

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.mediamarketing delhaize.be

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





STORE EXPERIENCE

- TASTING
- TASTING OUTDOOR





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



Premium Stand

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



Street Bicycle

- 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

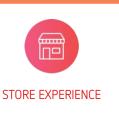


OBJECTIVES





Street Bicycle



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





Premium Stand



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





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

www.mediamarketingdelhaize.be

Points Plus Punten S.A./N.V. Brusselsesteenweg 347 - B-1730 Asse