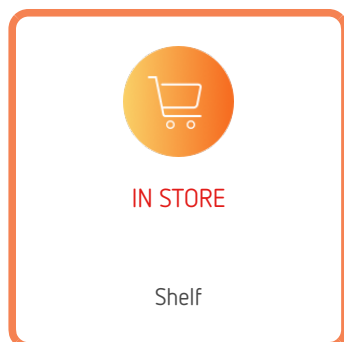
EYE CATCHER



Shelf Tray

Highlight your products in the shelf with the shelf tray.

Banner



Duration

12 weeks

Media Booking

8 weeks

Nice to know

Ideal to create guidance in the shelf :

- 5 trays/activation
- This needs to be agreed with Delhaize's category manager

Post reporting

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

- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



Price Tag

Insert around the product's price tag.

Banner



IN STORE

Shelf



Duration

4 weeks

Media Booking

8 weeks

Nice to know

Ideal for highlighting a new product, a flavour or a new packaging.

Post reporting

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

- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



Pack SW

Combi-pack 1 x Stopper Medium & 1 x Wobbler.

Banner



Duration

4 weeks

Media Booking

8 weeks

Nice to know

- On-shelf communication on a range with a focus on a specific product (new product, relaunch, low rotator, etc.)
- Ideal for fresh or dry shelves

Post reporting

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

- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



Pack SFT

Combi-pack 1 x Stopper Medium, 1 x Floor sticker and 1 x Totem.

Banner



IN STORE

Shelf



Duration

4 weeks

Media Booking

8 weeks

Nice to know

- On-shelf communication on a range
- Ideal for fresh or dry shelves

Post reporting

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

- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



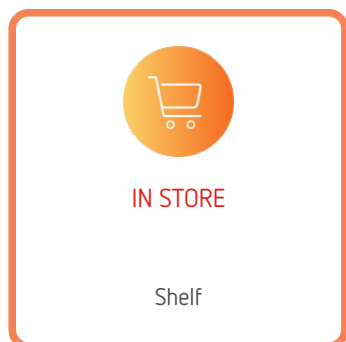
BRAND AWARENESS



EYE CATCHER



Pack SFW



Combi-pack 2 x Stopper Maxi, 1 x Floor Sticker and max.
3 x Wobbler (different)

Banner



Duration

4 weeks

Media Booking

8 weeks

Nice to know

- On-shelf communication on a range to create a brand bloc with a focus on specific products
- Ideal for dry shelves

Post reporting

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

- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



Pack FW

Combi-pack 2 x Fridge door sticker and 1 x Wobbler

Banner



Duration

4 weeks

Media Booking

8 weeks

Nice to know

On-shelf communication on a range with a focus on a specific product (new product, relaunch, low rotator, etc.)

Ideal for shelves with doors (fresh or frozen)

Post reporting

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

- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



Pack FFT



Combi-pack 2 x Fridge door sticker, 1 x Floor sticker and 1 x Totem

Banner



Duration

4 weeks

Media Booking

8 weeks

Nice to know

On-shelf communication on range

Post reporting

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

- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



Pack SFT - Brand Block



Combi-pack 2 x Stopper Maxi, 1 x Fridge door outline sticker and Max. 3 x Wobbler

Banner



Duration

4 weeks

Media Booking

8 weeks

Nice to know

On-shelf communication on a range to create a brand bloc with a focus on specific products

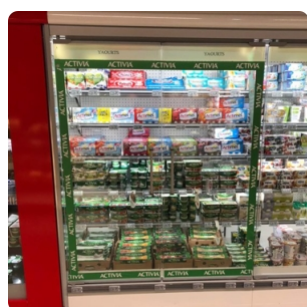
Ideal for shelves with door (fresh or frozen)

Post reporting

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

- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



Pack TS

Combi-pack 1 Top Card & 1 Scale Frame

Banner



Duration

4 weeks

Media Booking

8 weeks

Nice to know

On-shelf communication on range

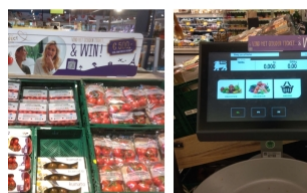
Ideal for fruits & vegetables shelves

Post reporting

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

- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



Stopper mini

- Communication perpendicular to the shelf
- 148 x 105 mm

Banner



Duration

4 weeks

Media Booking

8 weeks

Nice to know

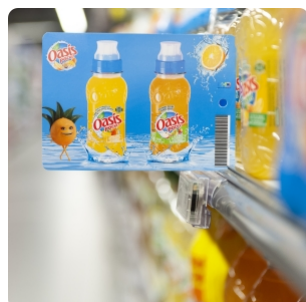
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

Post reporting

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

- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

EYE CATCHER



CALL TO ACTION



Stopper mini 360°

- Communication 3D on the shelf
- Personalised cut-out

Banner



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



Duration

4 weeks

Media Booking

8 weeks

Nice to know

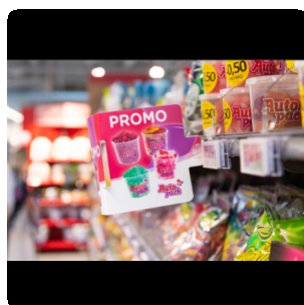
- Formats:
 - 310 x 105 mm (flat - unfolded)
 - 140 x 105 mm (folded format = the one visible in the store)
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

Post reporting

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

- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



Stopper Small

- Communication perpendicular to the shelf
- Option with a cut out shape (Stopper Cut)
- 12 x 40 cm

