



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





TARGETED & PERSONALIZED COMMUNICATION

- + MONO-BRAND COMMUNICATION
- + NEWSLETTER INTEGRATIONS
- + EXTRA'S
- + PRINT DIRECT MAIL





TARGETED & PERSONALIZED COMMUNICATION

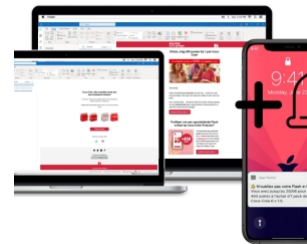
MONO-BRAND COMMUNICATION



Dedicated e-mail

E-mail dedicated to only one advertiser sent to a specific target:

- Highlights on an existing promotion
- Content inspiration
- Innovation
- Choose the quantity you want to target... there is no limit !



e-CRM journey - Acquisition

- You define your own target audience
- Only one advertiser
- Highlights on an existing promotion
- Content inspiration
- Could be link to a voucher / e-deals
- Several templates available
- 1 e-mail (dedicated e-mail) + Reminder
- Reminder by e-mail or via Push Notification

DIFFERENT CONTENT



WAVE 1 WAVE 2 WAVE 3

SAME CONTENT



WAVE 1 WAVE 2 WAVE 3 WAVE 4

e-CRM journey - Upsell

Content sent on different moments to the same target groups:

- Same target group contacted on different occasion
- Different content
- 3 waves

e-CRM journey - Retention

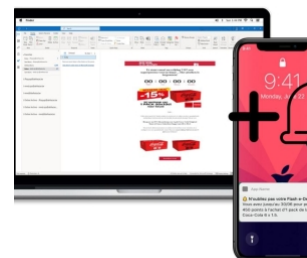
Same content sent on different moments to a recalculated target group:

- Same target group segmentation but recalculated each time
- Same content
- 4 waves



Push Notification

Push Notification sent to a specific target:



Promo alert

E-mail with countdown to the promo.

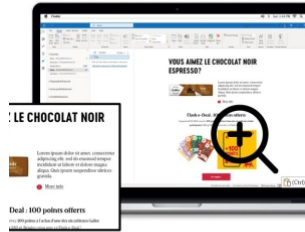




Reach your customers where they are.

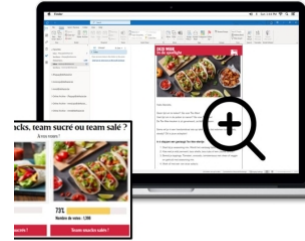
Any question ? E-mail us at mmd@delhaize.be

- Limited to 100.000 contacts
- Ideal to highlight an existing promotion
- In combination with other channels boost performance results
- Using a push to remind people to perform an action generates extra engagement



Hyperpersonalized e-mail

Increase the CTR of your e-mail with hyperpersonalization.



Real-time poll e-mail

Increase the CTR of your e-mail with a real-time poll.






Reach your customers where they are.

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

Dedicated e-mail



TARGETED & PERSONALIZED COMMUNICATION

Mono-brand communication

E-mail dedicated to only one advertiser sent to a specific target:

- Highlights on an existing promotion
- Content inspiration
- Innovation
- Choose the quantity you want to target... there is no limit !

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
- Link to a page dedicated to your range of products on Delhaize.be
- Setup + content cost
- Sent on Saturday or Tuesday

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 - #Open rate (FR + NL)

KPI2 - Click-Through-Rate (FR+NL)

Sample pictures

OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



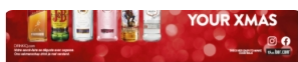
TRIAL



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING



Bonjour ,

Que diriez-vous de siroter un délicieux cocktail, confortablement installé dans votre canapé, pour vous relaxer après cette année mouvementée ? Delhaize a pensé à tout et vous offre une promo envoi pour encore mieux profiter de vos vacances !

-0,50€* sur une sélection d'alcools forts en plus des promos folder Imprimez votre coupon et profitez d'une réduction de 0,50€* sur les spiritueux suivants : Johnnie Walker Red Label 70 cl, J&B Rare 70 cl, Gordon's London Dry 70 cl, Gordon's Premium Pink 70 cl, Captain Morgan Spiced Gold 70 cl et Smirnoff Red 70 cl. En bref, il y en a pour tous les goûts !

