



Reach your customers where they are.

# Catalog of our solutions

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

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

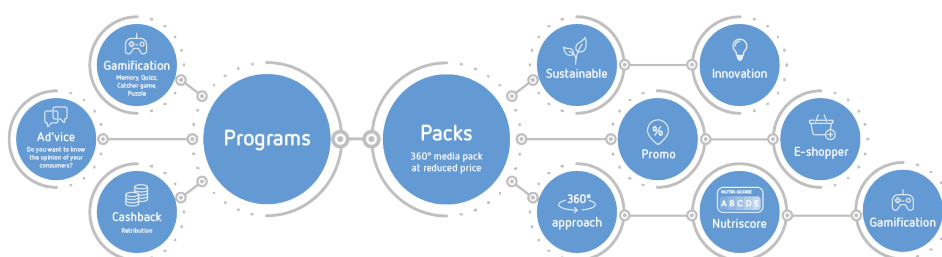
Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)



## 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
- Winner/Loser mail

Optional:

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

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

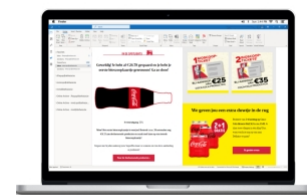


#### Instant Cashback Program

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



#### Reward Challenge Program

What's in:

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

# Gamification Program



## PACKS & PROGRAMS

Programs

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

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### Optional:

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- Online visibility Small or Large + Landing Page

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

### Duration

2 weeks

### Media Booking

10 weeks

### Nice to know

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

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

### Post reporting

Ad Hoc on demand --> Mix of different reports

### Sample pictures



## OBJECTIVES

### CONVERSION



### BRAND AWARENESS



### ENGAGEMENT / CONSIDERATION



### EDUCATION



# Reward Challenge Program



## PACKS & PROGRAMS

Programs

What's in:

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

## Duration

max. 4 weeks

## Media Booking

8 weeks

## Nice to know

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

## Sample pictures



# Instant Cashback Program



## PACKS & PROGRAMS

Programs

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### Duration

2 weeks

### Media Booking

8 weeks

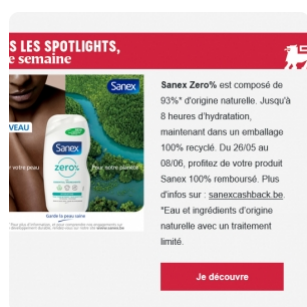
### Nice to know

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

### Post reporting

Ad Hoc on demand --> Mix of different reports

### Sample pictures



## OBJECTIVES

CONVERSION



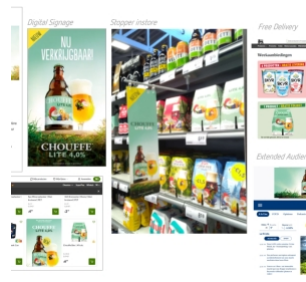
PENETRATION





## PACKS & PROGRAMS

### PACKS



#### Innovation Pack

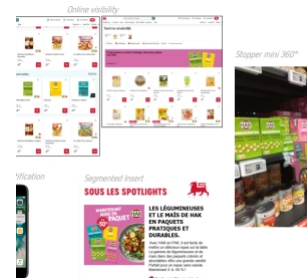
You have a new product to launch or a fantastic innovation, but you don't know how to make it successful? At MMD, we realize that such a key moment needs extra visibility. Our innovation pack can help your product to take off quickly! Launch a new product by using different tools!

##### Rules:

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

##### Included in this Program:

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

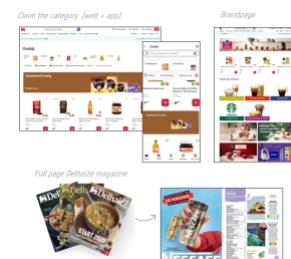


#### 360° Pack

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

Included in this Program:

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

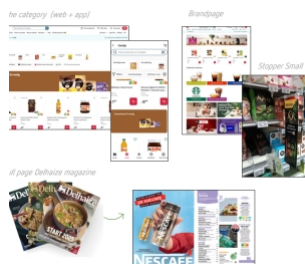


### Promo Focus Pack

The best pack to support your promo.

