



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

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



## IN STORE

- ⊕ THROUGHOUT THE CUSTOMER JOURNEY
- ⊕ DIGITAL SIGNAGE
- ⊕ SHELF





## IN STORE

### THROUGHOUT THE CUSTOMER JOURNEY



#### Caddy Drive

This tool provides continuous advertising throughout the shopping trip and unbeatable exposure to a captive audience.



#### Caddy Move

Two-sided laminated communication on the shopping carts



#### Sampling Instore

Specifics:

- Branded caddy at the exit of the stores accompanied by an ambassador.
- Branded apron included.
- The ambassador distributes 1 sample per customer.
- Perfect media to generate a trial and boost the conversion!

Duration 1 day/POS

- Min 15 POS with 500 samples/stores

POS selection

- Min 15 POS
- Min 500 samples/POS

+ Dedicated email after the sampling to retarget the trialists included



#### Totem

A floor stand in stiff cardboard, placed in the department of the product



### Totem Custom

A floor stand in stiff cardboard, placed in the department of the product.

Possibility to customize the totem completely:

- cut out
- special shape
- pop up
- leaflet holder
- zigzag
- ...



## Caddy Drive



IN STORE

Throughout the customer journey

This tool provides continuous advertising throughout the shopping trip and unbeatable exposure to a captive audience.

### Banner



### Duration

6 weeks

### Media Booking

8 weeks

### Nice to know

Campaign coverage: 40 % of caddy park

Choice between:

- Pack Small (7.000 caddy's)

or

- Pack Large (9.800 caddy's)

### 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

BRAND AWARENESS



CALL TO ACTION



EDUCATION



## Caddy Move



IN STORE

Throughout the customer journey

Two-sided laminated communication on the shopping carts

### Banner



### Duration

6 weeks

### Media Booking

8 weeks

### Nice to know

Campaign coverage: 40 % of caddy park

Choice between:

- Pack Small (7.000 caddy's)

or

- Pack Large (9.800 caddy's)

### 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

BRAND AWARENESS



CALL TO ACTION



CHANGE PERCEPTION



## Sampling Instore



IN STORE

Throughout the customer  
journey

### Specifics:

- Branded caddy at the exit of the stores accompanied by an ambassador.
- Branded apron included.
- The ambassador distributes 1 sample per customer.
- Perfect media to generate a trial and boost the conversion!

### Duration 1 day/POS

- Min 15 POS with 500 samples/stores

### POS selection

- Min 15 POS
- Min 500 samples/POS

+ Dedicated email after the sampling to retarget the trialists included

### Banner



### Duration

1 day/ POS

### Media Booking

8 weeks

### Post reporting

/

### Sample pictures



Bonjour Alyson,

Qu'avez-vous pensé des délicieux shots hyperprotéinés d'HiPro que vous avez goûtés chez Delhaize. Il y a quelque chose ? Nous pensons que vous avez aimé... Voilà pourquoi on revient vers vous avec une petite présentation et une savoureuse promo !

Donnez un coup de boost à votre journée !

Vous aimez rester actif tous les jours ? HiPro Shot de Darone est idéal pour vos déplacements. Chaque bouteille de 100 ml contient 8 g de protéines de haute qualité et est délicieusement aromatisée aux fruits... Fruits Rouges ou Banane. De plus, ces shots bourrés de calories sont sans lactose, sans matières grasses et pauvres en sucres. Et ce n'est pas tout... Ils affichent aussi un Nutri-Score A ! En bref, ils ont tout bon !

Envie de relater l'expérience HiPro ? Profitez vite du Flash e-Deal qui vous attend et partagez !

# Totem



IN STORE

Throughout the customer journey

A floor stand in stiff cardboard, placed in the department of the product

## Banner



## OBJECTIVES

BRAND AWARENESS

EYE CATCHER

## Duration

2 weeks

## Media Booking

8 weeks

## Nice to know

- 154 cm
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

## 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





## Totem Custom



IN STORE

Throughout the customer  
journey

A floor stand in stiff cardboard, placed in the department of the product.

Possibility to customize the totem completely:

- cut out
- special shape
- pop up
- leaflet holder
- zigzag
- ...

