



Reach your customers where they are.

# Catalog of our solutions

---

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

Points Plus Punten S.A./N.V.  
Brusselsesteenweg 347  
B-1730 Asse  
[www.mediamarketingdelhaize.be](http://www.mediamarketingdelhaize.be)

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





Reach your customers where they are.

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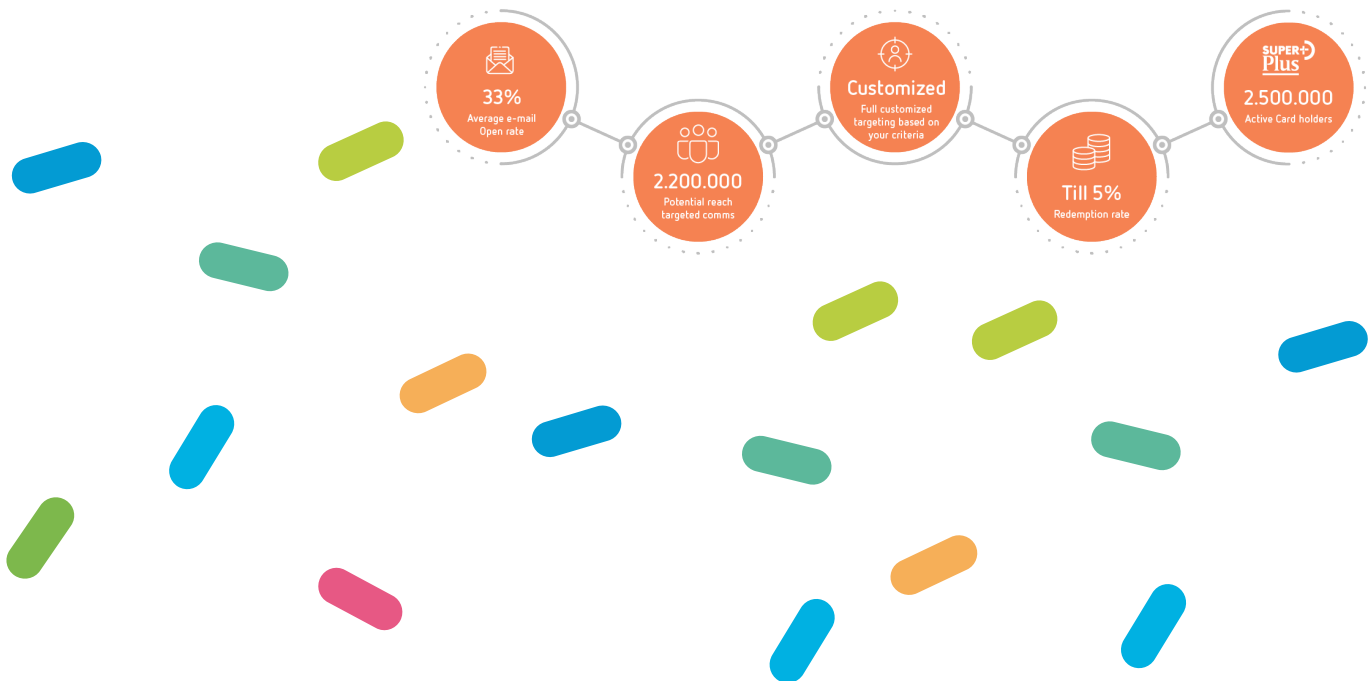


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# TARGETED & PERSONALIZED COMMUNICATION

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





# TARGETED & PERSONALIZED COMMUNICATION

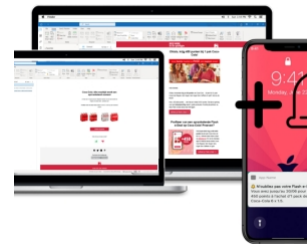
## MONO-BRAND COMMUNICATION



### 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

DIFFERENT CONTENT



WAVE 1      WAVE 2      WAVE 3

SAME CONTENT



WAVE 1      WAVE 2      WAVE 3      WAVE 4

### 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

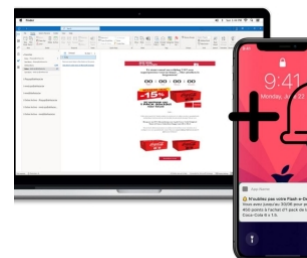
Same content sent on different moments to a recalculated target group:

- 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.

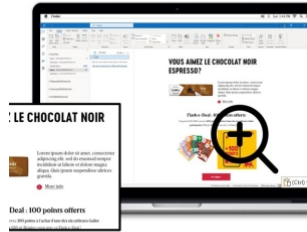




Reach your customers where they are.

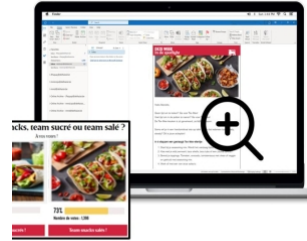
Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)

- 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.






Reach your customers where they are.

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

# Dedicated e-mail



**TARGETED & PERSONALIZED COMMUNICATION**

Mono-brand communication

## 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



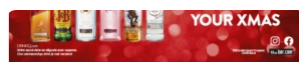
TRIAL



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 envoi 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,

Non bébé, 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 !

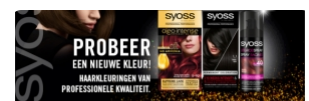
Aujourd'hui, certains parents mangent moins de viande : c'est meilleur pour la santé et la planète. Vous vous demandez certainement "Manger moins de viande, ce serait vraiment mieux pour mon bébé/mon petit-fils/ma nièce/mon filleul ?" ou "Serait-ce bon pour son développement ?" La réponse à ces 2 questions 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 algues-douces et légèrement amères de la Hoegaarden Blanche®.
2. On ajoute un peu de piquant avec Lay's Strong® Hot Chicken Wings et Jupiler®/0,0%  
 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® Tabasco & 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 voor de dag kan komen op kerstavond!

Voor jouw haar is alleen het beste goed genoeg!  
 Zin om van stijl te wisselen of je kleur een opfrisbeurt te geven? Dat kan gemakkelijk met de haardierproducten van SYOSS. Ze zijn van professionele kwaliteit en zorgen voor een salonwaardig resultaat. Met een SYOSS-haarkleur 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

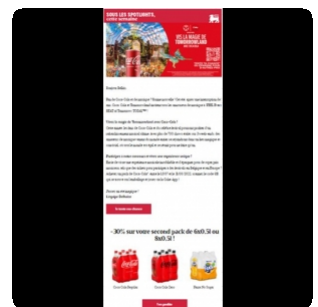
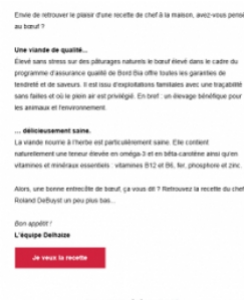
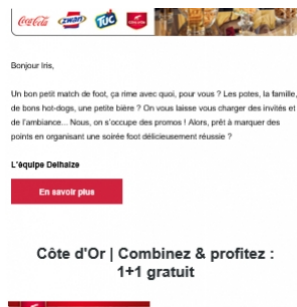
## Post reporting

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

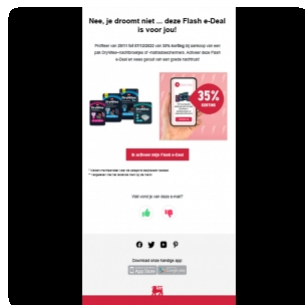
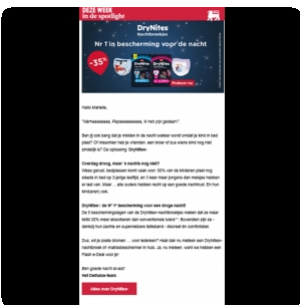
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Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

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








Reach your customers where they are.

