



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





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

Branded caddy at the exit of the stores accompanied by a brand ambassador which distributes 1 sample per customer.

Perfect media to generate a trial and boost the conversion!



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






Reach your customers where they are.

• ...

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



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

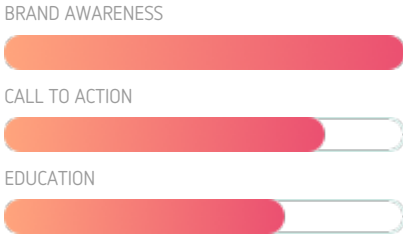
Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

- 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



Caddy Move

Two-sided laminated communication on the shopping carts

Banner



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6 weeks

Media Booking

8 weeks

Nice to know

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Sample pictures



OBJECTIVES

BRAND AWARENESS




CALL TO ACTION



CHANGE PERCEPTION



Sampling Instore



IN STORE

Throughout the customer journey

Branded caddy at the exit of the stores accompanied by a brand ambassador which distributes 1 sample per customer.

Perfect media to generate a trial and boost the conversion!

Banner



Duration

1 day/ POS

Media Booking

8 weeks

Nice to know

- All-inclusive service (Production - Placement - Post reporting)
- Branded apron included
- Min 15 POS
- POS selection
- Min 500 samples/ POS
- Duration 1day/POS
- Artworks of the branded caddy to be provided by the client
- Retarget the trialists by a dedicated e-mail

Post reporting

/

Sample pictures



Bonjour Aïssou,


Qui avez-vous pensé des délicieux shots hyperprotéinés d'HI-PRO que vous avez goûtés chez Delhaize, il y a quelques jours ? Nous sommes 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 ? HI-PRO Shot de Caronni 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 calcium 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 retenter l'expérience HI-PRO ? Profitez vite du Flash e-Ciel qui vous...

Totem

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



IN STORE

Throughout the customer journey

Banner



OBJECTIVES



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

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 KPI 1 - Reach category (Total Reach)
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 KPI 3 - Category turnover evolution (Category Ratio)
 KPI 4 - Promoted product/range turnover evolution (Promoted Product Ratio)

Sample pictures






Reach your customers where they are.

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

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)

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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.

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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



IN STORE

Digital Signage

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

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- 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



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

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

OBJECTIVES

BRAND AWARENESS



CALL TO ACTION



ENGAGEMENT / CONSIDERATION



CHANGE PERCEPTION



Banner



Duration

1 week

Media Booking

6 weeks

Nice to know

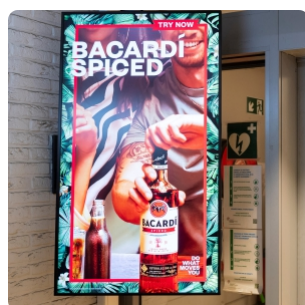
- National coverage
- Format: 55 inch - portrait
- Message: 6 seconds
- Multiple creations possible
- Share of time : 20%
- Broadcasting: 720x/screen/day
- List of the stores available
- Possibility to include External Brands & Services

Post reporting

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Sample pictures



Digital Signage Category



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

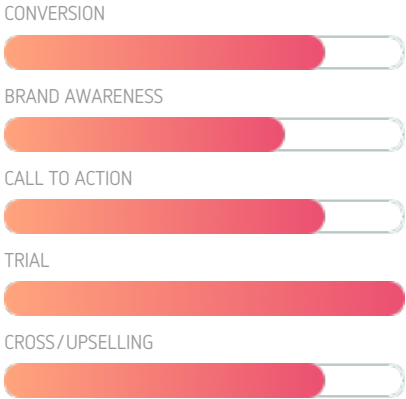
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Sample pictures



OBJECTIVES



Digital Signage Check-Out



IN STORE

Digital Signage

Banner



Duration

1 week

Media Booking

6 weeks

Nice to know

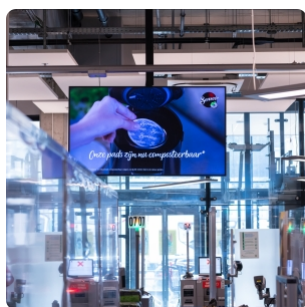
- The time of a TV spot is 6 secondes.
- SOT : 20%
- Format : Landscape

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
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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

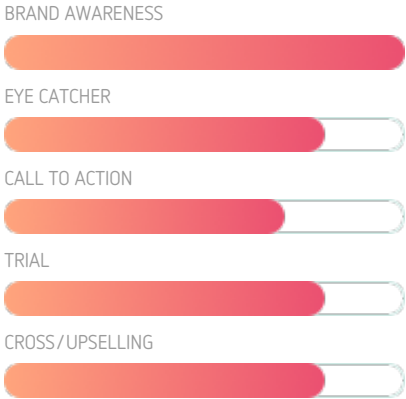
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- KPI 4 - Promoted product/range turnover evolution (Promoted Product Ratio)

Sample pictures



OBJECTIVES





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 FFT

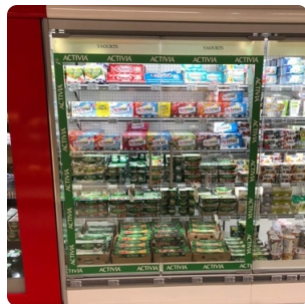
Combi-pack 2 x Fridge door sticker, 1 x Floor sticker and 1 x Totem