### Banner



### Duration

2 weeks

### Media Booking

8 weeks

### Nice to know

- 154 cm
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

### 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

BRAND AWARENESS



EYE CATCHER



INSPIRATION





Reach your customers where they are.

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





## IN STORE

### DIGITAL SIGNAGE



#### Top Offer

Display your strong promotion at Delhaize with Screen Top Offer



#### Digital Signage Entrance

A national coverage of 197 screens across Delhaize stores - divided in 3 different clusters:

- Cluster Small
- Cluster Large
- Cluster without JCD parking lot screens



#### Digital Signage Category



#### Digital Signage Check-Out



#### Digital Signage Shop&Go

##### Fact sheet:

- Number of POS: 161, whereof 11 are well located in high traffic roadway stations
- Over 800,000 consumer contacts per week, with peaks in July and August
- Your spot is broadcasted 720 times a day.

## Top Offer



Display your strong promotion at Delhaize with Screen Top Offer

### Banner



### Duration

1 week

### Media Booking

7 weeks

### Nice to know

Number of screens: 98

Visual will be in the look-and-feel promo of Delhaize

### 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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

## OBJECTIVES

CONVERSION



CALL TO ACTION



# Digital Signage Entrance



IN STORE

Digital Signage

A national coverage of 197 screens across Delhaize stores - divided in 3 different clusters:

- Cluster Small
- Cluster Large
- Cluster without JCD parking lot screens

## Banner



## Duration

1 week

## Media Booking

6 weeks

## Nice to know

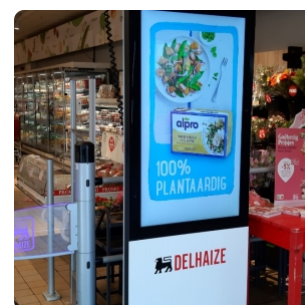
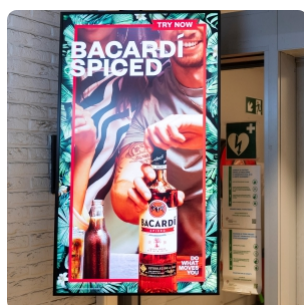
- National coverage
- Format: 55 inch - portrait
- Message: 6 seconds
- Multiple creations possible
- Share of time : 20%
- Broadcasting: 720x/screen/day
- List of the stores available
- Possibility to include External Brands & Services

## 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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

## Sample pictures



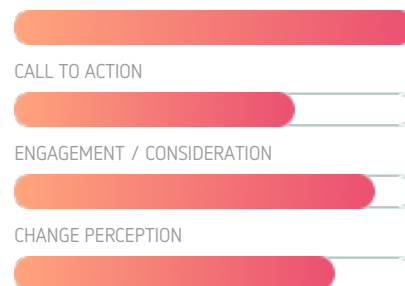
## OBJECTIVES

BRAND AWARENESS

CALL TO ACTION

ENGAGEMENT / CONSIDERATION

CHANGE PERCEPTION



## Digital Signage Category



IN STORE

Digital Signage

### Banner



### Duration

1 week

### Media Booking

6 weeks

### Nice to know

- The time of a TV spot is 6 secondes
- Format: Portrait & Landscape
- SOV: 20%
- Only advertisement relevant with the category
- Category available:
  - Bakery : 81 screens
  - Wine: 43 screens
  - Butchery: 87 screens
  - F&V: 91 screens
  - Fish: 90 screens

### 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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

### Sample pictures



## OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



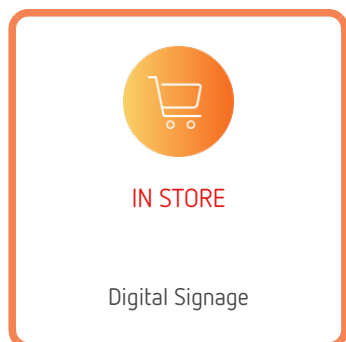
TRIAL



CROSS/UPSELLING



# Digital Signage Check-Out



## Banner



## Duration

1 week

## Media Booking

6 weeks

## Nice to know

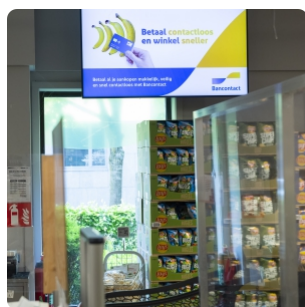
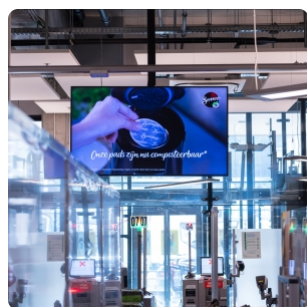
- The time of a TV spot is 6 secondes.
- SOT : 20%
- Format : Landscape