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

# 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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### 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 nu 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 frisse toets 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 kan je genieten van een leuke promo op Fanta, Sprite en hun varianten bij aankoop van 2 pakken met 6 blikjes van 33 cl, in het bevende pack aan -30%! Waar wacht je nog op? Stel naar je Delhaize-winkel of naar [delhaize.be](http://delhaize.be)

Laat het smaken!  
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



**TARGETED & PERSONALIZED COMMUNICATION**

Mono-brand communication

E-mail with countdown to the promo.

### Duration

1 sending

### Media Booking

6 weeks

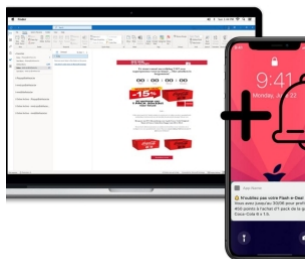
### Nice to know

- 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

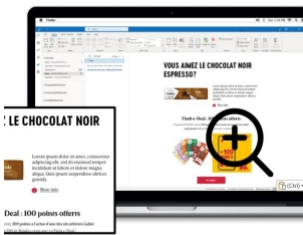
CONVERSION



CALL TO ACTION



ENGAGEMENT / CONSIDERATION



### ESPRESSO?




### Flash e-Deal : 100 points offerts



### Laissez-vous aller à votre inspiration ...



# 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**

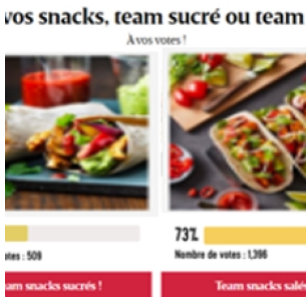
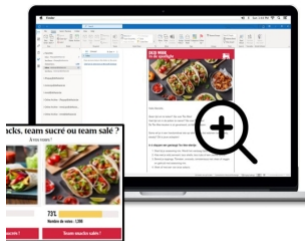
- Get interaction with your customers.
- Customers can click through the image of the product to register their vote directly within the e-mail.
- Click-can go towards a dedicated product(s) page, recipe page or a landing page with more content.
- The latest votes are displayed at each open.

**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**

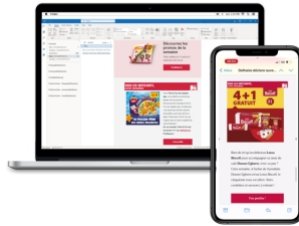
## OBJECTIVES





# TARGETED & PERSONALIZED COMMUNICATION

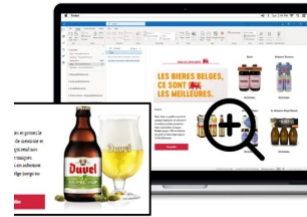
## NEWSLETTER INTEGRATIONS



### 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

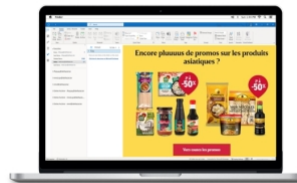


### Thematic multi-brand insert newsletter

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



### Sample pictures


**Decouvrez les promos de la semaine**

Offres valables du 26 novembre au 2 décembre 2020 inclus.

[Facilitez-le](#)

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**SOUS LES SPOTLIGHTS, cette semaine**



**MAY TEA**

La saveur de thé, c'est plus qu'un simple thé bio. En effet, avec ses 2,4 g de sucre par 100 ml, c'est 70% de sucre en moins que la plupart des soft drinks !

[Plus d'infos](#)



**promos de la semaine**

Offres valables du 3 au 9 décembre 2020 inclus.


[Facilitez-le](#)


---

**SOUS LES SPOTLIGHTS, cette semaine**

**Vos nouvelles alliées en cuisine !**

**1+1 GRATIS**






**light**

**WIN**

**elektrische gazelle fiets**

t.w.v. € 3.299,-



en op de wedstrijdpagina

---

Koop je favoriete Duyvis-... en waag je kans om deze elektrische Gazelle fiets te winnen. Why not?

[Meer info](#)

**WEEK spotlight**

---

**1+1 GRATIS**




---

De gloednieuwe Sun Optimum vaatwascapsule verwijderen de meest hardnekkige vlekken op je vaat. Gemakkelijk te gebruiken voor iedereen die op zoek is naar een diepe reiniging, stralende glans en optimum resultaat!

[Meer info](#)

# Thematic multi-brand insert newsletter



**TARGETED & PERSONALIZED COMMUNICATION**

Newsletter integrations

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

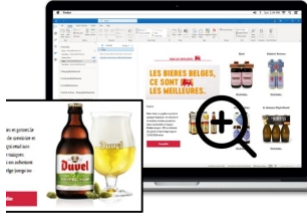
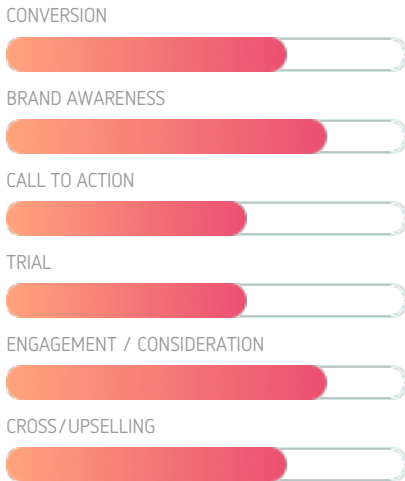
- Look & feel Delhaize
- Creation in collaboration with MMD
- Link to your range of products on Delhaize.be
- Sent on Thursday

### 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





# 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

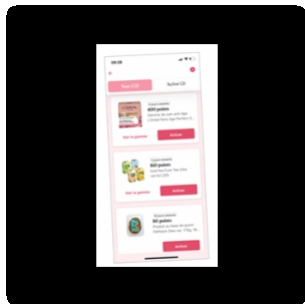
### Media Booking

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






Reach your customers where they are.

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

# 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

## OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



INSPIRATION



ENGAGEMENT / CONSIDERATION



BRAND POSITIONNING



CROSS/UPSELLING



**SPOTLIGHTS, cette semaine**

**LE SEUL VRAI**

**MAINTENANT AUSSI SANS LACTOSE**



LES GOURMANDS INTOLÉRANTS AU LACTOSE PEU SAVOIR LE GOÛT UNIQUE ET INCOMPARABLE

**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

**-1€**



**Plantaardig zachtheid**

**Soupline** Concentré

100% d'Origine Végétale

Biologisch afbreekbare formule

Fles van 100% gerecycleerd plastic

Milieuvriendelijk product



Ontdek de nieuwe lijn Soupline van plantaardige oorsprong, de zachtheid van Soupline gecombineerd met de lichteheid van de natuur: een dermatologisch geteste formule voor een zachte was gehuld in een onweerstaanbaar parfum met natuurlijke extracten. Maak kennis met de twee subtiel geuren die nu bij uw Delhaize-supermarkt verkrijgbaar zijn!