Banner



Duration

4 weeks

Media Booking

8 weeks

Nice to know

- Option with a cut out shape
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

Post reporting

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

- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



Stopper Small 360°

Communication 3D on the shelf - Personalised cut-out

Banner



IN STORE

Shelf



Duration

4 weeks

Media Booking

8 weeks

Nice to know

Formats:

- 445 x 280 mm (flat - unfolded)
- 445 x 120 mm (folded format = the one visible in the store)
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

Post reporting

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

- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



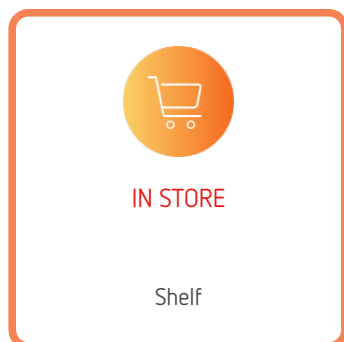
BRAND AWARENESS



EYE CATCHER



Leaflet Holder + Stopper



- Information leaflets placed on the shelf in combination of a stopper small or medium
- Size stopper: 12x40 cm or 12x77 cm
- Placed on the shelf in front of the product

Banner



Duration

4 weeks

Media Booking

8 weeks

Nice to know

- One-page leaflets
- 150 leaflets per store
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

Post reporting

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

- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



BRAND POSITIONNING



EDUCATION



Wobbler



IN STORE

Shelf

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

Banner



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

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

- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



Full Customization Dry



Included:

- Max 3 wobblers
- Floor stiker size: 700x350 m
- 2 stoppers Maxi

Banner



Duration

2 weeks

Media Booking

8 weeks

Nice to know

- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client
- Only for brand block

Post reporting

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

- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

BRAND AWARENESS



EYE CATCHER



Full Customization Fresh



Ideal for the Brand bloc

Included:

- Max 3 wobblers
- Floor stiker size: 700x350 mm
- Fridge door outline stickers

Banner



Duration

2 weeks

Media Booking

8 weeks

Nice to know

- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

Post reporting

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

- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



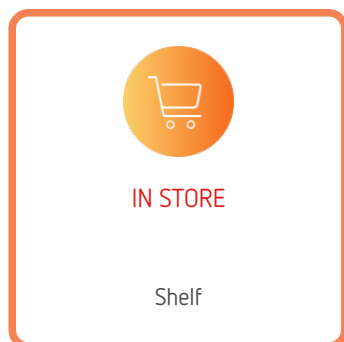
BRAND AWARENESS



EYE CATCHER



Pack SF



Catch the attention of the shopper by 'framing' your products from the ground to the shelf.

Banner



Duration

4 weeks

Media Booking

8 weeks

Nice to know

- 1 Floor sticker size: 70 x 35cm
- 1 Stopper medium: 12 x 77cm
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

Post reporting

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

- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures

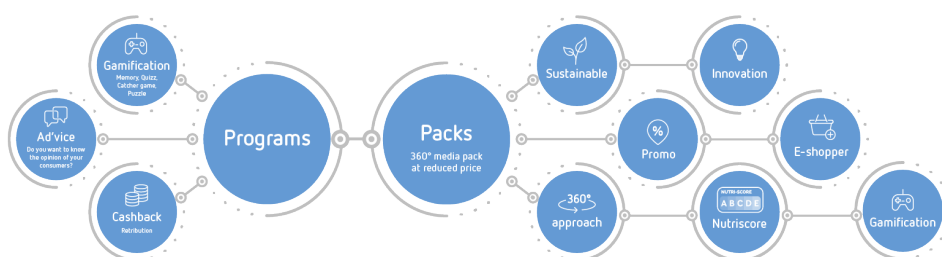




PACKS & PROGRAMS

+ PROGRAMS

+ PACKS





PACKS & PROGRAMS

PROGRAMS



Gamification Program

Engage, educate and convert your shopper through a fun experience!

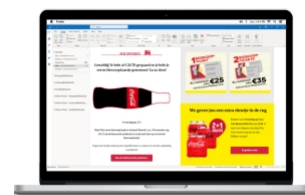
Included in this Program:

- Game online - 2 weeks
- Dedicated e-mail (150.000 contacts)
- Reminder by mail or push notification
- Winner/Loser mail

Optional:

- Instore stopper
- Online visibility Small or Large + Landing Page

Gamification program can be with or without a specific purchase condition. If there is a purchase condition, participant will be informed during the game once he/she meets the condition.



Reward Challenge Program

What's in:

- Dedicated e-mail (max. 150.000 contacts)
- Registration page for the customer
- Reminder by mail or push notification
- Different status e-mails informing the client on his purchases
- Congratulations e-mail

Instant Cashback Program

Generate a first trial without value destruction. '100% Cash Back' or 'Try our new product for only 1€'.

Included in the Program:

- Cashback via e-deal platform
- Dedicated e-mail till 100.000 contacts
- Reminder by mail or push notification

Gamification Program



PACKS & PROGRAMS

Programs

Engage, educate and convert your shopper through a fun experience!

Included in this Program:

- Game online - 2 weeks
- Dedicated e-mail (150.000 contacts)
- Reminder by mail or push notification
- Winner/Loser mail

Optional:

- Instore stopper
- Online visibility Small or Large + Landing Page

Gamification program can be with or without a specific purchase condition. If there is a purchase condition, participant will be informed during the game once he/she meets the condition.