## Post reporting

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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

## Sample pictures



## OBJECTIVES

BRAND AWARENESS



CALL TO ACTION

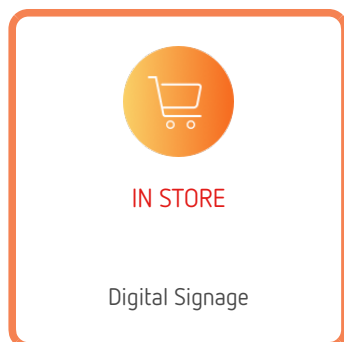


BRAND POSITIONNING





# Digital Signage Shop&Go



## Fact sheet:

- Number of POS: 161, whereof 11 are well located in high traffic roadway stations
- Over 800,000 consumer contacts per week, with peaks in July and August
- Your spot is broadcasted 720 times a day.

### Banner



### Duration

1 week

### Media Booking

8 weeks

### Nice to know

- National coverage
- Mostly put on top of the Panos counter, so high visibility and attention
- Format: 43 inch
- Format: Landscape
- SOV: 10%
- Message: max 12 secondes
- Broadcasted in a loop of 5 messages (4 Shop&Go/Q8 + 1 branded message)
- Specific rules for communication apply

### 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

### BRAND AWARENESS



### EYE CATCHER



### CALL TO ACTION



### TRIAL



### CROSS/UPSELLING







## IN STORE

### SHELF



#### Stopper Medium Custom

Customized Stopper Medium. This could be with:

- A cut out shape
- A pop-pup



#### Shelf Tray

Highlight your products in the shelf with the shelf tray.



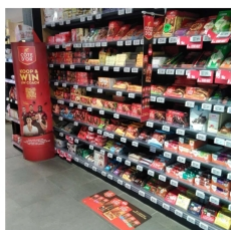
#### Price Tag

Insert around the product's price tag.



#### Pack SW

Combi-pack 1 x Stopper Medium & 1 x Wobbler.



#### Pack SFT

Combi-pack 1 x Stopper Medium, 1 x Floor sticker and 1 x Totem.



#### Pack SFW

Combi-pack 2 x Stopper Maxi, 1 x Floor Sticker and max. 3 x Wobbler (different)





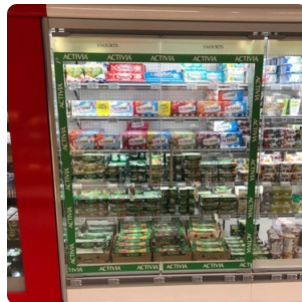
### Pack FW

Combi-pack 2 x Fridge door sticker and 1 x Wobbler



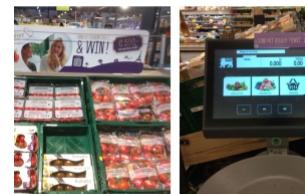
### Pack FFT

Combi-pack 2 x Fridge door sticker, 1 x Floor sticker and 1 x Totem



### Pack SFT - Brand Block

Combi-pack 2 x Stopper Maxi, 1 x Fridge door outline sticker and Max. 3 x Wobbler



### Pack TS

Combi-pack 1 Top Card & 1 Scale Frame



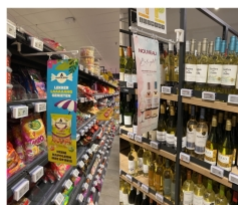
### Stopper mini

- Communication perpendicular to the shelf
- 148 x 105 mm



### Stopper mini 360°

- Communication 3D on the shelf
- Personalised cut-out



### Stopper Small

- Communication perpendicular to the shelf
- Option with a cut out shape (Stopper Cut)
- 12 x 40 cm