**Witte Bloemen noten & Linnen Bloemen noten.**

Tot binnenkort, Uw Delhaize-team

**BON OP PRODUCT**

Geldig t.e.m. 02/12/2020.

Bij aankoop van een Soupline wasverzachter

**-2€**






Reach your customers where they are.

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

# 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 POSITIONNING



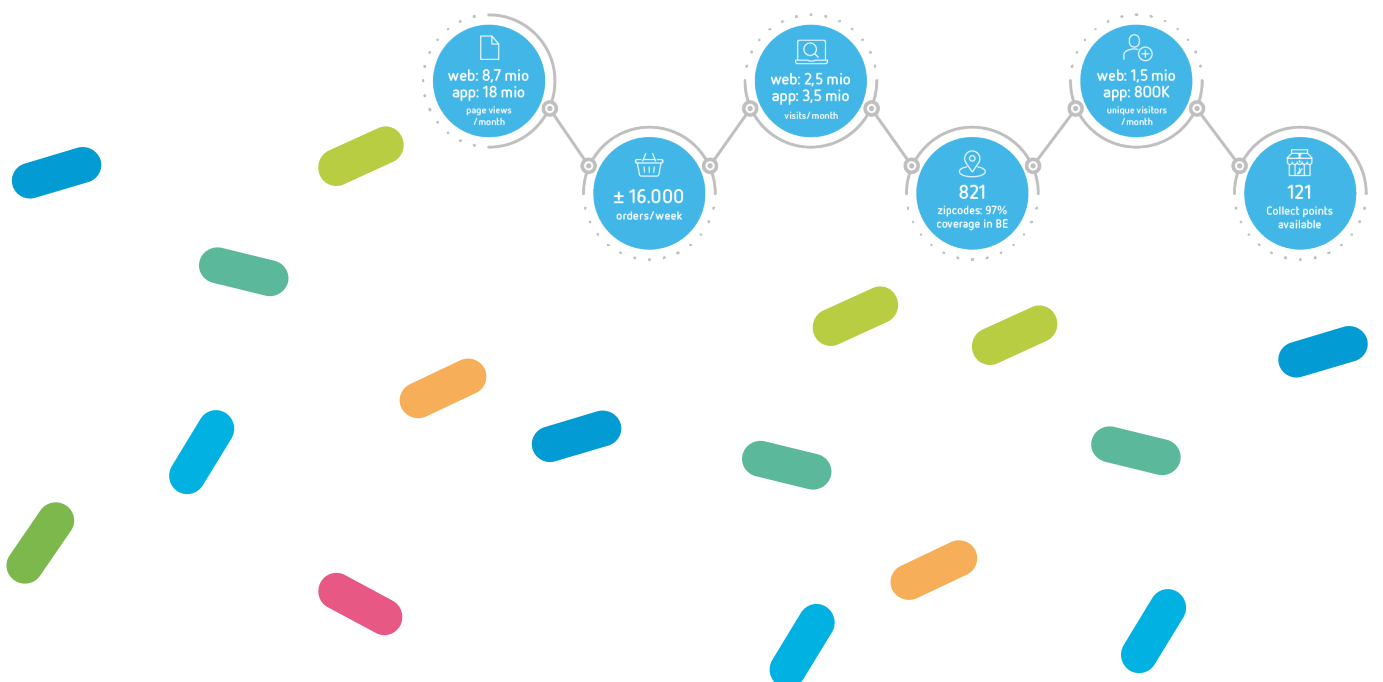
CROSS/UPSELLING





## ONLINE COMMUNICATION AND ACTIVATION

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





# ONLINE COMMUNICATION AND ACTIVATION

## BANNERING



### Online Visibility Large

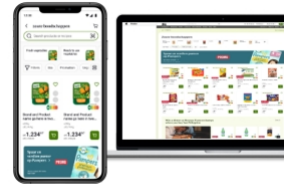
Boost your visibility on the Delhaize.be-website or in the My Delhaize app, exactly where our online (and offline) shoppers are.

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

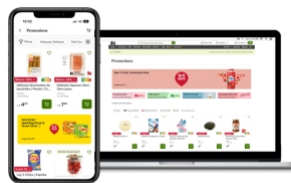
Boost your visibility on the Delhaize.be-website or in the My Delhaize app, exactly where our online (and offline) shoppers are.

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

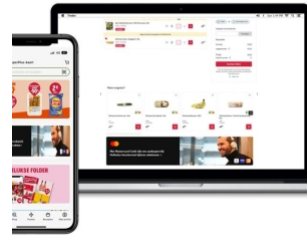
Be present there where the website visitors start their journey online on Delhaize.be or in the My Delhaize app.

- 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.



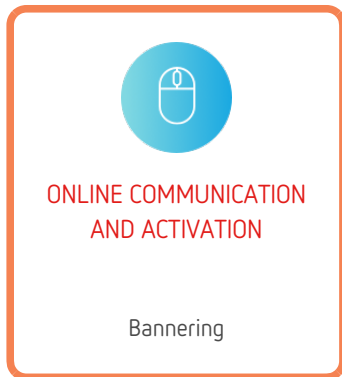
### Non-endemic Visibility

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





# 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.

## 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



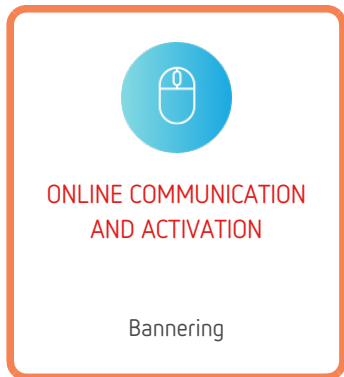
BRAND AWARENESS



ENGAGEMENT / CONSIDERATION



# Online Visibility Small



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






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

# 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
- Choice between a Product Display (with immediate add-to-basket) 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

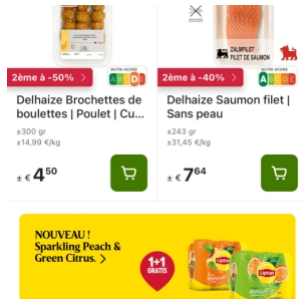
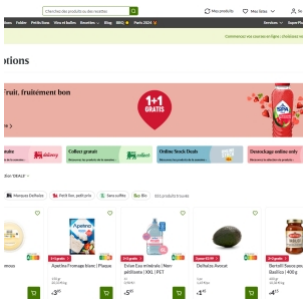
### Sample pictures

