



Reach your customers where they are.

# Catalog of our solutions

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

Points Plus Punten S.A./N.V.  
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B-1730 Asse  
[www.mediamarketingdelhaize.be](http://www.mediamarketingdelhaize.be)

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

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## TARGETED & PERSONALIZED COMMUNICATION

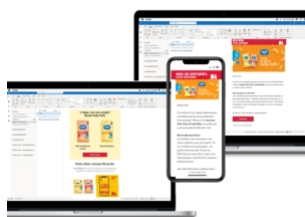
- ⊕ MONO-BRAND COMMUNICATION
- ⊕ PRINT DIRECT MAIL
- ⊕ NEWSLETTER INTEGRATIONS
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## TARGETED & PERSONALIZED COMMUNICATION

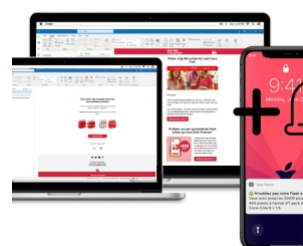
### MONO-BRAND COMMUNICATION



#### 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



#### 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:





Reach your customers where they are.

- 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

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



## 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 !

#### 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 enivrante 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,

Nos bébés 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 Naturelles Bio !

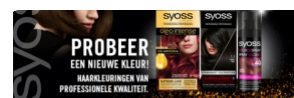
Aujourd'hui, certains parents mangent moins de viande : c'est meilleur pour la santé et la planète. Vous vous demandez certainement "Manger moins de viande, ce serait vraiment mieux pour mon bébé/mon petit-fils/ma nièce/mon fils(e) ?" ou "Serait-ce bon pour son développement ?" La réponse à ces 2 questions 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 aigres-douces et légèrement amères de la Hoegaarden Blanche®.
2. On ajoute un peu de piquant avec Lay's Strong® Hot Chicken Wings et Jupiler® 10,0%  
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® Italiano & Chianti 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 van de dag kan komen op kerstavond!

Voor jouw haar is alleen het beste goed genoeg!  
Zin om van stijl te veranderen of je kleur een opfrisbeurt te geven? Dat kan gemakkelijk met de haardesurproducten van SYOSS. Ze zijn van professionele kwaliteit en zorgen voor een salonswaardig 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
- 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

#### 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
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KPI1 - #Open rate (FR + NL)

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

#### Sample pictures

## OBJECTIVES

#### CONVERSION



#### BRAND AWARENESS



#### CALL TO ACTION



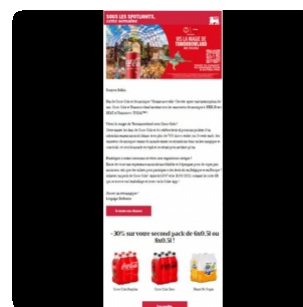
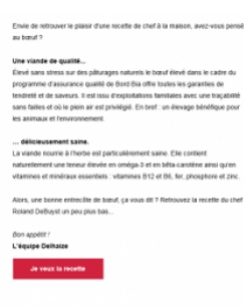
#### TRIAL



#### ENGAGEMENT / CONSIDERATION



#### CROSS/UPSELLING



## 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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KPI1 - #Open rate (FR + NL)

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

## OBJECTIVES

#### CONVERSION



#### BRAND AWARENESS



#### CALL TO ACTION



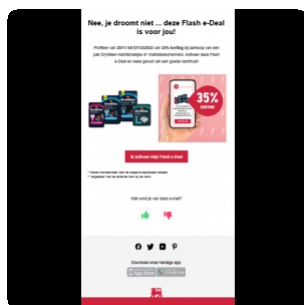
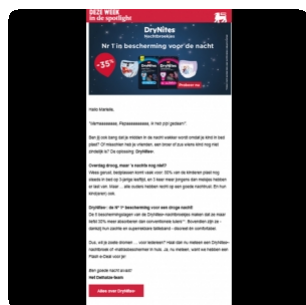
#### TRIAL



#### ENGAGEMENT / CONSIDERATION



#### CROSS/UPSELLING



## 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
- 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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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



Hallo MMD,

Fijn van Fanta en Sprite? Dan hebben we goed nieuws: deze heerlijke drankjes zijn fun 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 flinke dosis 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 kun je genieten van een flinke promo op Fanta, Sprite en hun varianten bij aankoop van 2 packs met 6 blikjes van 33 cl, is het tweede pack aan -30%! Waar wacht je nog op? Stel maar je Delhaize-winkel of naar [delhaize.be](https://delhaize.be)

Laat het omzien!