### Stopper Small 360°

Communication 3D on the shelf - Personalised cut-out



### Leaflet Holder + Stopper

- Information leaflets placed on the shelf in combination of a stopper small or medium
- Size stopper: 12x40 cm or 12x77 cm
- Placed on the shelf in front of the product



### Full Customization Dry

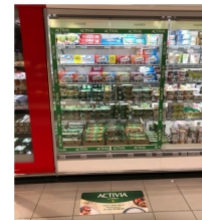
Included:

- Max 3 wobblers
- Floor stiker size: 700x350 m
- 2 stoppers Maxi



### Wobbler

- Dynamic strip hung on the shelf
- Possibility to place it outside the category (cross-communication)  
i.e. : fresh cheese in the fish department

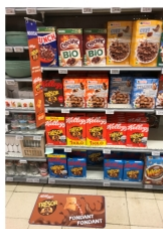


### Full Customization Fresh

Ideal for the Brand bloc

Included:

- Max 3 wobblers
- Floor stiker size: 700x350 mm
- Fridge door outline stickers

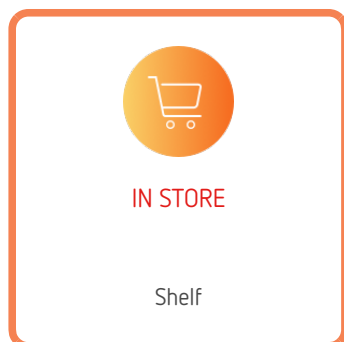


### Pack SF

Catch the attention of the shopper by 'framing' your products from the ground to the shelf.



# Stopper Medium Custom



Customized Stopper Medium. This could be with:

- A cut out shape
- A pop-up

## Banner



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



## Duration

4 weeks

## Media Booking

8 weeks

## Nice to know

All-inclusive service (Production - Placement - Post reporting)

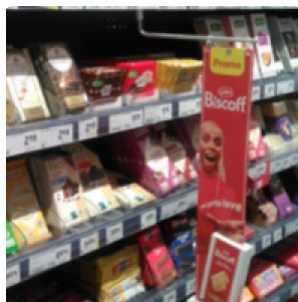
Creation by client

## 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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

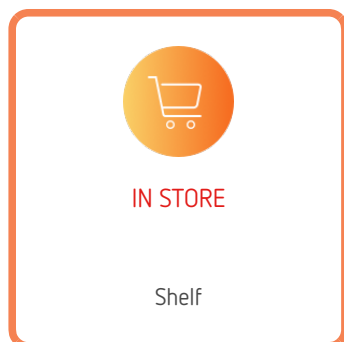
## Sample pictures



## Shelf Tray

Highlight your products in the shelf with the shelf tray.

### Banner



### Duration

12 weeks

### Media Booking

8 weeks

### Nice to know

Ideal to create guidance in the shelf :

- 5 trays/activation
- This needs to be agreed with Delhaize's category manager

### 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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

### Sample pictures



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



## Price Tag

Insert around the product's price tag.

### Banner



IN STORE

Shelf



### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

Ideal for highlighting a new product, a flavour or a new packaging.

### 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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

### Sample pictures



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



## Pack SW

Combi-pack 1 x Stopper Medium & 1 x Wobbler.

### Banner



### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

- On-shelf communication on a range with a focus on a specific product (new product, relaunch, low rotator, etc.)
- Ideal for fresh or dry shelves

### 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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

### Sample pictures



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER





## Pack SFT

Combi-pack 1 x Stopper Medium, 1 x Floor sticker and 1 x Totem.