## OBJECTIVES


CONVERSION



BRAND AWARENESS



# 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

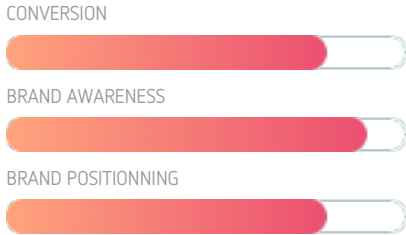
### Post reporting

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

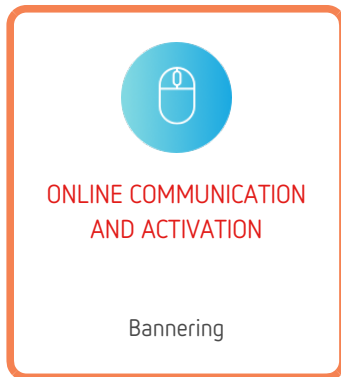
- KPI 1 - # Impressions
- KPI 2 - # ROAS

### Sample pictures

## OBJECTIVES



## 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.

### 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

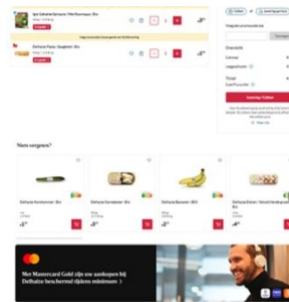
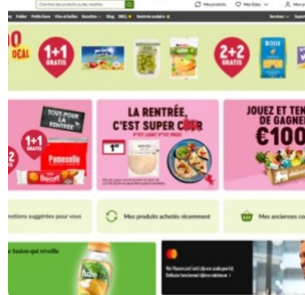
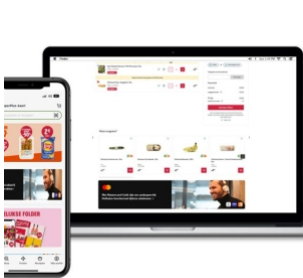
BRAND AWARENESS



BRAND POSITIONNING



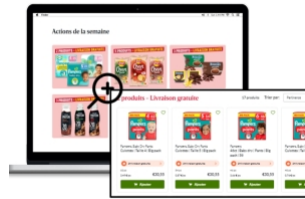
### Sample pictures





## 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 10.000 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 3 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

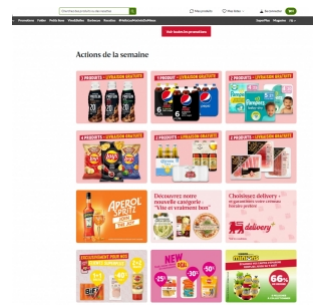
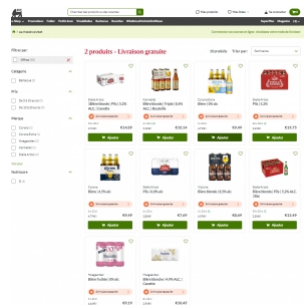
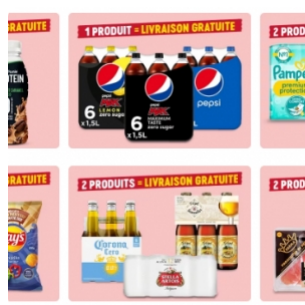
CONVERSION



CALL TO ACTION



TRIAL








Reach your customers where they are.

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

# Product sampling



**ONLINE COMMUNICATION  
AND ACTIVATION**

Online order

Free product added to the consumer's order.

- Wave of 10.000 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

- 10.000 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





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[mmd@delhaize.be](mailto:mmd@delhaize.be)

## 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



# ONLINE COMMUNICATION AND ACTIVATION

## CONTENT & INSPIRATION



### Landingpage Premium

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



### 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 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

4 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

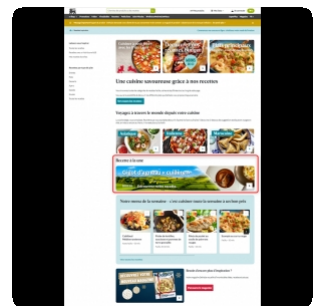
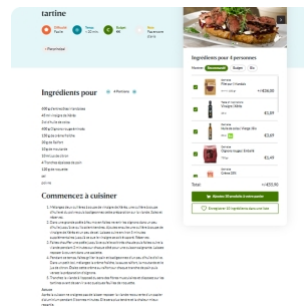
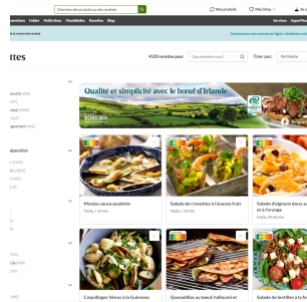
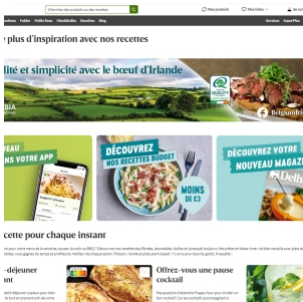
CALL TO ACTION




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**

---

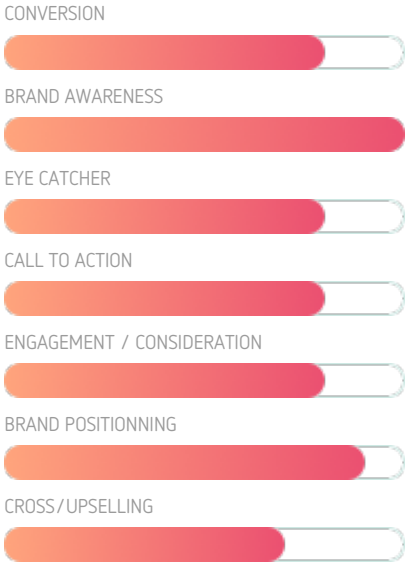
8 weeks

**Nice to know**

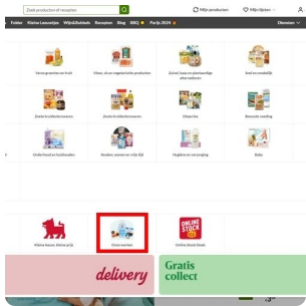
---

- 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



**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



**ONLINE COMMUNICATION AND ACTIVATION**

Offsite

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

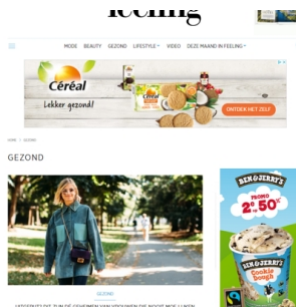
CONVERSION



BRAND AWARENESS



CALL TO ACTION








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# 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





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# DELHAIZE MAGAZINE

## + CONTENT





Reach your customers where they are.

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

## 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](mailto: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

Branded caddy at the exit of the stores accompanied by a brand ambassador which distributes 1 sample per customer.

Perfect media to generate a trial and boost the conversion!



### 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






Reach your customers where they are.

• ...

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



# 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

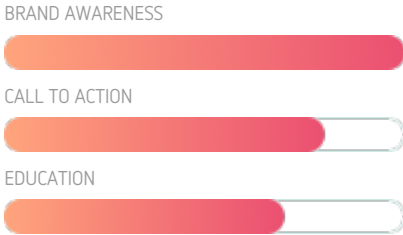
Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

- 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



# 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

Branded caddy at the exit of the stores accompanied by a brand ambassador which distributes 1 sample per customer.

Perfect media to generate a trial and boost the conversion!