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





## 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



## 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

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





# 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

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Reportings are available 6 weeks after the end of the  
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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



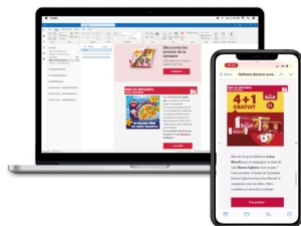
CROSS/UPSELLING





## TARGETED & PERSONALIZED COMMUNICATION

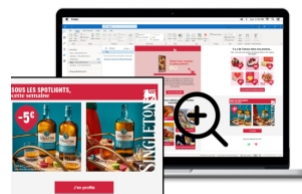
### NEWSLETTER INTEGRATIONS



#### Segmented Insert e-mail

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

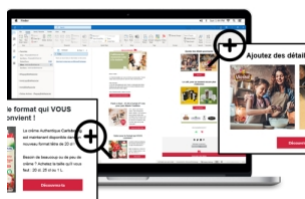
- Highlight on an existing promotion
- Innovation
- Link to a landing page to the e-shop
- Choose the quantity you want to target...there is no limit!
- Predefined segmented group based on the categories



#### Thematic mono-brand insert newsletter

- Exclusivity only 1 brand
- Related to the main topic of the Delhaize newsletter (Mother's day, Easter, ...)
- 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
- Predefined segmented group based on the categories: Between 500.000 - 1Mio contacts

[See the full Thematic mono-brand insert newsletter Calendar for 2024.](#)

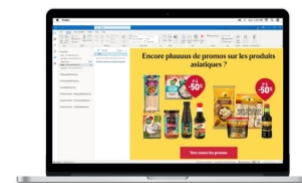


#### Thematic multi-brand insert newsletter

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

- Insert of a branded banner in the thematic e-mail
- Highlight of an existing promotion
- Predefined segmented group based on the categories

[See the full Thematic multi-brand insert newsletter Calendar for 2024](#)



#### 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

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)

## OBJECTIVES

BRAND AWARENESS



CALL TO ACTION



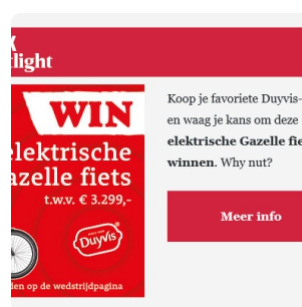
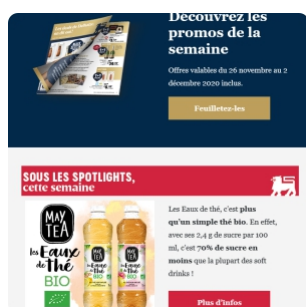
TRIAL



ENGAGEMENT / CONSIDERATION



CROSS/UPSELLING



## Thematic mono-brand insert newsletter



### TARGETED & PERSONALIZED COMMUNICATION

Newsletter integrations

- Exclusivity only 1 brand
- Related to the main topic of the Delhaize newsletter (Mother's day, Easter, ...)
- 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
- Predefined segmented group based on the categories: Between 500.000 - 1Mio contacts

[See the full Thematic mono-brand insert newsletter Calendar for 2024.](#)

### Duration

1 sending

### Media Booking

6 weeks

### Nice to know

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

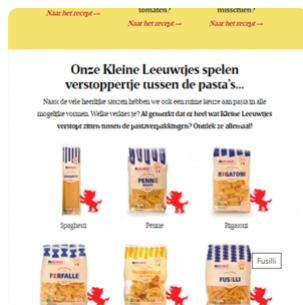
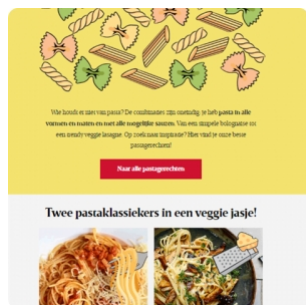
### Post reporting

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



# Thematic multi-brand insert newsletter



## TARGETED & PERSONALIZED COMMUNICATION

Newsletter integrations

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

- Insert of a branded banner in the thematic e-mail
- Highlight of an existing promotion
- Predefined segmented group based on the categories

[See the full Thematic multi-brand insert newsletter Calendar for 2024](#)

### Duration

1 sending

### Media Booking

6 weeks

### Nice to know

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

### 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



De score niet-dog, een beetje score ? En vous laissez-vous charger des invites et de l'ambiance... Nous, on s'occupe des promos ! Alors, prêt à marquer des points en organisant une soirée foot délicieusement réussie ?