Included in this program:

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



### Awareness Pack - Print + Online + Instore

Create long-term awareness across Delhaize shoppers

#### Included in this pack:

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

### Awareness Pack - Print + Online

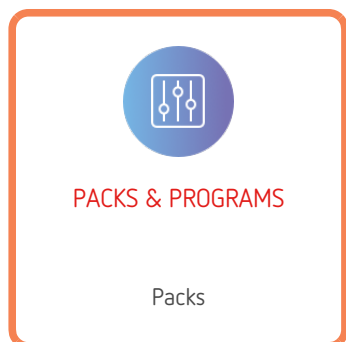
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## Duration

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

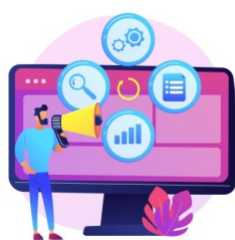
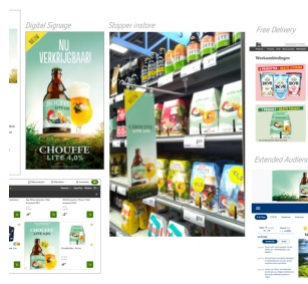


### ENGAGEMENT / CONSIDERATION





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Packs

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## OBJECTIVES

CONVERSION



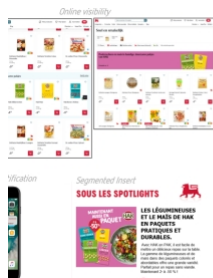
PENETRATION



BRAND AWARENESS



ENGAGEMENT / CONSIDERATION



## Promo Focus Pack



### PACKS & PROGRAMS

Packs

The best pack to support your promo.

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- Promo Visibility
- Promo Insert Newsletter
- Push Notification (max. 100.000 contacts)

#### Duration

1 week

#### Media Booking

8 weeks

#### Nice to know

Only for strong, national promotions

Advantage package price

#### Post reporting

Ad-hoc demand -> mix of different reports

#### Sample pictures

## OBJECTIVES

CONVERSION



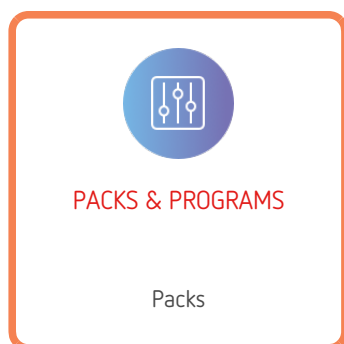
PENETRATION



ENGAGEMENT / CONSIDERATION



## Awareness Pack - Print + Online



### Create long-term awareness across Delhaize shoppers

#### OBJECTIVES

BRAND AWARENESS



INSPIRATION



ENGAGEMENT / CONSIDERATION



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#### Duration

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

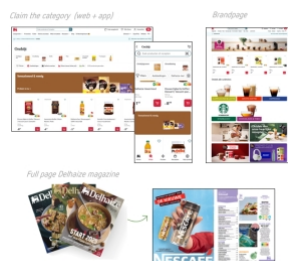
#### Media Booking

13 weeks

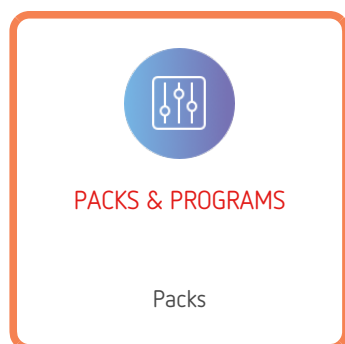
#### Post reporting

Ad Hoc on demand => Mix of different reports

#### Sample pictures



## Awareness Pack - Print + Online + Instore



## Create long-term awareness across Delhaize shoppers

### OBJECTIVES

BRAND AWARENESS



INSPIRATION



ENGAGEMENT / CONSIDERATION



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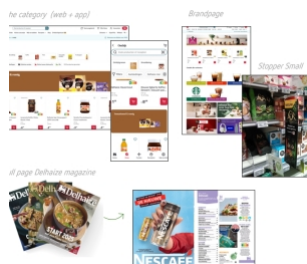
### Media Booking

13 weeks

### Post reporting

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