### Banner



### Duration

1 day/ POS

### Media Booking

8 weeks

### Nice to know

- All-inclusive service (Production - Placement - Post reporting)
- Branded apron included
- Min 15 POS
- POS selection
- Min 500 samples/ POS
- Duration 1day/POS
- Artworks of the branded caddy to be provided by the client
- Retarget the trialists by a dedicated e-mail

### Post reporting

/

### Sample pictures



Bonjour Alysse,

Qui avez-vous pensé des délicieux shots hyperprotéinés d'HiPRO que vous avez goûtés chez Delhaize, il y a quelques jours ? Nous parions que vous avez 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 ? HiPRO Shot de Caronni 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 calcium 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 retenter l'expérience HiPRO ? Profitez vite du Flash e-Ciel qui vous...

# Totem

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

## Banner




## OBJECTIVES

BRAND AWARENESS



EYE CATCHER





**IN STORE**

Throughout the customer journey

## 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)

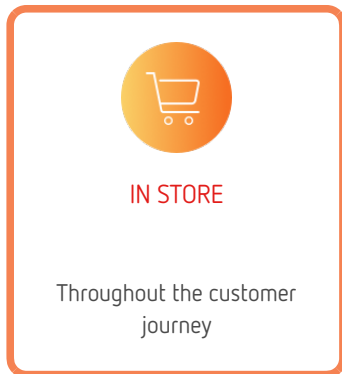
KPI 3 - Category turnover evolution (Category Ratio)

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

## Sample pictures



# Totem Custom



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.

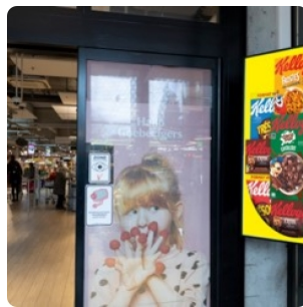
Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)





## 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

## 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



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

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

## OBJECTIVES

BRAND AWARENESS



CALL TO ACTION



ENGAGEMENT / CONSIDERATION



CHANGE PERCEPTION



### Banner



### Duration

1 week

### Media Booking

6 weeks

### Nice to know

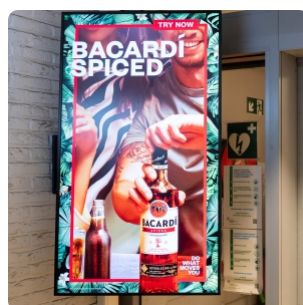
- National coverage
- Format: 55 inch - portrait
- Message: 6 seconds
- Multiple creations possible
- Share of time : 20%
- Broadcasting: 720x/screen/day
- List of the stores available
- Possibility to include External Brands & Services

### 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



# 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



## Banner



## Duration

1 week

## Media Booking

6 weeks

## Nice to know

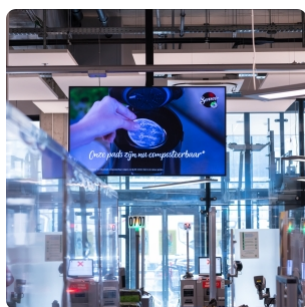
- The time of a TV spot is 6 secondes.
- SOT : 20%
- Format : Landscape

## 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



## 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

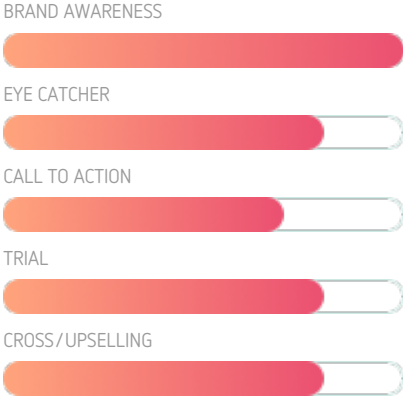
Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

- 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





# 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 FFT**

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





### Pack FW

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



### Pack SFT - Brand Block

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



### Pack TF

Combi-pack 1 Top Card & 1 Floor sticker



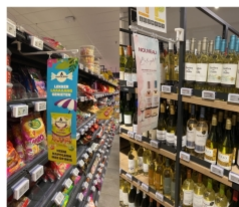
### Stopper mini

- 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





### Stopper Medium / Maxi

- Communication perpendicular to the shelf
- Option with a cut out shape (Stopper Cut)
- Medium: 12 x 77 cm
- Maxi: 12 x 124 cm



### 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



### 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 Dry

Included:

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



### Full Customization Fresh

Ideal for the Brand bloc

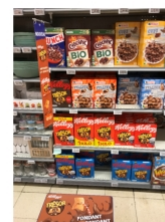
Included:

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



### Fridge door stickers

A glass door completely decorated with 2 stickers (fresh and frozen departments)





Reach your customers where they are.

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

### Tester

Support placed in the aisle as self testing

### Floor Sticker & Stopper Medium

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



# Stopper Medium Custom



Customized Stopper Medium. This could be with:

- A cut out shape
- A pop-pup

## Banner



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



## Duration

4 weeks

## Media Booking

8 weeks

## Nice to know

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

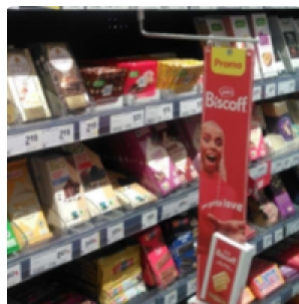
Creation by client

## 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





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

# 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







Reach your customers where they are.

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

# Price Tag

Insert around the product's price tag.



## Banner



## 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





Reach your customers where they are.

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

## Pack SW

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

### Banner



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



### 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





Reach your customers where they are.

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

## Pack SFT



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

### Banner



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

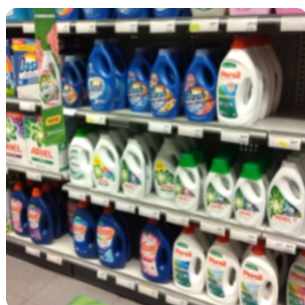
- On-shelf communication on a range
- Ideal for fresh or dry shelves

### 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





Reach your customers where they are.

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

## Pack SFW

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



### Banner



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



### 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





Reach your customers where they are.

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

## Pack FW

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

### Banner



### Duration

8 weeks

### Media Booking

4 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





Reach your customers where they are.

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

## 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

## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



# Pack SFT - Brand Block

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

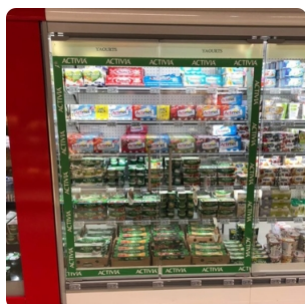
Ideal for shelves with door (fresh or frozen)

## 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





Reach your customers where they are.

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

# Pack TF

Combi-pack 1 Top Card & 1 Floor sticker

## 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







Reach your customers where they are.