L'Esprit Delhaize

En savoir plus

Côte d'Or | Combinez & profitez :  
1+1 gratuit



Continuez & profitez : 1+1 gratuit !  
Non seulement vous profitez d'une belle promo, mais aussi de 2x plus de chance de gagner un weekend pour deux ! Laissez-vous emporter dans le monde spirituel et glorieux des Côte d'Or Rouges. Info & participation sur [CoteDOrDelhaize.be](#)

## 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



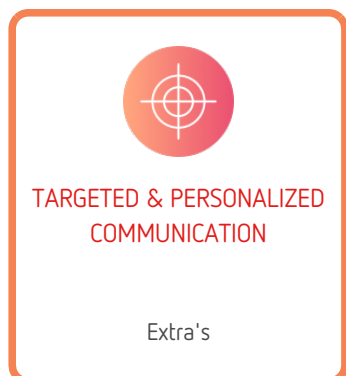
CALL TO ACTION



ENGAGEMENT / CONSIDERATION



## E-deal



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

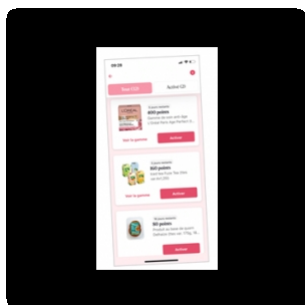
### Media Booking

4 weeks

### Nice to know

- Discount: min. 20%

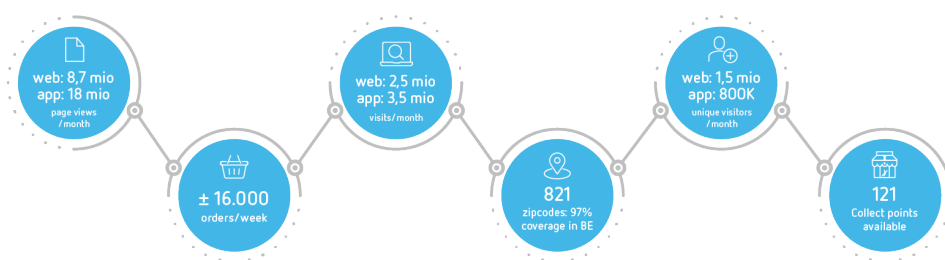
### Sample pictures





## ONLINE COMMUNICATION AND ACTIVATION

- + BANNERING
- + ONLINE ORDER
- + PERFORMANCE
- + CONTENT & INSPIRATION
- + OFFSITE







## ONLINE COMMUNICATION AND ACTIVATION

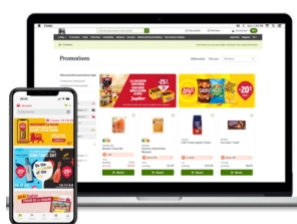
### BANNERING



#### Commercial display

2 packs: small - large: # impression guarantee  
Formats:

- pack small: butterfly-ad, visibility on specific category pages & search page
- pack large: butterfly and flagship-ad, visibility on specific category pages, search page, check-out page and home page



#### IAB Bannering

Boost your sales by highlighting your brand on Delhaize.be through a valuable set of targeted ads:

- Visibility on the Homepage Delhaize + e-shop or Promo page
- Promo page: 2 brands/week- highlight your promotion
- HP Delhaize + e-shop: 1 brand/week- exclusivity



#### Store Locator Banner

Extend your reach with a visibility on the Store Locator Page

- Possibility to link with promo or brand page



## Commercial display



### ONLINE COMMUNICATION AND ACTIVATION

Bannering

2 packs: small - large: # impression guarantee  
Formats:

- pack small: butterfly-ad, visibility on specific category pages & search page
- pack large: butterfly and flagship-ad, visibility on specific category pages, search page, check-out page and home page

#### Duration

2 weeks

#### Media Booking

6 weeks

#### Nice to know

- Target the shoppers with the highest purchase intention via Delhaize online data throughout the buying journey: Home page, Category page, Search page and Order confirmation page.
- Targeting based on cold data (purchase history), hot data (real time page views, searched keywords, shopping basket content,...)
- Adblock free
- Native design
- 100% responsive design
- Prices, description, stocks,... dynamics and updated in real time
- Direct "add to basket" and "add to shopping list"
- Possibility to promote up to 5 references via a carousel system
- Creatives to be provided by the client
- Pre-defined reach on approximate period
- No-predefined places of the bannering

#### Post reporting

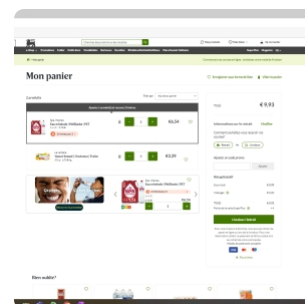
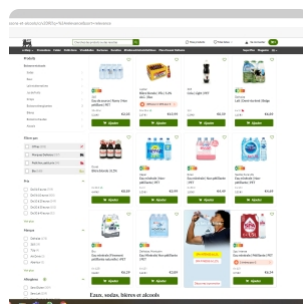
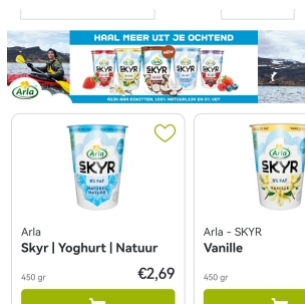
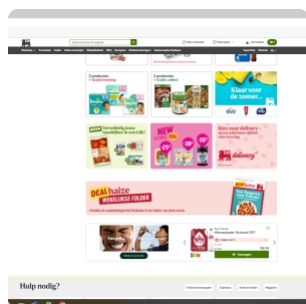
Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