Duration

2 weeks

Media Booking

10 weeks

Nice to know

Recruit: Games help you generate leads you can contact afterwards for other purposes (f.e. follow up, sending of a coupon, content)

- 50 various games (memo, quiz, catcher game, shot goals, etc.)
- Micro-site fully dedicated to your brand with your own look&feel
- Recruit : Games help you generating leads and qualify your DB
- Engage : Average of 3-4 minutes of engagement with your brand
- High Virality

Post reporting

Ad Hoc on demand --> Mix of different reports

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



ENGAGEMENT / CONSIDERATION



EDUCATION



Reward Challenge Program



PACKS & PROGRAMS

Programs

What's in:

- Dedicated e-mail (max. 150.000 contacts)
- Registration page for the customer
- Reminder by mail or push notification
- Different status e-mails informing the client on his purchases
- Congratulations e-mail

Duration

max. 4 weeks

Media Booking

8 weeks

Nice to know

- Reward can be a gift, Point Plus, ...
- Target group depending on available reward volume
- Possibility to stop the campaign when the number of available rewards is reached

Sample pictures



Instant Cashback Program



PACKS & PROGRAMS

Programs

Generate a first trial without value destruction. '100% Cash Back' or 'Try our new product for only 1€'.

Included in the Program:

- Cashback via e-deal platform
- Dedicated e-mail till 100.000 contacts
- Reminder by mail or push notification

Duration

2 weeks

Media Booking

8 weeks

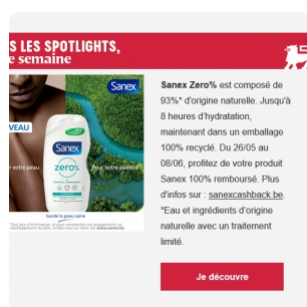
Nice to know

- Customer can choose the Flash e-deal he/she prefers?
- Unlimited number of choices can be added?
- The chosen Flash e-deal is activated in the app of the customer?
- The Flash e-deal can be one product per pick or even a range of products per pick?
- Detailed reporting included?
- Detail product : number chosen per product / CTR per product?
- Activation rate + Conversion rate per product?

Post reporting

Ad Hoc on demand --> Mix of different reports

Sample pictures



OBJECTIVES

CONVERSION



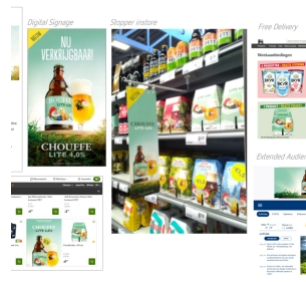
PENETRATION





PACKS & PROGRAMS

PACKS



Innovation Pack

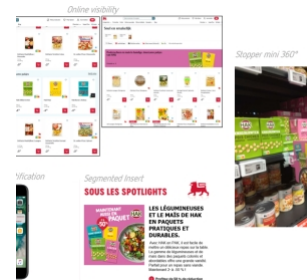
You have a new product to launch or a fantastic innovation, but you don't know how to make it successful? At MMD, we realize that such a key moment needs extra visibility. Our innovation pack can help your product to take off quickly! Launch a new product by using different tools!

Rules:

- Used for 1 Brand
- All tools must be used over a period of 8 weeks

Included in this Program:

- Dedicated e-mail
 - Till 200.000 contacts
- 1 Commercial Display - Pack Small - 2 weeks
 - Target the shoppers with the highest purchase intention via Delhaize online data throughout the buying journey
 - Reach: more than 100.000 impressions
- 1 Extended Audience - 1 week
- Push product for free delivery - 1 week
 - Free delivery cost for the consumer by buying the product
- Digital signage Entrance Network Small - 1 week
 - 89 screens (national coverage)
- Stopper Small Pack Large - 4 weeks
 - Drive extra traffic to the shelf and highlight a product range

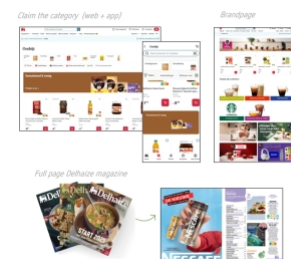


360° Pack

You want to launch a New Product, building Brand Image, highlight a promotion or strategy try our 360° approach tool.

Included in this Program:

- 1 Online Visibility Small (2 weeks)
- Stopper mini 360° - Pack Large (4 weeks)
- Push Notification
- Segmented Insert email

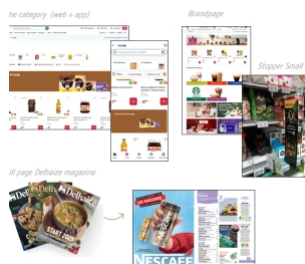


Promo Focus Pack

The best pack to support your promo.

Included in this program:

- Digital Entry Screens - 98 screens (visual: look and feel Promo Delhaize)
- Promo Visibility
- Promo Insert Newsletter
- Push Notification (max. 100.000 contacts)



Awareness Pack - Print + Online + Instore

Create long-term awareness across Delhaize shoppers

Included in this pack:

- Full page Delhaize magazine* (1 insert)
 - Be present in Belgium's most read magazine with a total readership of 3,8 Mio (CIM) (*will be invoiced by Gicom).
- Stopper Small - Medium Package (4 weeks)
 - Communication at the shelf.
- Claim the category (13 weeks)
 - Leaderboard banner on top of your category page on Delhaize.be.
- Brandpage (1 year)
 - Banner linked with an inspiring branded page that includes product carousel, extra banners, content and possible option to add extra video.