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

# Stopper mini



- Communication perpendicular to the shelf
- 148 x 105 mm

## Banner



## OBJECTIVES

EYE CATCHER



CALL TO ACTION



## 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



# 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

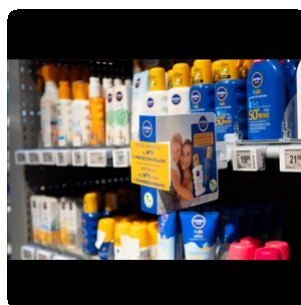
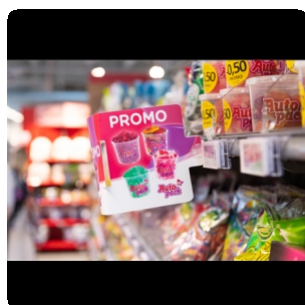
- Formats:
  - 310 x 105 mm (flat - unfolded)
  - 140 x 105 mm (folded format = the one visible in the store)
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

## 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



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



## 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



# Stopper Small 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:

- 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



# Stopper Medium / Maxi



- Communication perpendicular to the shelf
- Option with a cut out shape (Stopper Cut)
- Medium: 12 x 77 cm
- Maxi: 12 x 124 cm

## Banner



## Duration

4 weeks

## Media Booking

8 weeks

## Nice to know

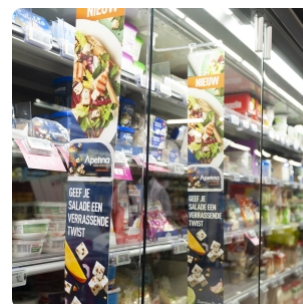
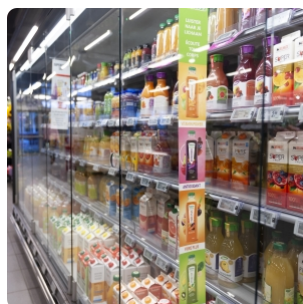
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client
- Sales uplift: Av. 13-29%

## 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





Reach your customers where they are.

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

# Wobbler



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

## Banner



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



## Duration

4 weeks

## Media Booking

8 weeks

## Nice to know

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

## Post reporting

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



# 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







Reach your customers where they are.

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

# 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



# Fridge door stickers

A glass door completely decorated with 2 stickers (fresh and frozen departments)

## Banner



## OBJECTIVES

CONVERSION



BRAND AWARENESS



## Duration

4 weeks

## Media Booking

8 weeks

## Nice to know

- Ideal to highlight 1 product or a range
- Size: (2x) max 40 cm x 12 cm
- Cut of your choice
- 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



# Tester

Support placed in the isle as self testing

## Banner



## OBJECTIVES

CONVERSION



TRIAL



ENGAGEMENT / CONSIDERATION



CHANGE PERCEPTION



## Duration

2 weeks

## Media Booking

8 weeks

## Nice to know

- Placement - Post reporting by MMD
- Provision of products to be tested
  - SM: ± 150 products
  - SM+AD: ±380 products
- Creation and production by the client
- No refill

## 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



# Floor Sticker & Stopper Medium



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

## Banner



## Duration

2 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

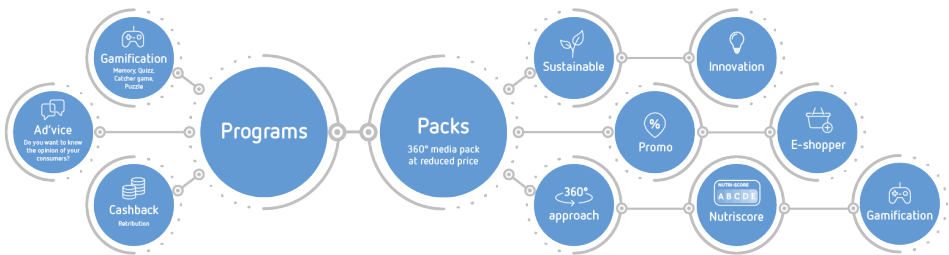
## Sample pictures





# PACKS & PROGRAMS

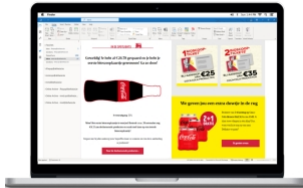
- + PROGRAMS
- + PACKS





# 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
- landing page with detail of the activation (if necessary)
- option:
  - instore stopper
  - commercial display - pack small

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

- Set the purchase volume for the reward
- Choose the reward
- Intermediary messages can be sent to encourage the purchase volume
- Choose the target group



### Instant Cashback Program

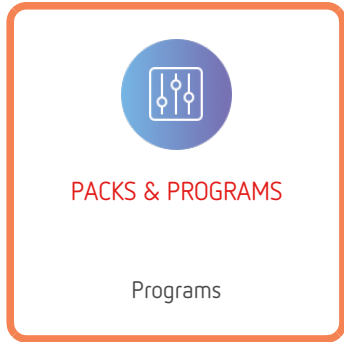
Generate a first trial without value destruction. '100% Cash Back' or 'Try our new product for only 1€'.

Included in the Program:

- cashback via e-deal platform
- dedicated e-mail till 100.000 contacts
- reminder by mail or push notification



# Gamification Program



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
- landing page with detail of the activation (if necessary)
- **option:**
  - instore stopper
  - commercial display - pack small

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

- Set the purchase volume for the reward
- Choose the reward
- Intermediary messages can be sent to encourage the purchase volume
- Choose the target group

## Duration

max. 4 weeks

## Media Booking

8 weeks

## Nice to know


- Look & feel of your brand
- Reward your customer for a specific purchase
- Reward can be a gift, point plus, ...
- 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

- Look & feel of your brand
- Conversion even easier and faster to the consumer
- Target group depending on available cashback volume

### Post reporting

Ad Hoc on demand --> Mix of different reports

### Sample pictures

## OBJECTIVES

CONVERSION



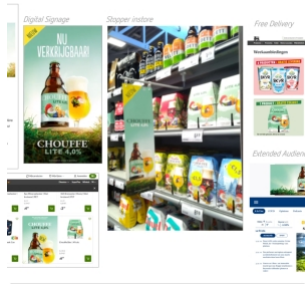
PENETRATION





# PACKS & PROGRAMS

## PACKS



### Innovation Pack

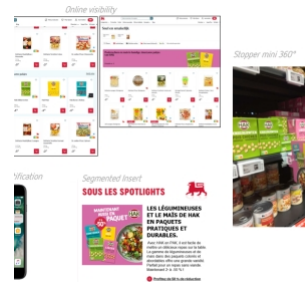
You have a new product to launch or a fantastic innovation, but you don't know how to make it successful? At MMD, we realize that such a key moment needs extra visibility. Our innovation pack can help your product to take off quickly! Launch a new product by using different tools!

**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





Reach your customers where they are.

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

### Promo Focus Pack

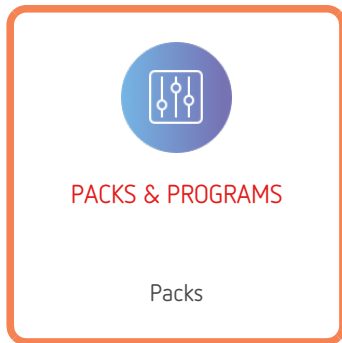
The best pack to support your promo.

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)



# 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:**

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- Dedicated e-mail
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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

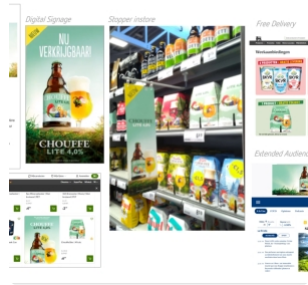


ENGAGEMENT / CONSIDERATION





Reach your customers where they are.