KPI 1 - # Impressions

KPI 2 - # ROAS

KPI 3 - # Sales

#### Sample pictures



## OBJECTIVES

CONVERSION



BRAND AWARENESS



ENGAGEMENT / CONSIDERATION



## IAB Bannering



### ONLINE COMMUNICATION AND ACTIVATION

Bannering

Boost your sales by highlighting your brand on Delhaize.be through a valuable set of targeted ads:

- Visibility on the Homepage Delhaize + e-shop or Promo page
- Promo page: 2 brands/week- highlight your promotion
- HP Delhaize + e-shop: 1 brand/week- exclusivity

#### Duration

1 week

#### Media Booking

6 weeks

#### Nice to know

- Exclusivity
- Banner visible on the most visited pages
- Banner visible for all - no targeting
- IAB format
- Creatives to be provided 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 - # Impressions

KPI 2 - # ROAS

KPI 3 - # Sales

#### Sample pictures

## OBJECTIVES

CONVERSION



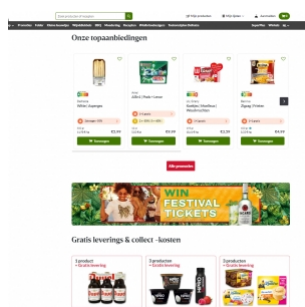
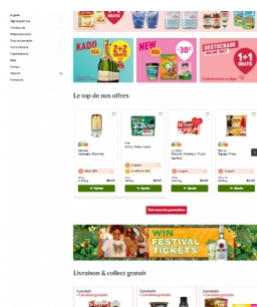
BRAND AWARENESS



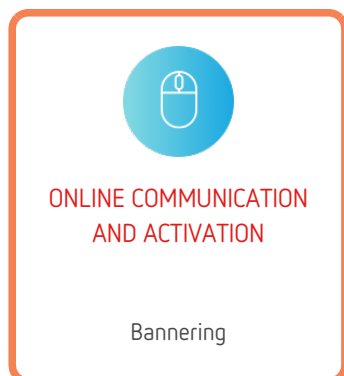
ENGAGEMENT / CONSIDERATION



BRAND POSITIONING



## Store Locator Banner



Extend your reach with a visibility on the Store Locator Page

- Possibility to link with promo or brand page

### Duration

1 week

### Media Booking

4 weeks

### Nice to know

- Visibility on a page that is visited by another target group of Delhaize.be
- On average 40.000 visits per month
- Exclusivity: only one banner / week
- Possibility to link with existing promotion instore or brand page
- No further targeting possible

### Post reporting

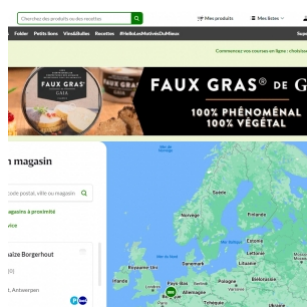
Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

KPI 1 - # Unique Visitors

KPI 2 - # Visits

KPI 3 - # Page Views

### Sample pictures



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



INSPIRATION



ENGAGEMENT / CONSIDERATION



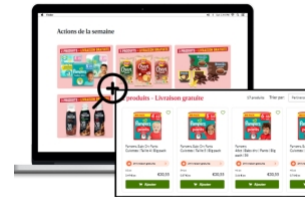
BRAND POSITIONNING





## ONLINE COMMUNICATION AND ACTIVATION

### ONLINE ORDER



#### Push product for Free Collect

- Free Collect cost for the consumer by buying a certain amount of product(s)
- Visibility on the homepage, the mega menu and in the online folder

#### Push product for Free Delivery

- No Delivery Fee for the consumer by buying a certain amount of product(s)
- Visibility on the homepage, the mega menu and in the online folder



#### Product sampling

Free product added to the consumer's order.

- Wave of 10.000 samples
- Option: Leaflet A6 based on a Delhaize template
- Leaflet production included in the price
- 2 slots available per week
- Fresh or Dry products

## Push product for Free Collect



### ONLINE COMMUNICATION AND ACTIVATION

Online order

- Free Collect cost for the consumer by buying a certain amount of product(s)
- Visibility on the homepage, the mega menu and in the online folder

#### Duration

1 week

#### Media Booking

10 weeks

#### Nice to know

- Max. 10 SKU
- No promopack
- No other promotion at the same time
- No frozen product
- Up to 3 slots/week

! Important !

The total value of the bought products must be minimum 6€.

