



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

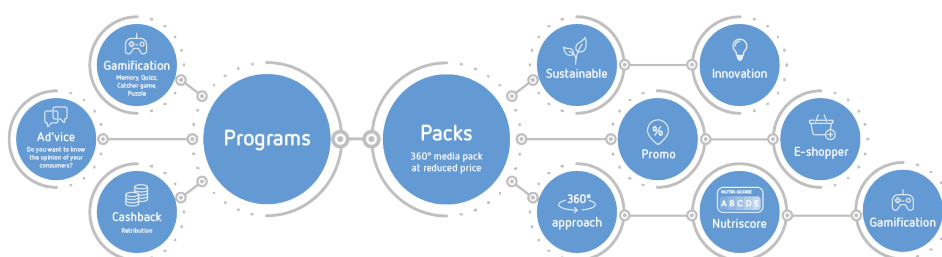
Any question ? E-mail us at mmd@delhaize.be



PACKS & PROGRAMS

+ PROGRAMS

+ PACKS





PACKS & PROGRAMS

PROGRAMS



Gamification Program

Engage, educate and convert your shopper through a fun experience!

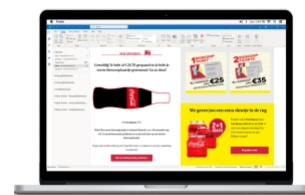
Included in this Program:

- Game online - 2 weeks
- Dedicated e-mail (150.000 contacts)
- Reminder by mail or push notification
- Winner/Loser mail

Optional:

- Instore stopper
- Online visibility Small or Large + Landing Page

Gamification program can be with or without a specific purchase condition. If there is a purchase condition, participant will be informed during the game once he/she meets the condition.



Reward Challenge Program

What's in:

- Dedicated e-mail (max. 150.000 contacts)
- Registration page for the customer
- Reminder by mail or push notification
- Different status e-mails informing the client on his purchases
- Congratulations e-mail



Instant Cashback Program

Generate a first trial without value destruction. '100% Cash Back' or 'Try our new product for only 1€'.

Included in the Program:

- Cashback via e-deal platform
- Dedicated e-mail till 100.000 contacts
- Reminder by mail or push notification

Gamification Program



PACKS & PROGRAMS

Programs

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Duration

2 weeks

Media Booking

10 weeks

Nice to know

Recruit: Games help you generate leads you can contact afterwards for other purposes (f.e. follow up, sending of a coupon, content)

- 50 various games (memo, quiz, catcher game, shot goals, etc.)
- Micro-site fully dedicated to your brand with your own look&feel
- Recruit : Games help you generating leads and qualify your DB
- Engage : Average of 3-4 minutes of engagement with your brand
- High Virality

Post reporting

Ad Hoc on demand --> Mix of different reports

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



ENGAGEMENT / CONSIDERATION



EDUCATION



Reward Challenge Program



PACKS & PROGRAMS

Programs

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- Dedicated e-mail (max. 150.000 contacts)
- Registration page for the customer
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- Different status e-mails informing the client on his purchases
- Congratulations e-mail

Duration

max. 4 weeks

Media Booking

8 weeks

Nice to know

- Reward can be a gift, Point Plus, ...
- Target group depending on available reward volume
- Possibility to stop the campaign when the number of available rewards is reached

Sample pictures



Instant Cashback Program



PACKS & PROGRAMS

Programs

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Media Booking

8 weeks

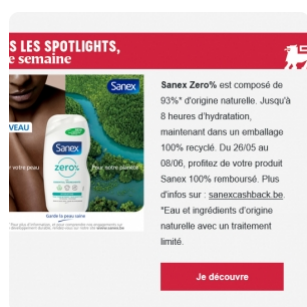
Nice to know

- Customer can choose the Flash e-deal he/she prefers?
- Unlimited number of choices can be added?
- The chosen Flash e-deal is activated in the app of the customer?
- The Flash e-deal can be one product per pick or even a range of products per pick?
- Detailed reporting included?
- Detail product : number chosen per product / CTR per product?
- Activation rate + Conversion rate per product?

Post reporting

Ad Hoc on demand --> Mix of different reports

Sample pictures



OBJECTIVES

CONVERSION



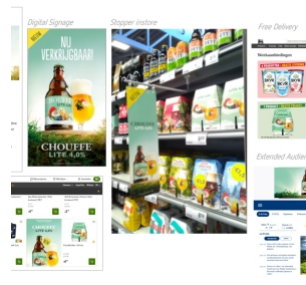
PENETRATION





PACKS & PROGRAMS

PACKS



Innovation Pack

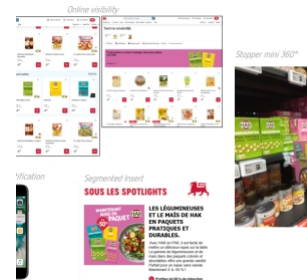
You have a new product to launch or a fantastic innovation, but you don't know how to make it successful? At MMD, we realize that such a key moment needs extra visibility. Our innovation pack can help your product to take off quickly! Launch a new product by using different tools!