### Banner



### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

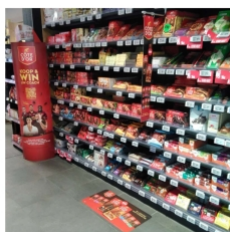
- On-shelf communication on a range
- Ideal for fresh or dry shelves

### 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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

### Sample pictures



## OBJECTIVES

CONVERSION



BRAND AWARENESS

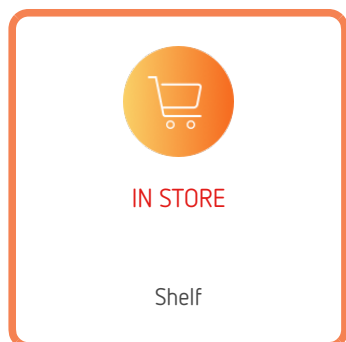


EYE CATCHER





## Pack SFW



Combi-pack 2 x Stopper Maxi, 1 x Floor Sticker and max.  
3 x Wobbler (different)

### Banner



### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

- On-shelf communication on a range to create a brand bloc with a focus on specific products
- Ideal for dry shelves

### 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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

### Sample pictures



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



## Pack FW

Combi-pack 2 x Fridge door sticker and 1 x Wobbler

### Banner



### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

On-shelf communication on a range with a focus on a specific product (new product, relaunch, low rotator, etc.)

Ideal for shelves with doors (fresh or frozen)

### 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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

### Sample pictures



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



## Pack FFT

Combi-pack 2 x Fridge door sticker, 1 x Floor sticker and 1 x Totem

### Banner



### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

On-shelf communication on range

### 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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

### Sample pictures



## OBJECTIVES

CONVERSION



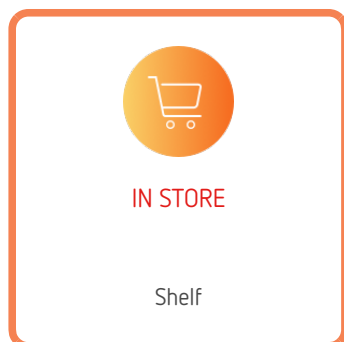
BRAND AWARENESS



EYE CATCHER



## Pack SFT - Brand Block



Combi-pack 2 x Stopper Maxi, 1 x Fridge door outline sticker and Max. 3 x Wobbler

### Banner



### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

On-shelf communication on a range to create a brand bloc with a focus on specific products

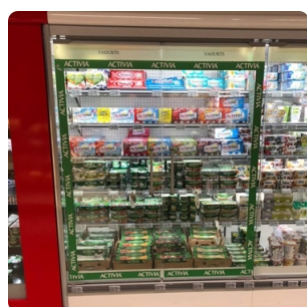
Ideal for shelves with door (fresh or frozen)

### 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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

### Sample pictures



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



## Pack TS

Combi-pack 1 Top Card & 1 Scale Frame

### Banner



### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

On-shelf communication on range

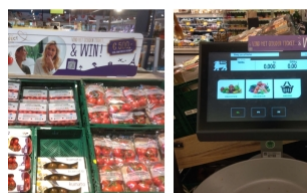
Ideal for fruits & vegetables shelves

### 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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

### Sample pictures



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



## Stopper mini

- Communication perpendicular to the shelf
- 148 x 105 mm

### Banner



### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

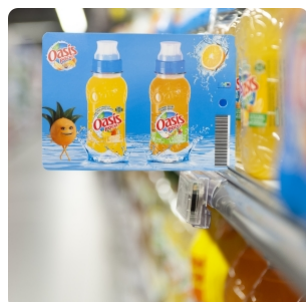
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

### 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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

### Sample pictures



## OBJECTIVES

EYE CATCHER



CALL TO ACTION



## Stopper mini 360°

- Communication 3D on the shelf
- Personalised cut-out

### Banner



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

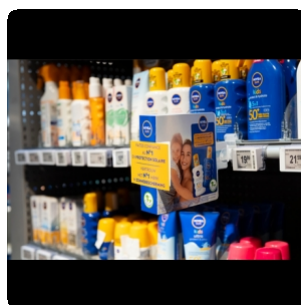
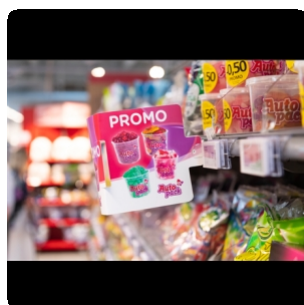
- Formats:
  - 310 x 105 mm (flat - unfolded)
  - 140 x 105 mm (folded format = the one visible in the store)
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