#### Post reporting

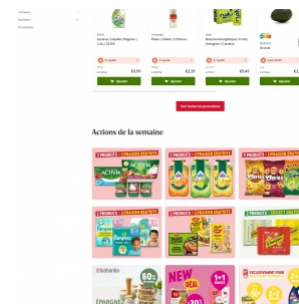
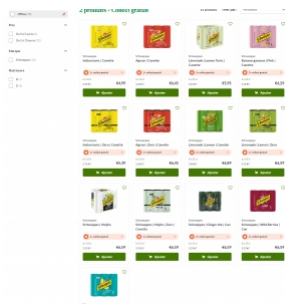
Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

KPI1 - # Units sold

KPI2 - # Revenue

KPI3 - # Order

#### Sample pictures



## OBJECTIVES

CONVERSION



CALL TO ACTION



TRIAL



## Push product for Free Delivery



ONLINE COMMUNICATION  
AND ACTIVATION

Online order

- No Delivery Fee for the consumer by buying a certain amount of product(s)
- Visibility on the homepage, the mega menu and in the online folder

### Duration

1 week

### Media Booking

10 weeks

### Nice to know

- Up to 3 slots/week
- Max. 10 SKU
- No promopack
- No other promotion at the same time
- No frozen product

! Important !

The total value of the bought products must be minimum 9€.

### Post reporting

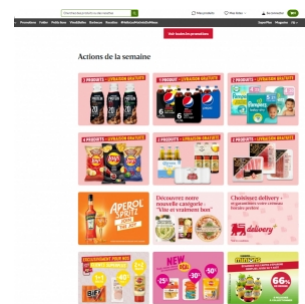
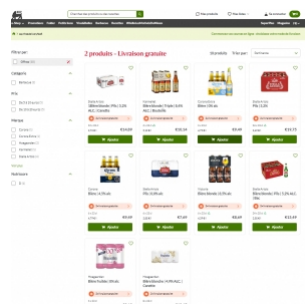
Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

KPI1 - # Units sold

KPI2 - # Revenue

KPI3 - # Order

### Sample pictures

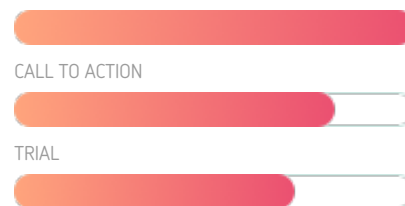


## OBJECTIVES

CONVERSION

CALL TO ACTION

TRIAL



## Product sampling



### ONLINE COMMUNICATION AND ACTIVATION

Online order

Free product added to the consumer's order.

- Wave of 10.000 samples
- **Option:** Leaflet A6 based on a Delhaize template
- Leaflet production included in the price
- 2 slots available per week
- Fresh or Dry products

#### Duration

1 distribution

#### Media Booking

6 weeks

#### Nice to know

- 10.000 units distributed over a period of 5-8 days
- Single portion for HBC product
- Best-before date min 20 days
- Product available at Delhaize
- No targeting
- Up to 2 partners/week

#### 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 - # Units distributed

#### Sample pictures



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



TRIAL



ENGAGEMENT / CONSIDERATION





## Sponsored Products



### ONLINE COMMUNICATION AND ACTIVATION

Performance

Sponsored Products are cost-per-click ads that promote individual products throughout Delhaize.be

#### Duration

Max. 3 months or Max 3500 clicks

#### Media Booking

2 weeks

#### Nice to know

- Better visibility within your product group
- You reach more interested customers
- Product item displayed on homepage, check-out and category pages

#### Post reporting

#Impressions and #Clicks

#### Sample pictures

## OBJECTIVES

CONVERSION



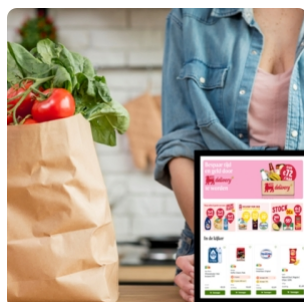
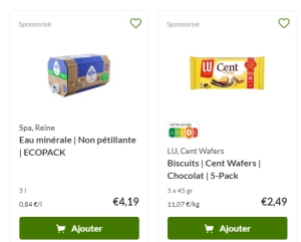
BRAND AWARENESS



CALL TO ACTION



ts





## ONLINE COMMUNICATION AND ACTIVATION

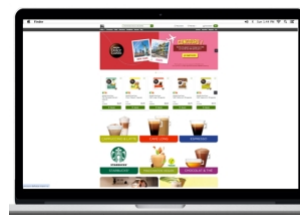
### CONTENT & INSPIRATION



#### Recipe Pack

Boost your branded recipe on Delhaize.be!

This tool is ideal to reach highly engaged customers. After consulting a recipe, 70% of the users search for its ingredients on our e-shop!