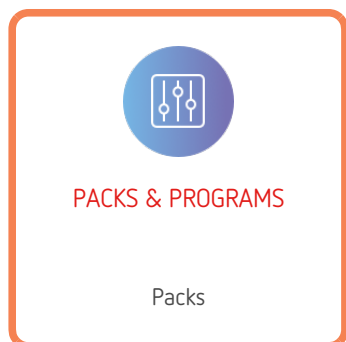
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Innovation Pack



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- Push product for free delivery - 1 week
 - Free delivery cost for the consumer by buying the product
- Digital signage Entrance Network Small - 1 week
 - 89 screens (national coverage)
- Stopper Small Pack Large - 4 weeks
 - Drive extra traffic to the shelf and highlight a product range

Duration

1 until 4 weeks in a period of 8 weeks

Media Booking

6 weeks

Nice to know

- advantageous package price

Post reporting

Ad Hoc on demand --> Mix of different reports

Sample pictures

OBJECTIVES

BRAND AWARENESS



INSPIRATION

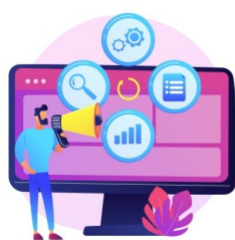
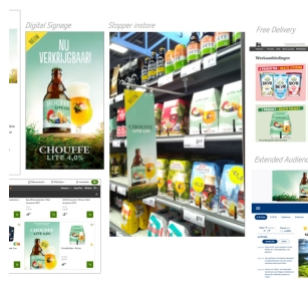


ENGAGEMENT / CONSIDERATION





Reach your customers where they are.



Any question ? E-mail us at
mmd@delhaize.be

360° Pack



PACKS & PROGRAMS

Packs

You want to launch a New Product, building Brand Image, highlight a promotion or strategy try our 360° approach tool.

Included in this Program:

- 1 Online Visibility Small (2 weeks)
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Media Booking

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Nice to know

- used for 1 brand
- advantageous package price

Post reporting

Ad Hoc on demand --> Mix of different reports

Sample pictures

OBJECTIVES

CONVERSION



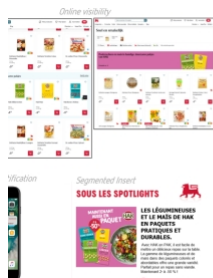
PENETRATION



BRAND AWARENESS



ENGAGEMENT / CONSIDERATION



Promo Focus Pack



PACKS & PROGRAMS

Packs

The best pack to support your promo.

Included in this program:

- Digital Entry Screens - 98 screens (visual: look and feel Promo Delhaize)
- Promo Visibility
- Promo Insert Newsletter
- Push Notification (max. 100.000 contacts)

Duration

1 week

Media Booking

8 weeks

Nice to know

Only for strong, national promotions

Advantage package price

Post reporting

Ad-hoc demand -> mix of different reports

Sample pictures

OBJECTIVES

CONVERSION



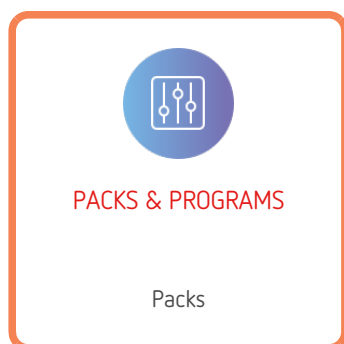
PENETRATION



ENGAGEMENT / CONSIDERATION



Awareness Pack - Print + Online



Create long-term awareness across Delhaize shoppers

OBJECTIVES

BRAND AWARENESS



INSPIRATION



ENGAGEMENT / CONSIDERATION



Included in this pack:

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 - Be present in Belgium's most read magazine with a total readership of 3,8 Mio (CIM) (*will be invoiced by Gicom).
- Claim the category (13 weeks)
 - Leaderboard banner on top of your category page on Delhaize.be.
- Brandpage (1 year)
 - Banner linked with an inspiring branded page that includes product carousel, extra banners, content and possible option to add extra video.

Duration

From an appearance in our Delhaize magazine to long term visibility on the Delhaize website

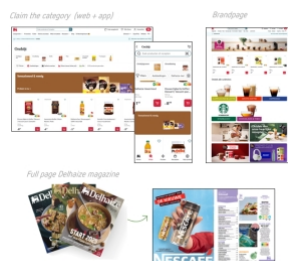
Media Booking

13 weeks

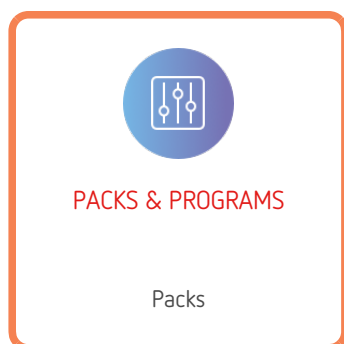
Post reporting

Ad Hoc on demand => Mix of different reports

Sample pictures



Awareness Pack - Print + Online + Instore



Create long-term awareness across Delhaize shoppers

OBJECTIVES

BRAND AWARENESS



INSPIRATION



ENGAGEMENT / CONSIDERATION



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Duration

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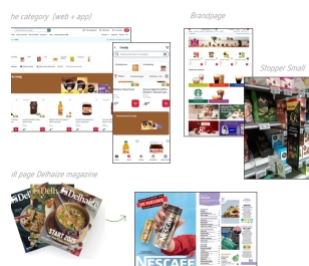
Media Booking

13 weeks

Post reporting

Ad Hoc on demand => Mix of different reports

Sample pictures





STORE EXPERIENCE

+ TASTING



Tasting



STORE EXPERIENCE

Tasting

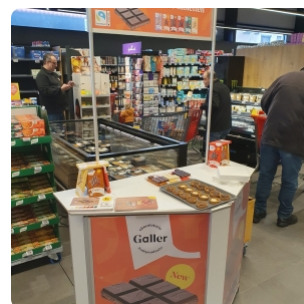
What's included?