Un petit Johnnie & Ginger ?

Rien de tel que de déguster son cocktail préféré. Mais... peut-être avez-



Bonjour Joris,

Non bébé, méritent le meilleur, pas vrai ? Oui, mais... comment le leur offrir ? En variant leur menu avec des plats 100% végétaux et bio, par exemple. C'est désormais possible, grâce à Nestlé NaturNes Bio !

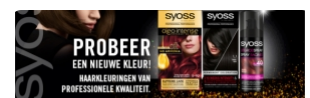
Aujourd'hui, certains parents mangent moins de viande : c'est meilleur pour la santé et la planète. Vous vous demandez certainement "Manger moins de viande, ce serait vraiment mieux pour mon bébé/mon petit-fils/ma nièce/mon filleul ?" ou "Serait-ce bon pour son développement ?" La réponse à ces 2 questions est... "OUI" !



Bonjour ,

Envie de pimenter votre soirée télé ? Organisez une dégustation de chips et de bières ! Les experts foodpairing de Lay's® ont créé LE guide ultime pour vous :

1. On se la joue cool pour commencer avec Lay's Strong® Chilli & Lime et Hoegaarden White® / 0,0% Les arômes frais et pimentés des Lay's Strong® Chilli & Lime contrastent divinement avec la palette bien équilibrée des saveurs algues-douces et légèrement amères de la Hoegaarden Blanche®.
2. On ajoute un peu de piquant avec Lay's Strong® Hot Chicken Wings et Jupiler®/0,0% La saveur relevée et fumée des chips se trouve apaisée et équilibrée par le contraste de fraîcheur qu'offre la plus célèbre des bières belges !
3. On opte pour la plus intense des expériences gustatives avec Lay's Strong® Tabasco & Cheese et Corona®




Hallo ,

Niet alleen het nieuwe jaar staat voor de deur, we staan zelf ook voor de deur... van onze kapper. Dat wil niet zeggen dat je niet stralend voor de dag kan komen op kerstavond!

Voor jouw haar is alleen het beste goed genoeg!

Zin om van stijl te wisselen of je kleur een opfrisbeurt te geven? Dat kan gemakkelijk met de haardierproducten van SYOSS. Ze zijn van professionele kwaliteit en zorgen voor een salonwaardig resultaat. Met een SYOSS-haarkleurings geef je je haar een blijvende, stralende kleur met een perfecte grijsdekking. Maar liefst 99% van alle vrouwen die SYOSS-producten gebruiken zijn uiterst tevreden*!

e-CRM journey - Acquisition



TARGETED & PERSONALIZED COMMUNICATION

Mono-brand communication

- You define your own target audience
- Only one advertiser
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- Content inspiration
- Could be link to a voucher / e-deals
- Several templates available
- 1 e-mail (dedicated e-mail) + Reminder
- Reminder by e-mail or via Push Notification

Duration

1 sending + 1 Reminder

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
- Link to a page dedicated to your range of products on Delhaize.be
- Setup + content cost
- Sent on Saturday or Tuesday

Post reporting

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KPI1 - #Open rate (FR + NL)

KPI2 - Click-Through-Rate (FR+NL)

Sample pictures

OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



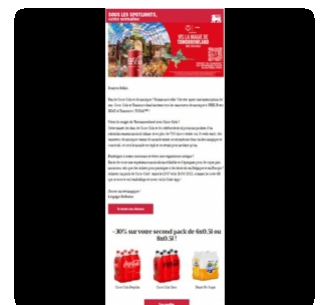
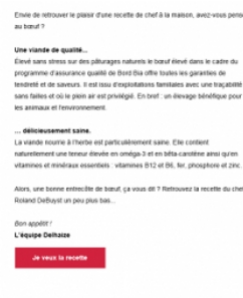
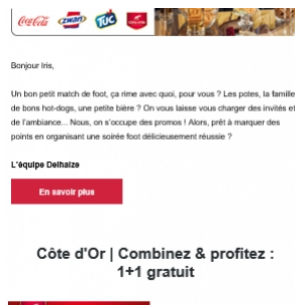
TRIAL