#### Brand Page

Content page fully dedicated to 1 brand

Accessible during 12 weeks via:

- Banner "[Marques sous la loupe](#)" / "[Merken in de kijker](#)" on the Mega Menu



# Recipe Pack



## ONLINE COMMUNICATION AND ACTIVATION

Content & inspiration

Boost your branded recipe on Delhaize.be!

This tool is ideal to reach highly engaged customers.  
After consulting a recipe, 70% of the users search for its ingredients on our e-shop!

### Duration

Banner on the 'Recipe Homepage': 2 weeks - Recipe on the 'All Recipes Page': 12 weeks - Insert e-mail in Delhaize's Newsletter : week to choose

### Media Booking

4 weeks

### Nice to know

- 1 banner on Recipe Landing Page and Recipe Search Page
- 1 dedicated page with your recipe on Delhaize Website and on My Delhaize App
- 1 segmented insert of your Recipe in newsletter (150.000 contacts)
- Possibility to add a video
- Button 'add to basket'

### Post reporting

Ad Hoc on demand

### Sample pictures

## OBJECTIVES

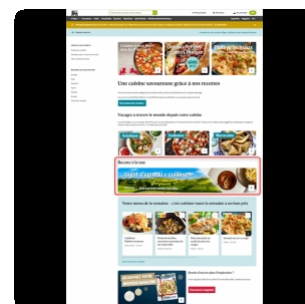
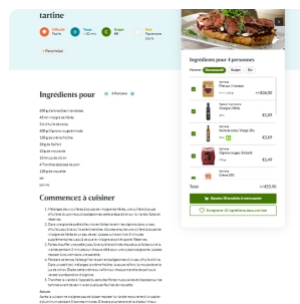
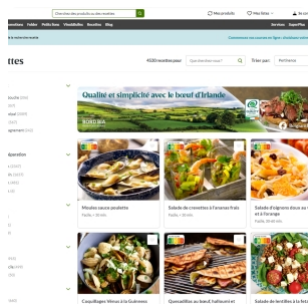
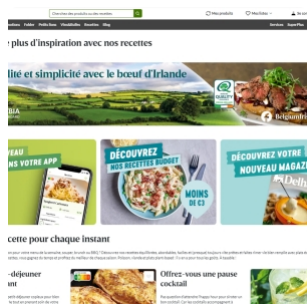
CALL TO ACTION



INSPIRATION



CROSS/UPSELLING



## Brand Page



### ONLINE COMMUNICATION AND ACTIVATION

Content & inspiration

Content page fully dedicated to 1 brand

Accessible during 12 weeks via:

- Banner "[Marques sous la loupe](#)" / "[Merken in de kijker](#)" on the Mega Menu

#### Duration

1 quarter

#### Media Booking

8 weeks

#### Nice to know

- Possibility to update the content of the page during the quarter
- Build your own content page with recipes, add to basket, video, story tellings, visuals,...
- Ideal to use this page as a landing page from your digital campaigns (Facebook, Youtube, Google, Newsletter,...)
- Creation and visuals provided by the client

## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



CALL TO ACTION



ENGAGEMENT / CONSIDERATION



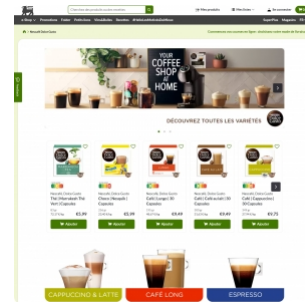
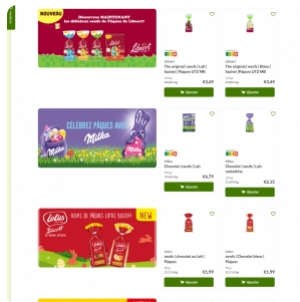
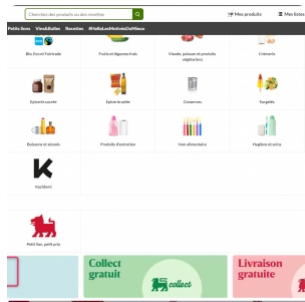
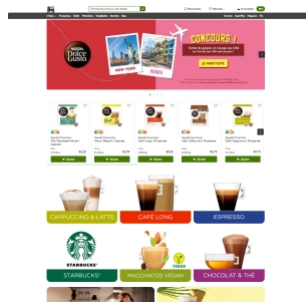
BRAND POSITIONNING



CROSS/UPSELLING



#### Sample pictures



## Extended Audience



ONLINE COMMUNICATION  
AND ACTIVATION

Offsite

### SEA

- Advertising on Google Ads will allow you to bid for ad placement on the search when someone searches on a keyword that you have chosen.

### Display

- Display is the grouping name of all banner types. Delhaize is buying this bannering placements on qualitative whitelisted third party network (De Standaard, Le Soir, De Morgen, La Libre, ...). The target group is chosen by you and it will be delivered within those parameters.