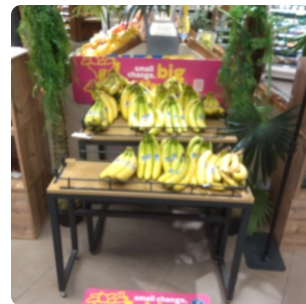
Pack FW

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



Pack SFT - Brand Block

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



Pack TF

Combi-pack 1 Top Card & 1 Floor sticker



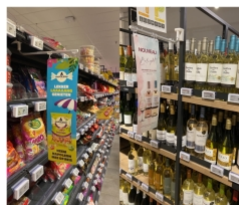
Stopper mini

- 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

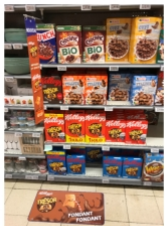
- Information leaflets placed on the shelf in combination of a stopper small or medium
- Size stopper: 12x40 cm or 12x77 cm
- Placed on the shelf in front of the product



Full Customization Dry

Included:

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



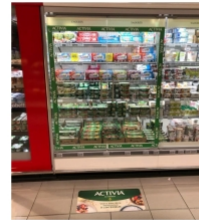
Pack SF

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



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



Stopper Medium Custom



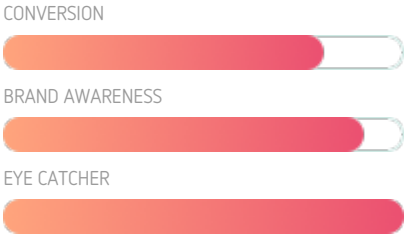
Customized Stopper Medium. This could be with:

- A cut out shape
- A pop-pup

Banner



OBJECTIVES



Duration

4 weeks

Media Booking

8 weeks

Nice to know

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

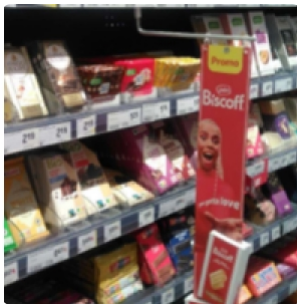
Creation by client

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

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- KPI 1 - Reach per scope during activation period
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Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER





Reach your customers where they are.

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

Price Tag

Insert around the product's price tag.

Banner



Duration

4 weeks

Media Booking

8 weeks

Nice to know

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

Post reporting

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Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER





Reach your customers where they are.

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

Pack SW

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

Banner



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



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
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- KPI 5 - Category Share Index

Sample pictures





Reach your customers where they are.

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

Pack SFT



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

Banner



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



Duration

4 weeks

Media Booking

8 weeks

Nice to know

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

Post reporting

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Sample pictures





Reach your customers where they are.

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

Pack SFW



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

Banner



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



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.

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Sample pictures





Reach your customers where they are.

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

Pack FW

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

Banner



Duration

8 weeks

Media Booking

4 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
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- 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.

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- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
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OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



Pack SFT - Brand Block

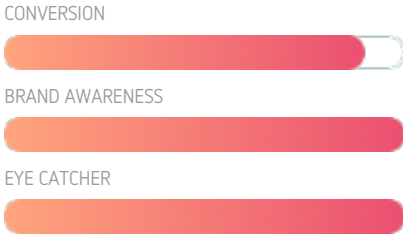


Combi-pack 2 x Stopper Maxi, 1 x Fridge door outline sticker and Max. 1 x Wobbler

Banner



OBJECTIVES



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

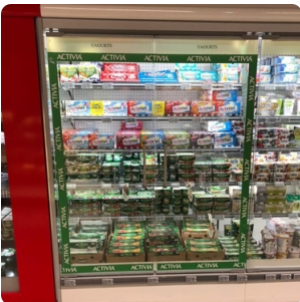
Ideal for shelves with door (fresh or frozen)

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.

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- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



Pack TF

Combi-pack 1 Top Card & 1 Floor sticker

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





Reach your customers where they are.

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

Stopper mini



- Communication perpendicular to the shelf
- 148 x 105 mm

Banner



OBJECTIVES

EYE CATCHER



CALL TO ACTION



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
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- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



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

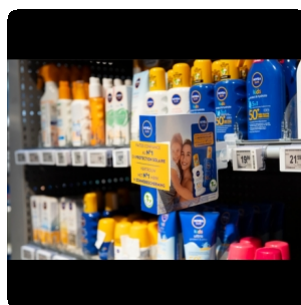
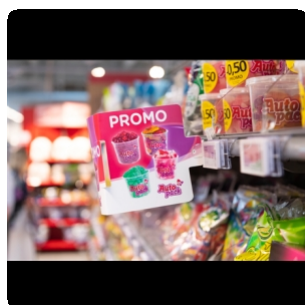
- Formats:
 - 310 x 105 mm (flat - unfolded)
 - 140 x 105 mm (folded format = the one visible in the store)
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

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.

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- KPI 2 - Product Evolution
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- 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.

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Sample pictures



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CONVERSION



BRAND AWARENESS



EYE CATCHER





Reach your customers where they are.

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

Stopper Small 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:

- 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.

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- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



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



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

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Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



BRAND POSITIONNING



EDUCATION



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





Reach your customers where they are.

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

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



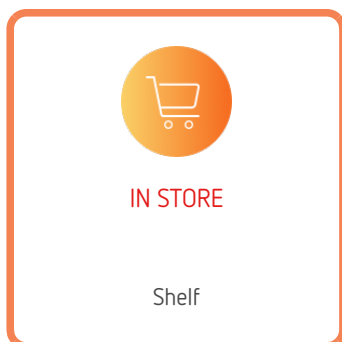
EYE CATCHER



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





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www.mediamarketingdelhaize.be

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