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING






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e-CRM journey - Upsell



TARGETED & PERSONALIZED COMMUNICATION

Mono-brand communication

Content sent on different moments to the same target groups:

- Same target group contacted on different occasion
- Different content
- 3 waves

Duration

3 sendings

Media Booking

6 weeks

Nice to know

- Pre-analysis included
- Definition of segmentation criteria in collaboration with MMD
- Could be linked to a Flash e-Deal
- Look & feel Delhaize
- Visual created by the client
- Link to a page dedicated to your range of products on Delhaize.be
- Setup + content cost
- Sent on Saturday or Tuesday

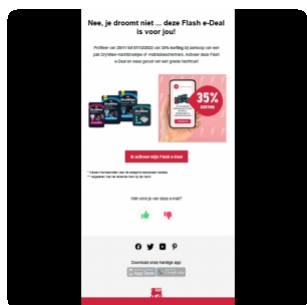
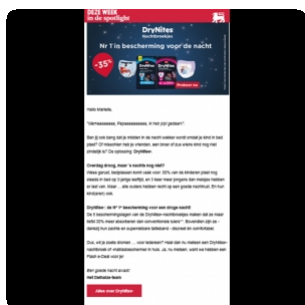
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KPI2 - Click-Through-Rate (FR+NL)

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



TRIAL



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING






Reach your customers where they are.

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e-CRM journey - Retention



TARGETED & PERSONALIZED COMMUNICATION

Mono-brand communication

Same content sent on different moments to a recalculated target group:

- Same target group segmentation but recalculated each time
- Same content
- 4 waves

Duration

4 sendings

Media Booking

6 weeks

Nice to know

- Pre-analysis included
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- Could be linked to a flash e-deal
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Sample pictures

OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



TRIAL



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING



Hallo MMD,

Fijn van Fanta en Sprite? Dan hebben we goed nieuws: deze heerlijke drankjes zijn nu en verfrissend, en in promotie bij Delhaize!

Puur bubbelend plezier

Fun en een beetje gek: Fanta is de bruisende frisdrank met de fruitige smaak die een frisse toets en wat kleur brengt in ons dagelijkse leven. Met al even bruisende Sprite biedt dan weer een intense, verfrissende ervaring, met zijn opvallende, natuurlijke smaak van citroen en limoen. De twee drankjes zijn beschikbaar in tal van varianten!


Geniet van een bruisende promo op Fanta en Sprite!

Momenteel kan je genieten van een leuke promo op Fanta, Sprite en hun varianten bij aankoop van 2 pakken met 6 blikjes van 33 cl, in het bevende pack aan -30%! Waar wacht je nog op? Stret naar je Delhaize-winkel of naar delhaize.be

Laat het smaken!
Het Delhaize-team

[Ik profiteer ervan!](#)

Push Notification



TARGETED & PERSONALIZED COMMUNICATION

Mono-brand communication

Push Notification sent to a specific target:

- Limited to 100.000 contacts
- Ideal to highlight an existing promotion
- In combination with other channels boost performance results
- Using a push to remind people to perform an action generates extra engagement

Duration

1 sending

Media Booking

6 weeks

Nice to know

- Sent on Friday to customers
- Only 2 slots per week

Sample pictures



OBJECTIVES

CONVERSION




EYE CATCHER



TRIAL



Promo alert



TARGETED & PERSONALIZED COMMUNICATION

Mono-brand communication

E-mail with countdown to the promo.

Duration

1 sending

Media Booking

6 weeks

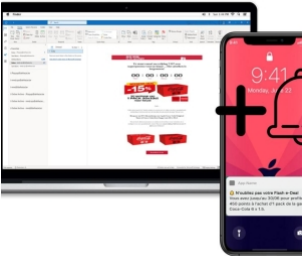
Nice to know

- E-mail send on Tuesday with countdown clock.
- Reminder via push notification only to non-openers of the e-mail.
- Only to buyers of the promoted product.
- Only for very interesting promotions.