- 1 ambassador/hostess - 7 hours
- Stand & demo material
- Branding stand & outfit
- Standard package of disposables
- Standard cooking material
- Logistics
- Project management & telecheck

Media Booking

Please contact our partner Young Pefrect for commercial and technical questions. Our contact: Peter Vanvaerenbergh
 (peter.vanvaerenbergh@youngperfect.be)

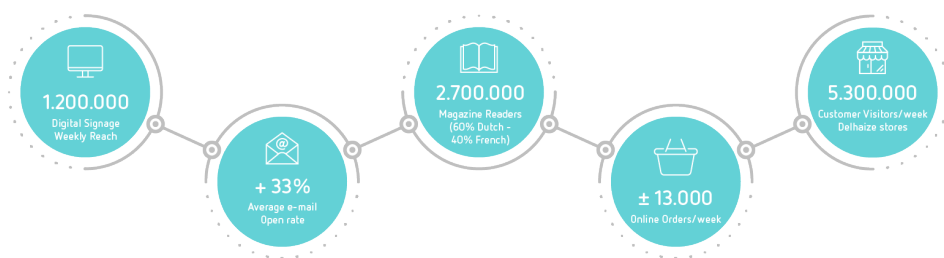
Sample pictures





TOOLS FOR EXTERNAL BRANDS & SERVICES

- + INSTORE
- + ONLINE COMMUNICATION & ACTIVATION
- + TARGETED & PERSONALIZED COMMUNICATION
- + PACKS





TOOLS FOR EXTERNAL BRANDS & SERVICES

INSTORE

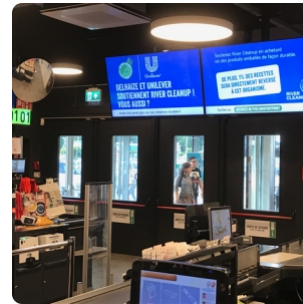


Digital Signage Entrance - External Brands & Services

A national coverage of over 178 screens in Supermarkets and Affiliated stores divided in multiple clusters:

4 clusters:

- Full parc SM+AD
- ½ parc SM+AD
- All SM
- All AD



Digital Signage Check-Out - External Brands & Services

All screens at the check-out of the stores (177 screens in 63 SM stores).



Caddy Drive - External Brands & Services

This tool provides continuous advertising throughout the shopping trip and unbeatable exposure to a captive audience.



Caddy Move - External Brands & Services

Two-sided laminated communication on the shopping carts

Digital Signage Entrance - External Brands & Services



TOOLS FOR EXTERNAL BRANDS & SERVICES

Instore

A national coverage of over 178 screens in Supermarkets and Affiliated stores divided in multiple clusters:

4 clusters:

- Full parc SM+AD
- ½ parc SM+AD
- All SM
- All AD

Duration

1 week

Media Booking

6 weeks

Nice to know

- National coverage
- Format: 55 inch - portrait
- Message: 6 seconds
- Multiple creations possible
- Share of time : 20%
- Broadcasting: 720x/screen/day
- List of the stores available

Post reporting

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

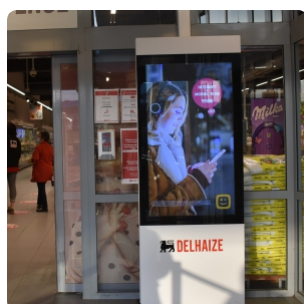
KPI 1 - Reach category (Total Reach)

KPI 2 - % New Buyers of promoted product/range (New Buyers Ratio)

KPI 3 - Category turnover evolution (Category Ratio)

KPI 4 - Promoted product/range turnover evolution (Promoted Product Ratio)

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



CALL TO ACTION



ENGAGEMENT / CONSIDERATION



Digital Signage Check-Out - External Brands & Services



TOOLS FOR EXTERNAL BRANDS & SERVICES

Instore

All screens at the check-out of the stores (177 screens in 63 SM stores).

Duration

1 week

Media Booking

6 weeks

Nice to know

- The time of a TV spot is 6 secondes.
- SOT : 20%
- Format : Landscape

Post reporting

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

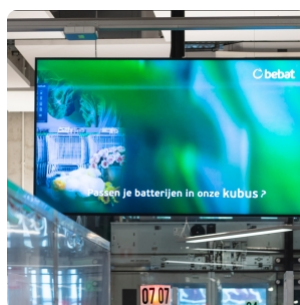
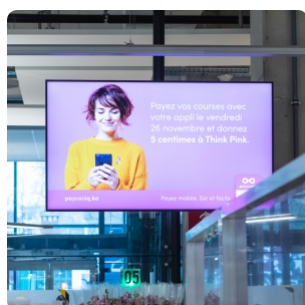
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KPI 2 - % New Buyers of promoted product/range (New Buyers Ratio)

KPI 3 - Category turnover evolution (Category Ratio)

KPI 4 - Promoted product/range turnover evolution (Promoted Product Ratio)

Sample pictures



OBJECTIVES

BRAND AWARENESS



BRAND POSITIONNING



Caddy Drive - External Brands & Services



TOOLS FOR EXTERNAL BRANDS & SERVICES

Instore

This tool provides continuous advertising throughout the shopping trip and unbeatable exposure to a captive audience.

