



Reach your customers where they are.

Catalog of our solutions

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

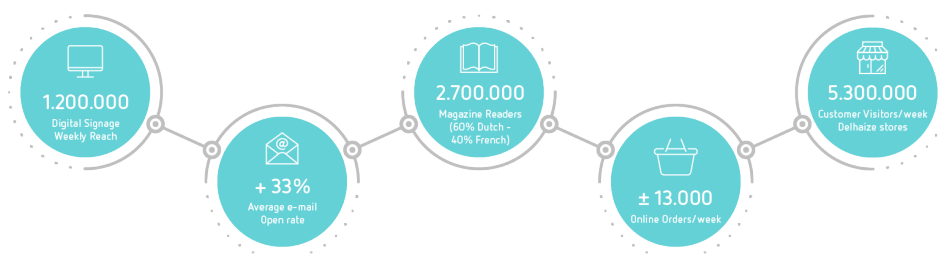
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www.mediamarketingdelhaize.be

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



TOOLS FOR EXTERNAL BRANDS & SERVICES

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





TOOLS FOR EXTERNAL BRANDS & SERVICES

INSTORE

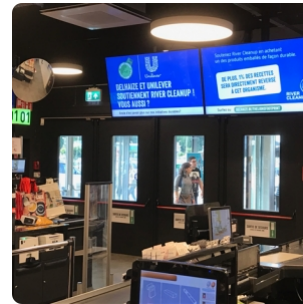


Digital Signage Entrance - External Brands & Services

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.

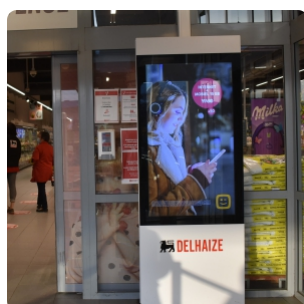
KPI 1 - Reach category (Total Reach)

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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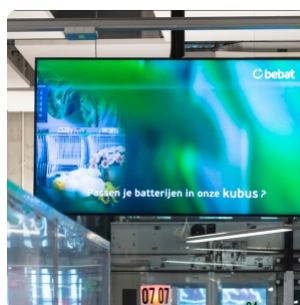
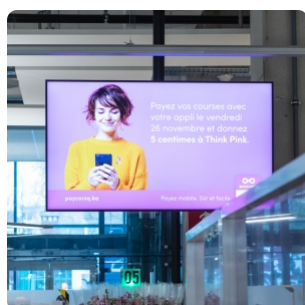
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Sample pictures



OBJECTIVES

BRAND AWARENESS



BRAND POSITIONNING



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



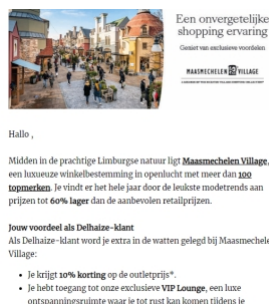
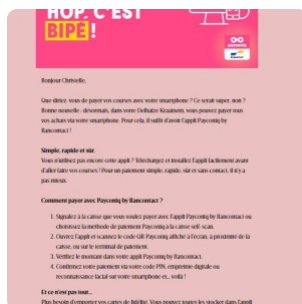
BRAND AWARENESS



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



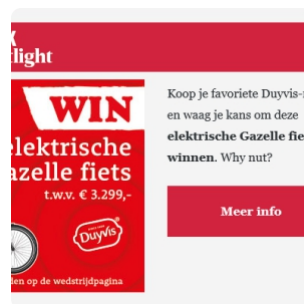
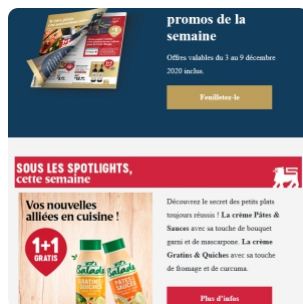
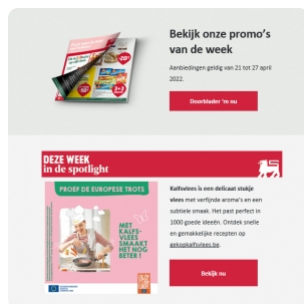
CHANGE PERCEPTION



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



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 22/10/2020 jusqu'au 18/11/2020 inclus à l'achat de 1L Cécémel lactose free



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
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Up to 2 or 3 coupons offer

Duration

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Media Booking

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Nice to know

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Included in the price

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

Sample pictures





TOOLS FOR EXTERNAL BRANDS & SERVICES

PACKS

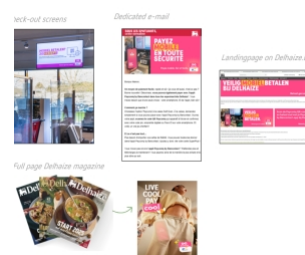


Awareness Pack - Non-Endemic 1

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).
- 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 - Non-Endemic 2

Create long-term awareness across Delhaize shoppers

Included in this pack:

- Full page Delhaize magazine*
 - Be present in Belgium's most read magazine with a total readership of 3,8 Mio (CIM) (*will be invoiced by Gicom).
- Dedicated e-mail (1 sending)
 - Targeted mail towards a predefined group of max. 100 K Delhaize shoppers.
- Landingpage (1 week)
 - Link in e-mail redirected to a landing page on Delhaize.be.
- Check-out screens (1 week)
 - Message on digital screens at the check-out zones of our stores.

Awareness Pack - Non-Endemic 1



TOOLS FOR EXTERNAL
BRANDS & SERVICES

Packs

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

Nice to know

Only accessible for external brands and services (non-endemic brands).

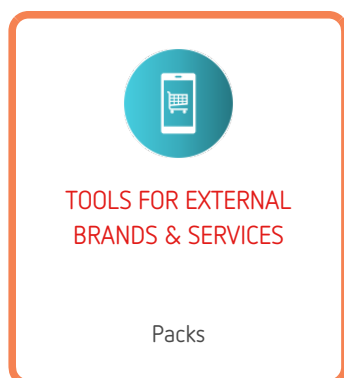
Post reporting

Ad Hoc on demand => Mix of different reports

Sample pictures



Awareness Pack - Non-Endemic 2



Create long-term awareness across Delhaize shoppers

OBJECTIVES

BRAND AWARENESS



INSPIRATION



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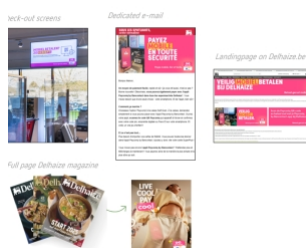
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