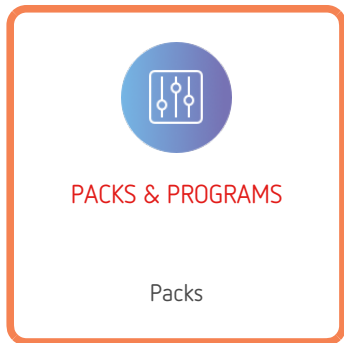
Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)



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# 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

### Duration

1 until 4 weeks in a period of 8 weeks

### Media Booking

6 weeks

### Nice to know

- used for 1 brand
- advantageuous package price

### Post reporting

Ad Hoc on demand --> Mix of different reports

### Sample pictures

## OBJECTIVES

CONVERSION



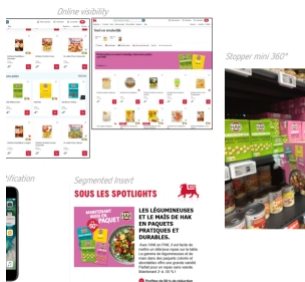
PENETRATION



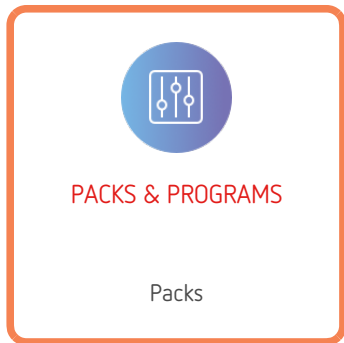
BRAND AWARENESS



ENGAGEMENT / CONSIDERATION



# 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)

### 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





## STORE EXPERIENCE

- ⊕ TASTING
- ⊕ TASTING - OUTDOOR








Reach your customers where they are.

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

## 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](mailto:peter.vanvaerenbergh@youngperfect.be))



## STORE EXPERIENCE

### TASTING - OUTDOOR



#### Maxi Truck

- All-in package
- Min. 25 activations
- Selection out of 75 qualified stores



#### Street Bicycle

- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores



#### Premium Stand

- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores






Reach your customers where they are.

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

# Maxi Truck



**STORE EXPERIENCE**

Tasting - Outdoor

- All-in package
- Min. 25 activations
- Selection out of 75 qualified stores

### Duration

Min. 25 activations

### Media Booking

12 weeks

### Nice to know

### All-inclusive

- Min. 25 activations
- Max. 1 activation/day
- Selection out of 75 qualified stores
- 2 ambassadors/hostess / 7 hours
- Degustation material included
- Fully Branded
- Extra cost = mirrors and awning

### 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 - # Adressed persons

KPI2 - # Tasting

### Sample pictures

## OBJECTIVES

CONVERSION




TRIAL



CROSS/UPSELLING



# Street Bicycle



**STORE EXPERIENCE**

Tasting - Outdoor

- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores

### Duration

Min. 10 activations

### Media Booking

12 weeks

### Nice to know

### All-inclusive

- Min. 10 activations
- Max. 2 activations/day
- Selection out of 75 qualified stores
- 1 ambassador/hostess / 7 hours
- Degustation material included
- Branded on foreseen spots
- Fridge inside the bicycle

### 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 - # Adressed persons

KPI2 - # Tasting

### Sample pictures



## OBJECTIVES

CONVERSION



EYE CATCHER



TRIAL






Reach your customers where they are.

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

# Premium Stand



**STORE EXPERIENCE**

Tasting - Outdoor

- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores

### Duration

Min. 10 activations

### Media Booking

12 weeks

### Nice to know

### All inclusive

- Min. 10 activations
- Max. 5 activations/day
- Selection out of 75 qualified stores
- 1 ambassador/hostess / 7 hours
- Degustation material included
- Branded on foreseen spots
- Fridge inside the stand

### 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 - # Adressed persons

KPI2 - # Tasting

### Sample pictures

## OBJECTIVES

CONVERSION



TRIAL



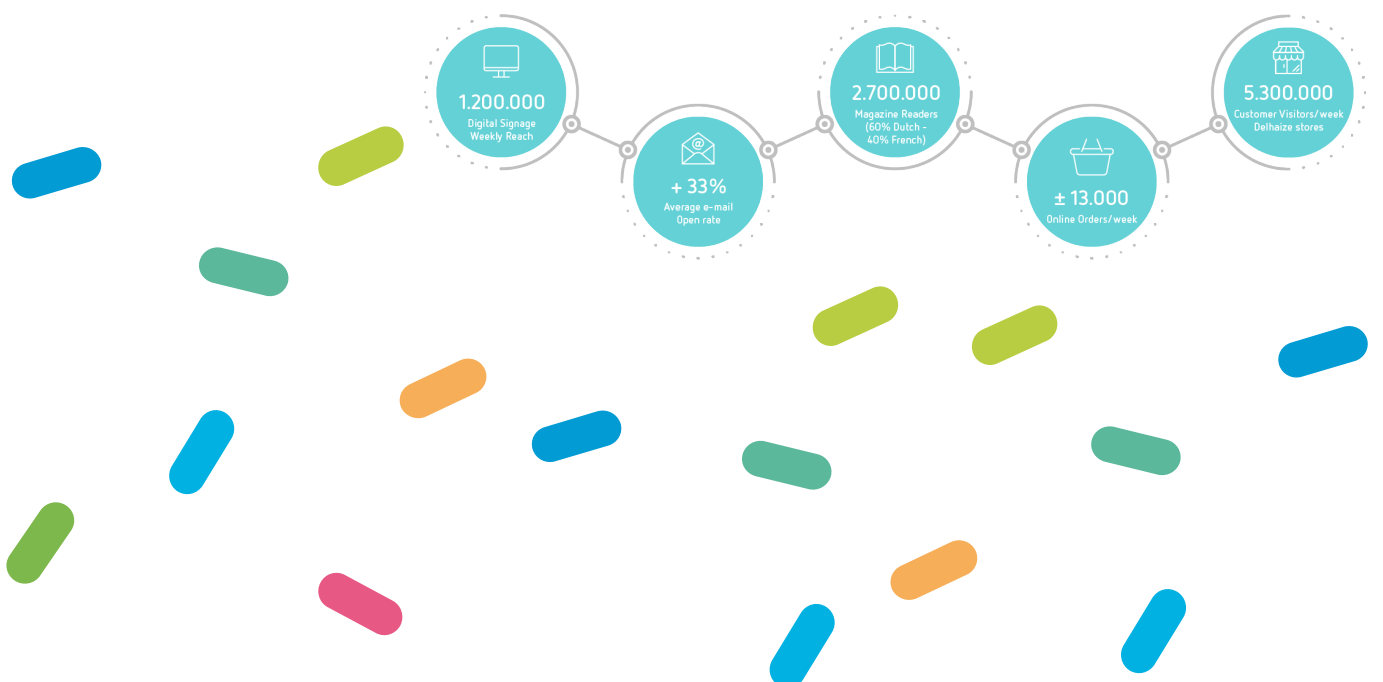
CROSS/UPSELLING





## TOOLS FOR EXTERNAL BRANDS & SERVICES

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





## 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

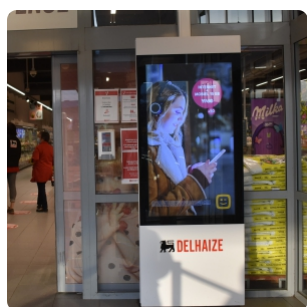
- National coverage
- Format: 55 inch - portrait
- Message: 6 seconds
- Multiple creations possible
- Share of time : 20%
- Broadcasting: 720x/screen/day
- List of the stores available