Rules:

- Used for 1 Brand
- All tools must be used over a period of 8 weeks

Included in this Program:

- Dedicated e-mail
 - Till 200.000 contacts
- 1 Commercial Display - Pack Small - 2 weeks
 - Target the shoppers with the highest purchase intention via Delhaize online data throughout the buying journey
 - Reach: more than 100.000 impressions
- 1 Extended Audience - 1 week
- Push product for free delivery - 1 week
 - Free delivery cost for the consumer by buying the product
- Digital signage Entrance Network Small - 1 week
 - 89 screens (national coverage)
- Stopper Small Pack Large - 4 weeks
 - Drive extra traffic to the shelf and highlight a product range

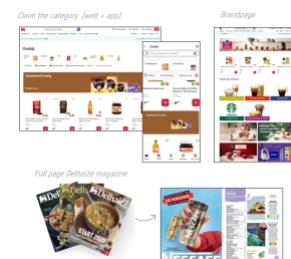


360° Pack

You want to launch a New Product, building Brand Image, highlight a promotion or strategy try our 360° approach tool.

Included in this Program:

- 1 Online Visibility Small (2 weeks)
- Stopper mini 360° - Pack Large (4 weeks)
- Push Notification
- Segmented Insert email

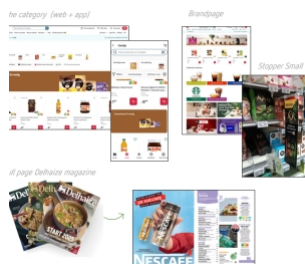


Promo Focus Pack

The best pack to support your promo.

Included in this program:

- Digital Entry Screens - 98 screens (visual: look and feel Promo Delhaize)
- Promo Visibility
- Promo Insert Newsletter
- Push Notification (max. 100.000 contacts)



Awareness Pack - Print + Online + Instore

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).
- Stopper Small - Medium Package (4 weeks)
 - Communication at the shelf.
- 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.

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Duration

1 until 4 weeks in a period of 8 weeks

Media Booking

6 weeks

Nice to know

- advantageous package price

Post reporting

Ad Hoc on demand --> Mix of different reports

Sample pictures

OBJECTIVES

BRAND AWARENESS



INSPIRATION

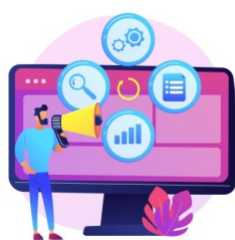
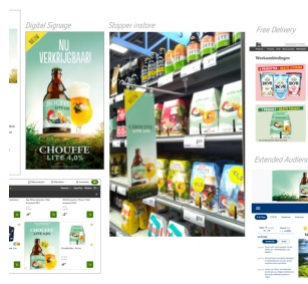


ENGAGEMENT / CONSIDERATION





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OBJECTIVES

CONVERSION



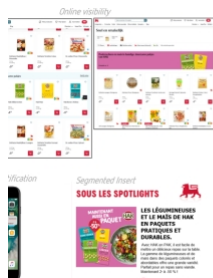
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Promo Focus Pack



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Duration

1 week

Media Booking

8 weeks

Nice to know

Only for strong, national promotions

Advantage package price

Post reporting

Ad-hoc demand -> mix of different reports

Sample pictures

OBJECTIVES

CONVERSION



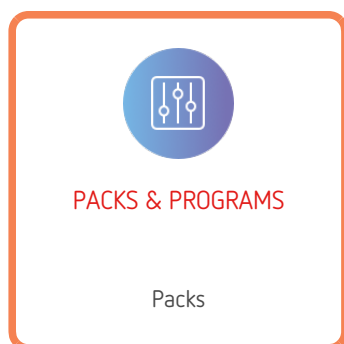
PENETRATION



ENGAGEMENT / CONSIDERATION



Awareness Pack - Print + Online



Create long-term awareness across Delhaize shoppers

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From an appearance in our Delhaize magazine to long term visibility on the Delhaize website

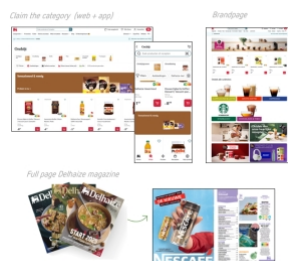
Media Booking

13 weeks

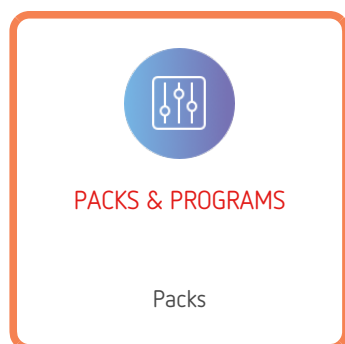
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Awareness Pack - Print + Online + Instore



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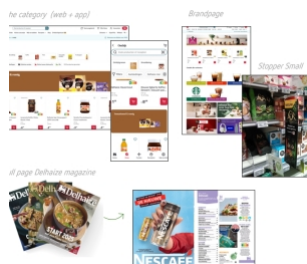
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