



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

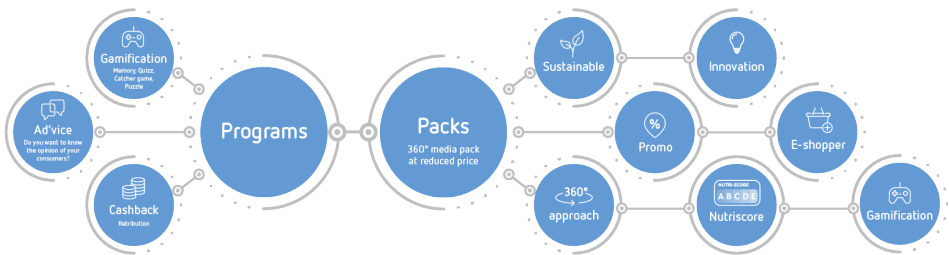
Any question ? E-mail us at mmd@delhaize.be





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

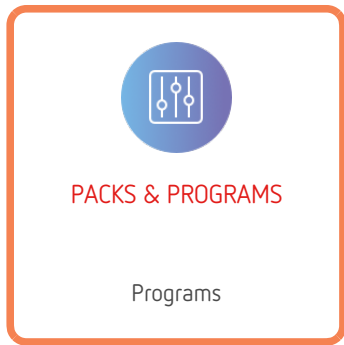
Generate a first trial without value destruction. '100% Cash Back' or 'Try our new product for only 1€'.

Included in the Program:

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



Gamification Program



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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



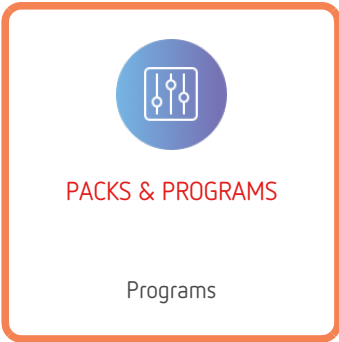
ENGAGEMENT / CONSIDERATION



EDUCATION



Reward Challenge Program



- 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

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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

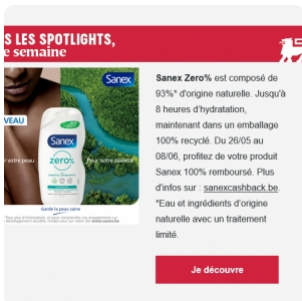
Sample pictures

OBJECTIVES

CONVERSION



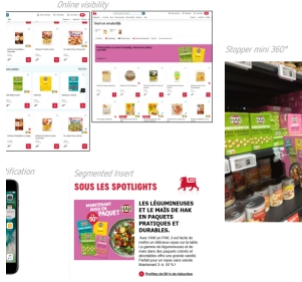
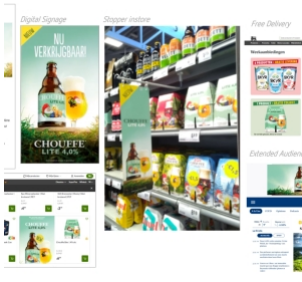
PENETRATION





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

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

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





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Promo Focus Pack

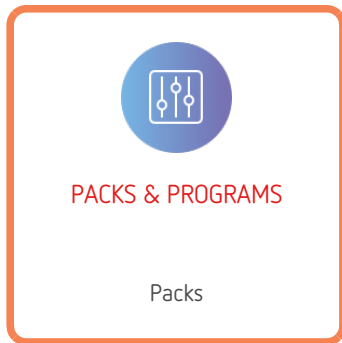
The best pack to support your promo.

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)



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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

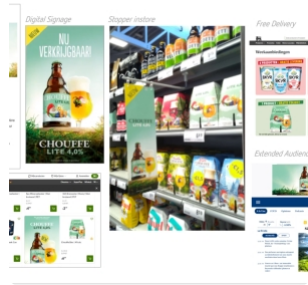


ENGAGEMENT / CONSIDERATION





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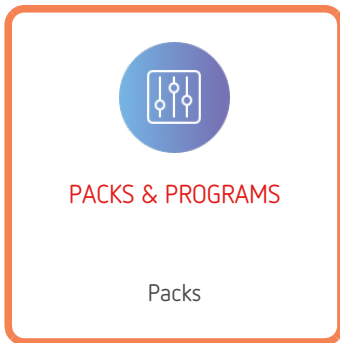
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Sample pictures

OBJECTIVES

CONVERSION



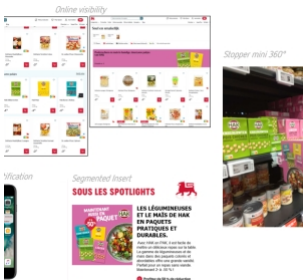
PENETRATION



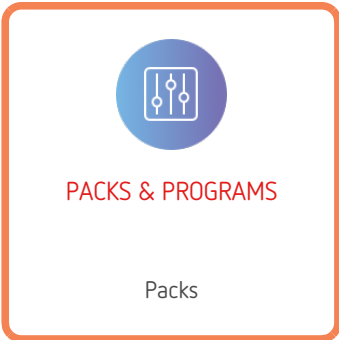
BRAND AWARENESS



ENGAGEMENT / CONSIDERATION



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- Push Notification (max. 100.000 contacts)

Duration

1 week

Media Booking

8 weeks

Nice to know

Only for strong, national promotions

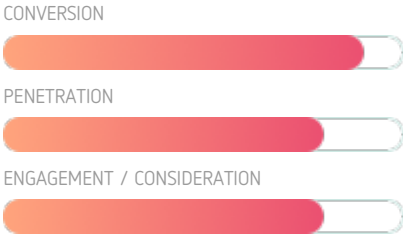
Advantage package price

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