Duration

6 weeks

Media Booking

8 weeks

Nice to know

- Coverage: 40%

#6.500 caddy SM

9.900 caddy SM+AD

What's new? Customers can retrieve current offers, videos, enter a game or a contest, and much more.

Sample pictures

OBJECTIVES

BRAND AWARENESS



CALL TO ACTION



EDUCATION



Caddy Move - External Brands & Services



TOOLS FOR EXTERNAL BRANDS & SERVICES

Instore

Two-sided laminated communication on the shopping carts

Duration

6 weeks

Media Booking

8 weeks

Nice to know

- Coverage: 40%

#7.050 caddy SM

#9.800 caddy SM+AD

Sample pictures



Product Sampling - External Brands & Services



TOOLS FOR EXTERNAL BRANDS & SERVICES

Online Communication & Activation

Why should sampling only be used by FMCG-Brands? Be outstanding, original & creative in your communication

Duration

1 week

Media Booking

6 weeks

Nice to know

- Free product added to the consumer's online order.
- 10.000 units distributed over a period of 5-8 days
- **Option:** Leaflet A6 based on a Delhaize template
- No targeting
- Up to 2 partners/week

Sample pictures





TOOLS FOR EXTERNAL BRANDS & SERVICES

TARGETED & PERSONALIZED COMMUNICATION



Dedicated email - External Brands & Services

E-mail dedicated to only one advertiser sent to a specific target

- Highlights on an existing promotion
- Content inspiration
- Innovation
- Up to 85.000 contacts



Segmented Insert e-mail

Insert of a branded banner in the Delhaize weekly e-news.

Possibility to segment up to 85.000 contacts or to send the news in a massive way up to 800.000 contacts.



Direct Mail - A5 Postcard

A5 mailing send to a specific target and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation

1 coupon offer



Direct Mail - Selfmailer double or triple

A5 mailing (2 x A5 or 3 x A5) send to a specific target and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation

Up to 2 or 3 coupons offer

Dedicated email - External Brands & Services



TOOLS FOR EXTERNAL BRANDS & SERVICES

Targeted & Personalized communication

E-mail dedicated to only one advertiser sent to a specific target

- Highlights on an existing promotion
- Content inspiration
- Innovation
- Up to 85.000 contacts

Duration

1 sending

Media Booking

6 weeks

Nice to know

- Pre-analysis included
- Definition of segmentation criteria in collaboration with MMD
- Could be linked to a voucher
- Look & feel Delhaize
- Visual created by the client
- Setup + content cost
- Sent on Tuesday or Saturday

Post reporting

Included in the price:

- KPI1 - #Open rate (FR + NL)
- KPI2 - #Click open rate (FR + NL)
- KPI3 - #Click Map

Sample pictures

OBJECTIVES

CONVERSION



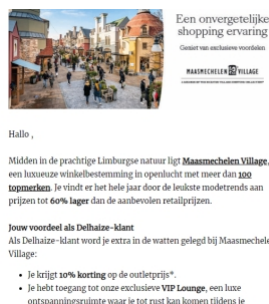
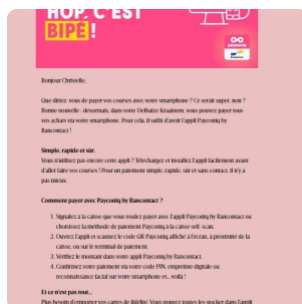
BRAND AWARENESS



TRIAL



ENGAGEMENT / CONSIDERATION



Segmented Insert e-mail



TOOLS FOR EXTERNAL BRANDS & SERVICES

Targeted & Personalized communication

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Possibility to segment up to 85.000 contacts or to send the news in a massive way up to 800.000 contacts.

Duration

1 sending

Media Booking

6 weeks

Nice to know

- Highlight of an existing promotion / Information / Innovation / ...
- Look & feel Delhaize

Post reporting

Included in the price

- KPI1 - #Open rate (FR+NL)
- KPI2 - #Click open rate (FR+NL)

OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



TRIAL



ENGAGEMENT / CONSIDERATION



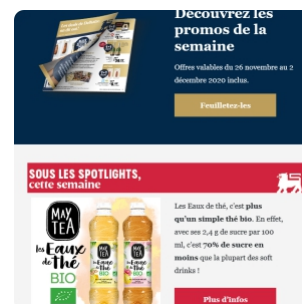
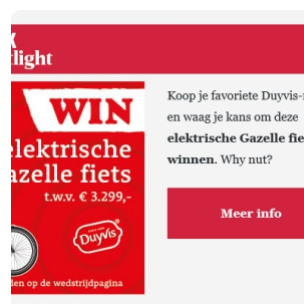
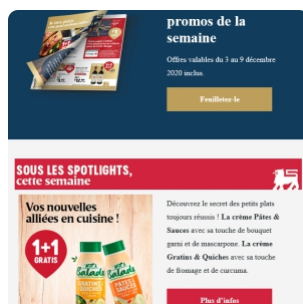
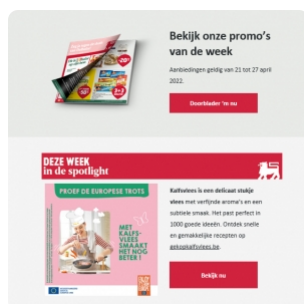
CHANGE PERCEPTION



CROSS/UPSELLING



Sample pictures



Direct Mail - A5 Postcard



TOOLS FOR EXTERNAL BRANDS & SERVICES

Targeted & Personalized communication

A5 mailing send to a specific target and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation

1 coupon offer

Duration

1 sending

Media Booking

13 weeks

Nice to know

- Offer coupon value: Min 20%
- 1 coupon
- Look & feel Delhaize
- Creation in collaboration with MMD
- Only one partner
- Min 50.000 contacts
- Technical costs and production included in the setup
- Advanced segmentation is possible, including Delhaize Shopper Segmentation

Post reporting

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

KPI1 - #Participation rate

KPI2 - # redemption rate

Sample pictures



Du Cécémel sans lactose?!