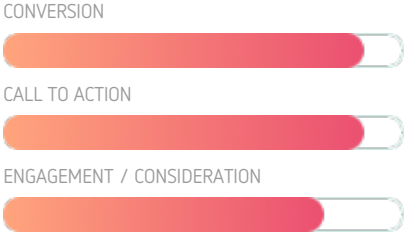
Post reporting

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Sample pictures



OBJECTIVES



Hyperpersonalized e-mail



TARGETED & PERSONALIZED COMMUNICATION

Mono-brand communication

Increase the CTR of your e-mail with hyperpersonalization.

Duration

1 sending

Media Booking

6 weeks

Nice to know

- Highlight on the favourite product of your customer.
- Based on the customers purchases on product level.
- Not based on specific product taste or scent.

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.

Sample pictures

OBJECTIVES

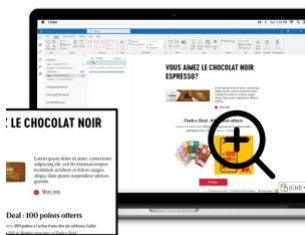
CONVERSION



CALL TO ACTION



ENGAGEMENT / CONSIDERATION



ESPRESSO?




Flash e-Deal : 100 points offerts



Laissez-vous aller à votre inspiration ...



Real-time poll e-mail



TARGETED & PERSONALIZED COMMUNICATION

Mono-brand communication

Increase the CTR of your e-mail with a real-time poll.

Duration

1 sending

Media Booking

6 weeks

Nice to know

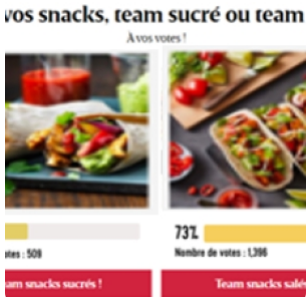
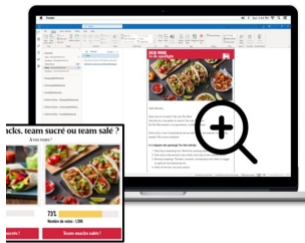
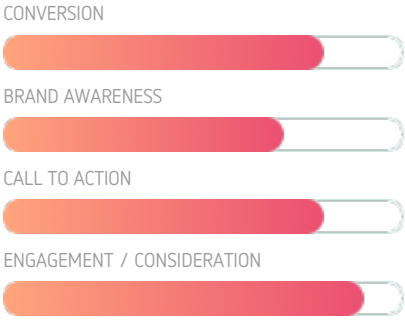
- Get interaction with your customers.
- Customers can click through the image of the product to register their vote directly within the e-mail.
- Click-can go towards a dedicated product(s) page, recipe page or a landing page with more content.
- The latest votes are displayed at each open.

Post reporting

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Sample pictures

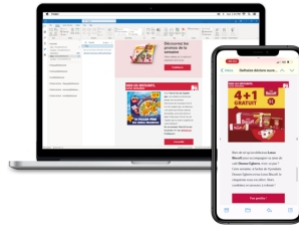
OBJECTIVES





TARGETED & PERSONALIZED COMMUNICATION

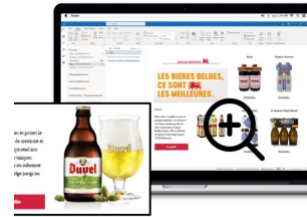
NEWSLETTER INTEGRATIONS



Segmented Insert e-mail

Insert of a branded banner in the Delhaize weekly e-news

- Highlight on an existing promotion
- Innovation
- Link to a landing page to the e-shop
- Choose the quantity you want to target...there is no limit!
- Predefined segmented group based on the categories

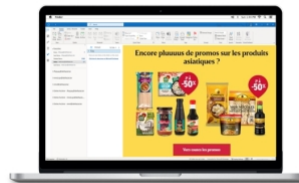


Thematic multi-brand insert newsletter

Multi-brand thematic e-mail sent to a specific target group, based on a categorical segmentation