### 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**

---

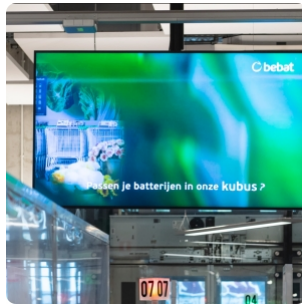
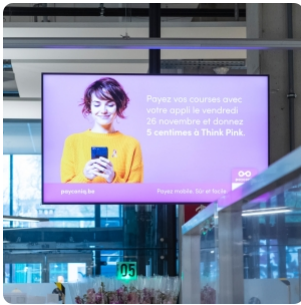
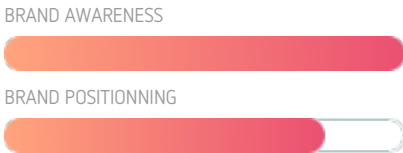
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- KPI 2 - % New Buyers of promoted product/range (New Buyers Ratio)
- KPI 3 - Category turnover evolution (Category Ratio)
- KPI 4 - Promoted product/range turnover evolution (Promoted Product Ratio)


**Sample pictures**

---

## OBJECTIVES



# 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



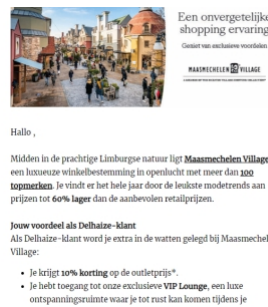
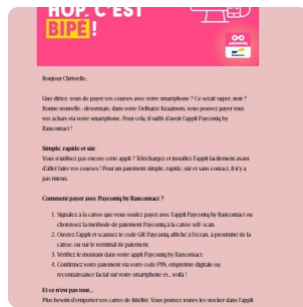
BRAND AWARENESS




TRIAL



ENGAGEMENT / CONSIDERATION



# Segmented Insert e-mail



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Targeted & Personalized communication

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.

### 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



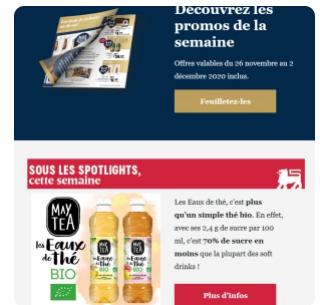
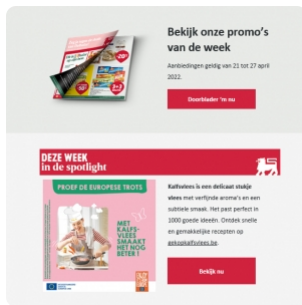
CHANGE PERCEPTION




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**

---

## OBJECTIVES

CONVERSION



BRAND AWARENESS



INSPIRATION




ENGAGEMENT / CONSIDERATION





# 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**

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1 sending

**Media Booking**

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13 weeks

**Nice to know**

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- 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**

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

Included in the price

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

**Sample pictures**

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## 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



## Objectives

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

## Nice to know

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## Key questions

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- 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

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- 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

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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



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



Distribution View

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

-> Included in the Enlight+ subscription





Reach your customers where they are.

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

## 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.

-> Included in the Enlight+ subscription

### Duration

---

1 year subscription

### Nice to know

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### Different views available

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- 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

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# 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

## Duration

---

1 year subscription

## Nice to know

---

## Objectives

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- 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

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- 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

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# Distribution View



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

-> Included in the Enlight+ subscription

### Duration

---

1 year subscription

### 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

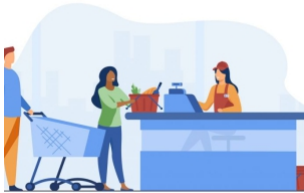
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ENLIGHT+

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



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

## 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

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- 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

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# 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.

-> Included in the Enlight+ subscription

## Duration

---

1 year subscription

## Nice to know

---

## Objectives

---

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

## Key Questions

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- 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

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## Brand Segmentation



ENLIGHT+

Customer Insights

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

-> Included in the Enlight+ subscription

### 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

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- 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

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## DATA ON DEMAND

- + CATEGORY ANALYSIS
- + SHOPPER INSIGHTS
- + TRANSACTIONAL DATA





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## Overview Category



DATA ON DEMAND

Category Analysis

Providing valuable insights about how is my brand positioned within its category

-> Ad-Hoc Request

Nice to know

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Type of analysis

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- Sales Trends
- Sales Equation
- Contribution to growth

Available Focus (2 possible)

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- Store Perimeter
- Product type
- Specific Packaging Format
- Specific Feature
- Delhaize Segmentation

Sample pictures

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# DATA ON DEMAND

## SHOPPER INSIGHTS



### Potential Target Audience

#### Objectives

Pre-analysis and counting of a possible mailable target audience. Can be done in order to calculate potential to send a dedicated e-mail and/or Direct Mail.




### Predictive Acquisition Model

#### Objectives

- Based on a list of references or a category/subcategory level of your choice, we can help you find clients with a higher propension to purchase your product! And of course, target them!



# Potential Target Audience



**DATA ON DEMAND**

Shopper Insights

## Objectives

---

Pre-analysis and counting of a possible mailable target audience. Can be done in order to calculate potential to send a dedicated e-mail and/or Direct Mail.

## Nice to know

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### What's In

- Brand/Category Buyers; Non-buyers; Lapsers
- Delhaize RFM segmentation
- Delhaize Premium Foodie/Game Changer/Convenience Seeker segmentation
- A 100% credit if used to build a DM or e-mail project afterwards

### What's Out

- Any targeting based on a specific competitor or product
- Any information about other retailers

## Sample pictures

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# Predictive Acquisition Model



**DATA ON DEMAND**

Shopper Insights

## Objectives

---

- Based on a list of references or a category/subcategory level of your choice, we can help you find clients with an higher propension to purchase your product! And of course, target them!

## Nice to know

---

- Also available for niche or innovation products
- Based on our plus-card holders at Delhaize

## Post reporting

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- No reporting forseen for basic option
- Premium option: mapping of client age, regional, gender, segmentation split)

## Sample pictures

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# A/B Testing Report



## Objectives

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- Assess the efficiency of a marketing campaign by comparing test stores and control group stores
- Evaluate the global sales uplift linked to my campaign

## Key questions

---

- Was the perimeter of my action correctly defined?
- What is the acquisition cost of a new purchaser of my promoted products regarding the media cost?

## Media Booking

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4 weeks

## Post reporting

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- Reach
- Number of category and product purchasers
- Number of new buyers
- Category and Promoted Product Turn. Evolution

## Sample pictures

---





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[www.mediamarketingdelhaize.be](http://www.mediamarketingdelhaize.be)

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