Oui, ça existe : c'est le Cécémel sans lactose. Les gourmands intolérants au lactose peuvent donc enfin savourer le goût unique et incomparable de Cécémel. Comme tous les autres produits de Cécémel, il a aussi obtenu un Nutri-Score B. Pour profiter chaque jour du seul vrai.

Vous trouverez le Cécémel sans lactose au rayon crèmerie de votre supermarché Delhaize.

BON PRODUIT

Valable du 22/10/2020 jusqu'au 18/11/2020 inclus à l'achat de 1L Cécémel lactose free



Direct Mail – Selfmailer double or triple



TOOLS FOR EXTERNAL BRANDS & SERVICES

Targeted & Personalized communication

A5 mailing (2 x A5 or 3 x A5) send to a specific target and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation

Up to 2 or 3 coupons offer

Duration

1 sending

Media Booking

13 weeks

Nice to know

- Offer coupon value: Min 20%
- Look & feel Delhaize
- Creation in collaboration with MMD
- Only one partner
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Included in the price

- KPI1 - #Participation rate
- KPI2 - #Redemption
- KPI3 - #Sales evolution
- KPI4 - #Behavior

Sample pictures





TOOLS FOR EXTERNAL BRANDS & SERVICES

PACKS

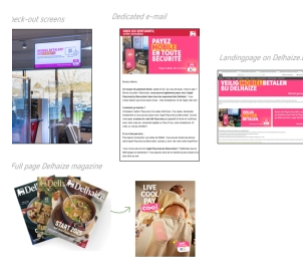


Awareness Pack - Non-Endemic 1

Create long-term awareness across Delhaize shoppers

Included in this pack:

- Full page Delhaize magazine* (1 insert)
 - Be present in Belgium's most read magazine with a total readership of 3,8 Mio (CIM) (*will be invoiced by Gicom).
- Claim the category (13 weeks)
 - Leaderboard banner on top of your category page on Delhaize.be.
- Brandpage (1 year)
 - Banner linked with an inspiring branded page that includes product carousel, extra banners, content and possible option to add extra video.



Awareness Pack - Non-Endemic 2

Create long-term awareness across Delhaize shoppers

Included in this pack:

- Full page Delhaize magazine*
 - Be present in Belgium's most read magazine with a total readership of 3,8 Mio (CIM) (*will be invoiced by Gicom).
- Dedicated e-mail (1 sending)
 - Targeted mail towards a predefined group of max. 100 K Delhaize shoppers.
- Landingpage (1 week)
 - Link in e-mail redirected to a landing page on Delhaize.be.
- Check-out screens (1 week)
 - Message on digital screens at the check-out zones of our stores.

Awareness Pack - Non-Endemic 1



TOOLS FOR EXTERNAL
BRANDS & SERVICES

Packs

Create long-term awareness across Delhaize shoppers

OBJECTIVES

BRAND AWARENESS



INSPIRATION



ENGAGEMENT / CONSIDERATION



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 - Be present in Belgium's most read magazine with a total readership of 3,8 Mio (CIM) (*will be invoiced by Gicom).
- Claim the category (13 weeks)
 - Leaderboard banner on top of your category page on Delhaize.be.
- Brandpage (1 year)
 - Banner linked with an inspiring branded page that includes product carousel, extra banners, content and possible option to add extra video.

Duration

From an appearance in our Delhaize magazine to long term visibility on the Delhaize website

Media Booking

13 weeks

Nice to know

Only accessible for external brands and services (non-endemic brands).

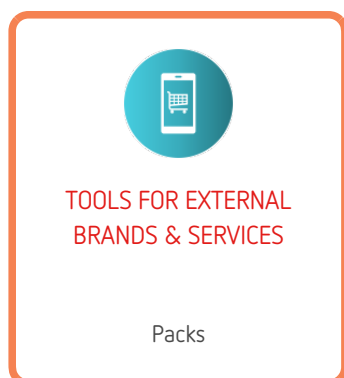
Post reporting

Ad Hoc on demand => Mix of different reports

Sample pictures



Awareness Pack - Non-Endemic 2



Create long-term awareness across Delhaize shoppers

OBJECTIVES

BRAND AWARENESS



INSPIRATION



ENGAGEMENT / CONSIDERATION



Included in this pack:

- Full page Delhaize magazine*
 - Be present in Belgium's most read magazine with a total readership of 3,8 Mio (CIM) (*will be invoiced by Gicom).
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 - Message on digital screens at the check-out zones of our stores.

Duration

From an appearance in our Delhaize magazine to long term visibility on the Delhaize website

Media Booking

13 weeks

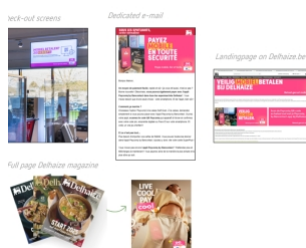
Nice to know

Only accessible for external brands and services (non-endemic brands).