- These insert is personalized per customer. Based on customer's purchasing behavior, the receiver will see the packshot of his favourite product linked to the brand that is participating.
- Highlight of an existing promotion
- Predefined segmented group based on the categories

[See the full Thematic multi-brand insert newsletter Calendar for 2025](#)




Promo-insert newsletter

- Highlight your existing promotion at Delhaize
- Integration of a promotional product or range in the weekly newsletter of Delhaize



Segmented Insert e-mail



TARGETED & PERSONALIZED COMMUNICATION

Newsletter integrations

Insert of a branded banner in the Delhaize weekly e-news

- Highlight on an existing promotion
- Innovation
- Link to a landing page to the e-shop
- Choose the quantity you want to target...there is no limit!
- Predefined segmented group based on the categories

Duration

1 sending

Nice to know

- Look & Feel Delhaize
- Creation in collaboration with MMD
- Link to your range of products on the site Delhaize.be
- Sent on Thursday

Post reporting

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 KPI1 - #Open rate (FR + NL)
 KPI2 - Click-Through-Rate (FR+NL)

OBJECTIVES

BRAND AWARENESS



CALL TO ACTION



TRIAL



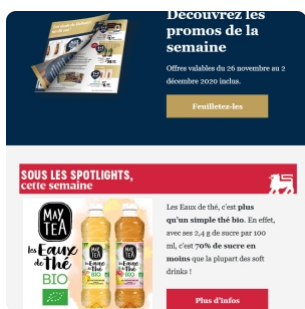
ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING



Sample pictures



Découvrez les promos de la semaine
 Offres valables du 26 novembre au 2 décembre 2020 inclus.

SOUS LES SPOTLIGHTS, cette semaine

Le thé de thé, c'est plus qu'un simple thé bio. En effet, avec ses 2,4 g de sucre par 100 ml, c'est 70% de sucre en moins que la plupart des soft drinks !

Plus d'infos



promos de la semaine
 Offres valables du 3 au 9 décembre 2020 inclus.

SOUS LES SPOTLIGHTS, cette semaine

Vos nouvelles alliées en cuisine !

Découvrez le secret des petits plats toujours réussis ! La crème Pâtes & Saucisses avec sa touche de bouquet garni et de mascarpone. La crème Gratin & Quiches avec sa touche de fromage et de carottes.

1+1 GRATIS

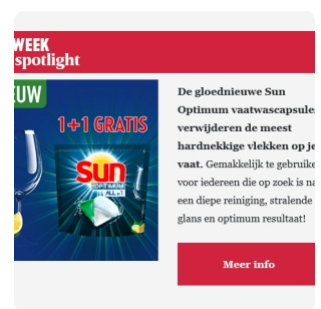
Plus d'infos



WIN électrique Gazelle fiets
 t.w.v. € 3.299,-

Koop je favoriete Duyvis-... en waag je kans om deze elektrische Gazelle fiets te winnen. Why nut?

Meer info




WEEK spotlight

1+1 GRATIS

De gloednieuwe Sun Optimum vaatwascapsule verwijderen de meest hardnekkige vlekken op je vaat. Gemakkelijk te gebruiken voor iedereen die op zoek is naar een diepe reiniging, stralende glans en optimum resultaat!

Meer info

Thematic multi-brand insert newsletter



TARGETED & PERSONALIZED COMMUNICATION

Newsletter integrations

Multi-brand thematic e-mail sent to a specific target group, based on a categorial segmentation

- These insert is personalized per customer. Based on customer's purchasing behavior, the receiver will see the packshot of his favourite product linked to the brand that is participating.
- Highlight of an existing promotion
- Predefined segmented group based on the categories

[See the full Thematic multi-brand insert newsletter Calendar for 2025](#)