### 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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

### Sample pictures



## Stopper Small

- Communication perpendicular to the shelf
- Option with a cut out shape (Stopper Cut)
- 12 x 40 cm

### Banner



### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

- Option with a cut out shape
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

### 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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

### Sample pictures



## OBJECTIVES

### CONVERSION



### BRAND AWARENESS



### EYE CATCHER





## Stopper Small 360°

Communication 3D on the shelf - Personalised cut-out

### Banner



### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

Formats:

- 445 x 280 mm (flat - unfolded)
- 445 x 120 mm (folded format = the one visible in the store)
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

### 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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

### Sample pictures



## OBJECTIVES

CONVERSION



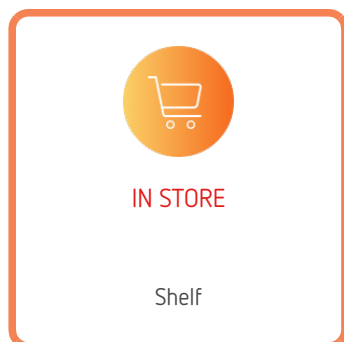
BRAND AWARENESS



EYE CATCHER



## Leaflet Holder + Stopper



- Information leaflets placed on the shelf in combination of a stopper small or medium
- Size stopper: 12x40 cm or 12x77 cm
- Placed on the shelf in front of the product

### Banner



## OBJECTIVES

### CONVERSION



### BRAND AWARENESS



### BRAND POSITIONNING



### EDUCATION



### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

- One-page leaflets
- 150 leaflets per store
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

### Post reporting

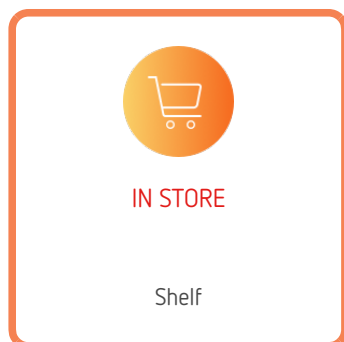
Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

### Sample pictures



## Wobbler



- Dynamic strip hung on the shelf
- Possibility to place it outside the category (cross-communication)  
i.e. : fresh cheese in the fish department

### Banner



### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

- Format: 11cm
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

### 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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

### Sample pictures



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



## Full Customization Dry



### Included:

- Max 3 wobblers
- Floor stiker size: 700x350 m
- 2 stoppers Maxi

### Banner



### Duration

2 weeks

### Media Booking

8 weeks

### Nice to know

- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client
- Only for brand block

### 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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

### Sample pictures



## OBJECTIVES

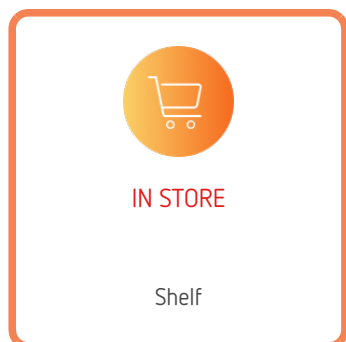
### BRAND AWARENESS



### EYE CATCHER



# Full Customization Fresh



Ideal for the Brand bloc

Included:

- Max 3 wobblers
- Floor stiker size: 700x350 mm
- Fridge door outline stickers

## Banner



## Duration

2 weeks

## Media Booking

8 weeks

## Nice to know

- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

## 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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

## Sample pictures



## OBJECTIVES

CONVERSION



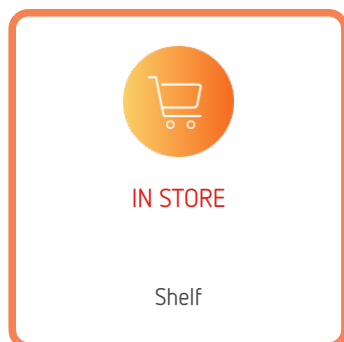
BRAND AWARENESS



EYE CATCHER



## Pack SF



Catch the attention of the shopper by 'framing' your products from the ground to the shelf.

### Banner



### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

- 1 Floor sticker size: 70 x 35cm
- 1 Stopper medium: 12 x 77cm
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

### 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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

### Sample pictures





Reach your customers where they are.

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

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

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