Post reporting

Ad Hoc on demand => Mix of different reports

Sample pictures





ENLIGHT+

- ⊕ SHOPPER INSIGHTS--
- ⊕ SALES REPORT
- ⊕ CUSTOMER INSIGHTS

Our online self-service platform if you would like to
be enlightened by your Sales & Customer Insights data



enlight+

Brand Shifting Report



ENLIGHT+

Shopper Insights--

Objectives

- Highlight positive and negative buyer transfers between brands or categories to identify loss & gain sourcing

Nice to know

Key questions

- What is my market share within the category? What is the market share of my main competitors within the category?
- What is my percentage of net gain/loss coming from my competitors?
- What is, in absolute value, the amount of sales that I have gained/lost from my competitors?

Post reporting

- Market Share *vs. 5 brands within the same category*
- Net gain/loss of clients *from these 5 brands*
- Absolute value number in sales gained or lost per brand

Sample pictures





ENLIGHT+

SALES REPORT



General View

Get the helicopter view you need in order to better understand the overall trends impacting your brand and category performance. Track the sales evolution of your products both in terms of revenue and quantities sold across distribution channels online and offline.

-> Included in the Enlight+ subscription



Distribution View

Get insights in how your products are distributed across our different stores within our commercial banners.

-> Included in the Enlight+ subscription



Assortment View

Are you eager to understand how sales is evolving across the different banners within your product portfolio? This detailed view will allow you to take corrective actions if needed on product level.

-> Included in the Enlight+ subscription

General View



ENLIGHT+

Sales Report

Get the helicopter view you need in order to better understand the overall trends impacting your brand and category performance. Track the sales evolution of your products both in terms of revenue and quantities sold across distribution channels online and offline.

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Duration

1 year subscription

Nice to know

Different views available

- 1) Sales Value evolution by week
- 2) Sales Qty evolution by week
- 3) Sales by banner and by week
- 4) Sales by Nutriscore and week
- 5) Sales Evolution % Vat incl by week
- 6) E-com Evolution by week

Sample pictures



Assortment View



ENLIGHT+

Sales Report

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Nice to know

Objectives

- 1) This view will allow you to obtain information in order to optimize your assortment or promotional strategy.
- 2) Follow the quantity sold and sales evolution over time

Key Questions

- 1) Which products contribute the most to my growth ?
- 2) Which products should I put forward within my promostrategy ?
- 3) In which Delhaize banner do I have the most opportunities/potential to grow ?

Sample pictures



Distribution View



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Sales Report

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Nice to know

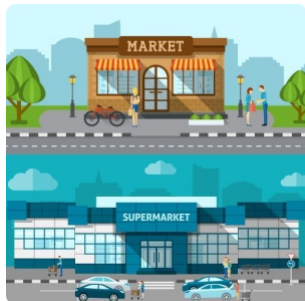
Objectives

- 1) Identify where my products are referenced
- 2) Optimize assortment depending on the banner where the references are located

Key Questions

- 1) How to determine distribution rate of my products within each banner ?
- 2) Get a detailed view where your products are being sold

Sample pictures





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CUSTOMER INSIGHTS



Lapsed & Gained Report

Understanding the customer's purchasing behavior and identify how the brand's customer base has grown or shrunk. Get insights where these customers respectively are coming from or going to.

-> Included in the Enlight+ subscription



Launch Innovation Report

Get insights in the regional spread of the sales of your innovation across the country and across commercial banner.

-> Included in the Enlight+ subscription



Brand Segmentation

Get insights in the Shopper segmentation type based on the buying behavior of your customers within the (sub) category.

-> Included in the Enlight+ subscription



Lapsed & Gained Report



ENLIGHT+

Customer Insights

Understanding the customer's purchasing behavior and identify how the brand's customer base has grown or shrunk. Get insights where these customers respectively are coming from or going to.

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Duration

1 year subscription

Nice to know

Objectives

- 1) Increase knowledge about your new & former buyers
- 2) Make former buyers come back to your brand

Key Questions

- 1) Have I gained or lost clients recently ?
- 2) Where do my new clients come from ?
- 3) To which brands have my lost clients shifted ?

Sample pictures



Launch Innovation Report



ENLIGHT+

Customer Insights

Get insights in the regional spread of the sales of your innovation across the country and across commercial banner.

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Duration

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Nice to know

Objectives

- 1) Identify your buyers's profile and set up corrective actions
- 2) Identify regional specificities

Key Questions

- 1) How to assess the efficiency of my innovation at Delhaize?
- 2) How many new buyers and what's their purchase behavior?
- 3) From which category/brand do my new clients come from?
- 4) In which regions do my new products perform better or worse?

Sample pictures



Brand Segmentation



ENLIGHT+

Customer Insights

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Duration

1 year subscription

Nice to know

Objectives

- 1) Provide indicators about consumers's behavior vs category
- 2) Identify growth opportunities inside the category

Key Questions

- 1) How is the brand's customer base segmented in terms of purchasing behavior?
- 2) How often are customer's purchasing your brand?
- 3) How much do brand customer's spend on the entire (sub)category?
- 4) How much of the spending is linked to the brand?
- 5) How much of the total spending is linked to the top competing brands?

Sample pictures





Reach your customers where they are.

Any question ? E-mail us at mmd@delhaize.be

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