Duration

1 sending

Media Booking

6 weeks

Nice to know

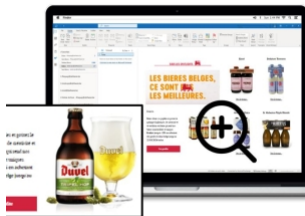
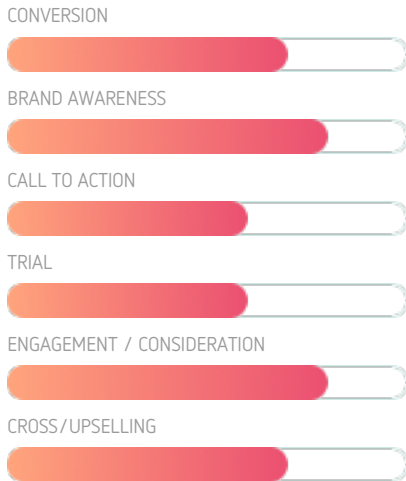
- Look & feel Delhaize
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- Link to your range of products on Delhaize.be
- Sent on Thursday

Post reporting


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 KPI1 - #Open rate (FR + NL)
 KPI2 - Click-Through-Rate (FR+NL)

Sample pictures

OBJECTIVES



Promo-insert newsletter



**TARGETED & PERSONALIZED
COMMUNICATION**

Newsletter integrations

- Highlight your existing promotion at Delhaize
- Integration of a promotional product or range in the weekly newsletter of Delhaize

Duration

1 sending

Media Booking

6 weeks

Nice to know

- Link to product or range at Delhaize.be
- Sent on Thursday to customers

OBJECTIVES

CONVERSION




CALL TO ACTION



ENGAGEMENT / CONSIDERATION



Activation e-deal plan



TARGETED & PERSONALIZED COMMUNICATION

Extra's

An e-deal integrated in the app for a specific target:

- Activation 1.000 to 3.000 (depending on the category)
- Validity in the client's wallet: 1 week
- Ideal to highlight a new product
- In combination with other channels boost performance results

OBJECTIVES

CONVERSION



Duration

6 months as from start day

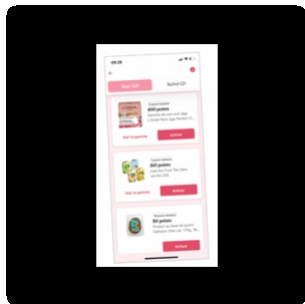
Media Booking

4 weeks

Nice to know

- Discount: min. 20%

Sample pictures





TARGETED & PERSONALIZED COMMUNICATION

PRINT 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

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






Reach your customers where they are.

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

A5 postcard



TARGETED & PERSONALIZED COMMUNICATION

Print direct mail

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

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KPI1 - #Participation rate
KPI2 - # redemption rate

Sample pictures

OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



INSPIRATION



ENGAGEMENT / CONSIDERATION



BRAND POSITIONNING



CROSS/UPSELLING



SPOTLIGHTS, cette semaine

LE SEUL VRAI

MAINTENANT AUSSI SANS LACTOSE



LES GOURMANDS INTOLÉRANTS AU LACTOSE PEU SAVOIR LE GOÛT UNIQUE ET INCOMPARABLE

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 22/09/2020 jusqu'au 18/11/2020 inclus

-1€

à l'achat de 1L Cécémel lactose free



Plantaardig zachtheid

Soupline

Biologisch afbreekbare formule

Fles van 100% gerecycleerd plastic

Milieuvriendelijk product



Ontdek de nieuwe lijn Soupline van plantaardige oorsprong, de zachtheid van Soupline gecombineerd met de lederheid van de natuur: een dermatologisch geteste formule voor een zachte was gehuld in een onweerstaanbaar parfum met natuurlijke extracten. Maak kennis met de twee subtiel geuren die nu bij uw Delhaize-supermarkt verkrijgbaar zijn!

Witte Bloemen noten & Linnen Bloemen noten.

Tot binnenkort,
Luw Delhaize-team

BON OP PRODUCT


Geldig t.e.m. 02/12/2020.

Bij aankoop van een Soupline wasverzacher

-2€



Selfmailer double or triple



TARGETED & PERSONALIZED COMMUNICATION

Print direct mail

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

Duration

1 sending

Media Booking

13 weeks

Nice to know

- Offer coupon value: Min 20%
- 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

OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



INSPIRATION



ENGAGEMENT / CONSIDERATION



BRAND POSITIONING



CROSS/UPSELLING





Reach your customers where they are.

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

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