



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





STORE EXPERIENCE

- + TASTING
- + TASTING - OUTDOOR






Reach your customers where they are.

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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)



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



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






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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



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

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CROSS/UPSELLING





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