### Native

- Native advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed!

Extended Audience has to be booked always in combination with an MMD online campaign.

### Duration

1 week until 8 weeks depending on the goal of your campaign: Promo 1 week, Positioning 2 weeks, Awareness 4 weeks, Always-on 8 weeks

### Media Booking

8 weeks

### Nice to know

- Increase reach
- Build awareness and notoriety for your brand
- Qualified audiences (based upon shopping and website behavior actual Delhaize.be visitors)
- Qualitative environments (whitelisted domains, brand safe)
- Use Delhaize.be as a supplementary distribution/information platform (for those brands that do not have an e shop or website, Facebook page, ...)
- Increase Audience (online and offline)
- "Recommended by a powerful brand (Delhaize)"

### Post reporting

Ad Hoc on demand

### Sample pictures

## OBJECTIVES

### CONVERSION



### BRAND AWARENESS



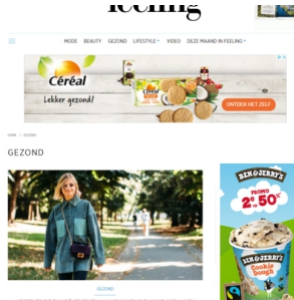
### CALL TO ACTION





Reach your customers where they are.

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





## DELHAIZE MAGAZINE

### + CONTENT





## DELHAIZE MAGAZINE

### CONTENT



#### Mini Mag Insert in Delhaize Magazine

Your owned Mini Mag in Delhaize Magazine!

Insertion of a leaflet (4 A5 pages or 8 A5 pages):

- Content
- Activation (offer coupon value)
- Innovation

Delhaize Magazine

- 6 editions a year + 3 supplements (Health - BBQ - Breakfast)



#### Advertorial Delhaize Magazine

Sponsored advertorial inserted in Delhaize magazine:

- Full A4 page

Delhaize Magazine

- 6 editions a year + 3 supplements (Health - BBQ - Breakfast)



#### A4 Advertisement Page Delhaize Magazine

Advertising Formats Print Delhaize Magazine. 3 options:

- 1 full page advertisement
- 1 full page advertisement with coupon

Delhaize Magazine

- 6 editions a year + 3 supplements (Health - BBQ - Breakfast)



#### Tested for you

A new format which allows you to publish plenty of information on a specific product in a specific setting.



## Mini Mag Insert in Delhaize Magazine



Your owned Mini Mag in Delhaize Magazine!

Insertion of a leaflet (4 A5 pages or 8 A5 pages):

- Content
- Activation (offer coupon value)
- Innovation

Delhaize Magazine

- 6 editions a year + 3 supplements (Health - BBQ - Breakfast)

Duration

2 months

Media Booking

10 weeks

Nice to know

## OBJECTIVES

CONVERSION

BRAND AWARENESS

INSPIRATION

ENGAGEMENT / CONSIDERATION

BRAND POSITIONNING

EDUCATION

*MEDIA SOLD  
EXCLUSIVELY VIA OUR  
PARTNER GICOM*

- 600.000 copies
- Creation in collaboration with Gicom
- Printing included
- Exclusivity on the category
- All categories allowed

Sample pictures



# Advertorial Delhaize Magazine



DELHAIZE MAGAZINE

Content

Sponsored advertorial inserted in Delhaize magazine:

- Full A4 page

Delhaize Magazine

- 6 editions a year + 3 supplements (Health - BBQ - Breakfast)

Duration

2 months

Media Booking

10 weeks

Nice to know

## OBJECTIVES

INSPIRATION



ENGAGEMENT / CONSIDERATION



BRAND POSITIONNING



CHANGE PERCEPTION



EDUCATION



## MEDIA SOLD EXCLUSIVELY VIA OUR PARTNER GICOM

- 600.000 copies
- Creation in collaboration with Gicom
- Priority healthy (Food, fresh, drinks) but possibility non food
- Feature article from the supplier

Sample pictures



## A4 Advertisement Page Delhaize Magazine



Advertising Formats Print Delhaize Magazine. 3 options:

- 1 full page advertisement
- 1 full page advertisement with coupon

Delhaize Magazine

- 6 editions a year + 3 supplements  
Health - BBQ - Breakfast

Duration

2 months

Media Booking

8 weeks

Nice to know

## OBJECTIVES

BRAND AWARENESS

ENGAGEMENT / CONSIDERATION

EDUCATION

## MEDIA SOLD EXCLUSIVELY VIA OUR PARTNER GICOM

- Measurements 1 page: 210 mm (W) x 270 mm (H) + 5 mm bleed at each side + crop marks
- Measurements double page: 420 mm (W) x 270 mm (H) + 5 mm bleed at each side + crop marks
- Resolution: CMYK/300 dpi
- 2 versions: Dutch and French (no bilingual ads)
- Advertisement coupon: template for the coupon on demand

Sample pictures



## Tested for you



DELHAIZE MAGAZINE

Content

A new format which allows you to publish plenty of information on a specific product in a specific setting.

### Duration

2 months

### Media Booking

10 weeks

### Nice to know

## MEDIA SOLD EXCLUSIVELY VIA OUR PARTNER GICOM

- 600.000 copies
- Creation in collaboration with Gicom
- Printing included

### Sample pictures





## 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](mailto: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

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

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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



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,

Qu'avez-vous pensé des délicieuses shots hyperprotéinées d'HI-PRO que vous avez goûtées chez Delhaize. Il y a quelques jours ? 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 ? HI-PRO Shot de Danone 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 attend et découvrez !

# 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



#### Digital Signage Entrance

A national coverage of over 178 screens across Delhaize supermarket 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.





## Digital Signage Entrance



IN STORE

Digital Signage

A national coverage of over 178 screens across Delhaize supermarket 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.

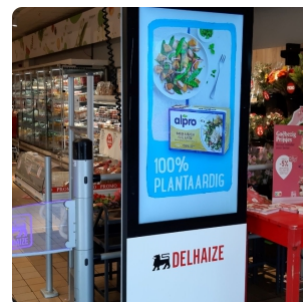
KPI 1 - Reach category (Total Reach)

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



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 : 83 screens
  - Wine: 52 screens
  - Butchery: 96 screens
  - F&V: 93 screens
  - Fish: 99 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 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



CALL TO ACTION



TRIAL



CROSS/UPSELLING





# 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.

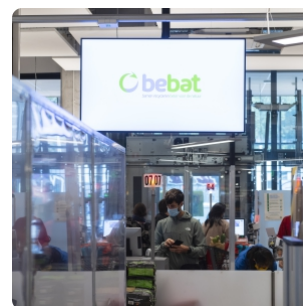
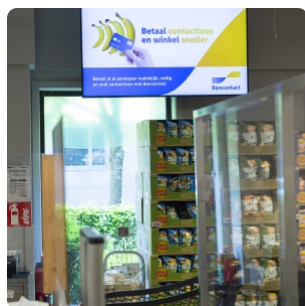
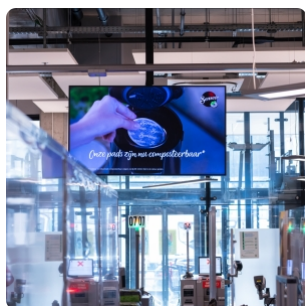
KPI 1 - Reach category (Total Reach)

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



BRAND POSITIONNING



# Digital Signage Shop&Go



IN STORE

Digital Signage

## 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



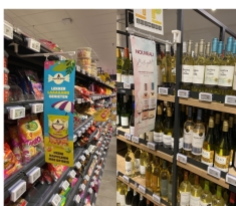
#### Stopper mini

- 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



#### Stopper medium / maxi

- Communication perpendicular to the shelf
- Option with a cut out shape (Stopper Cut)
- Medium: 12 x 77 cm
- Maxi: 12 x 124 cm



#### Stopper 3D

- Communication printed in relief, placed perpendicular to the shelf
- 12 x 40 cm



### Stopper Scent

Olfactive tool to give customers the possibility to smell a product and/or are encouraged to enter certain aisles

- Small Stopper 3D with scent



### Wobbler

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

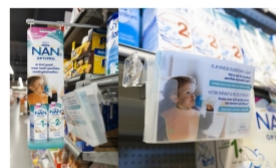


### Full Customization Fresh

Ideal for the Brand bloc

Included:

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



### 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



### Fridge door stickers

A glass door completely decorated with 2 stickers (fresh and frozen departments)



### Tester

Support placed in the isle as self testing



### Quart de rond

- Transparent profiles with cardboard insert
- Size: 70 cm (7x10 cm)



### Floor Sticker & Stopper medium

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

### 3D product

3D product stuck on both sides of the door fridge glass.



## 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.

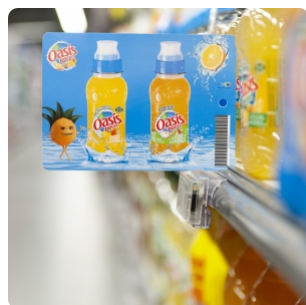
KPI 1 - Reach category (Total Reach)

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

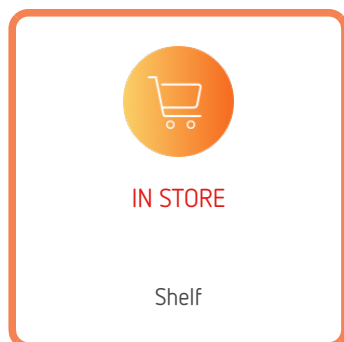
EYE CATCHER



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.

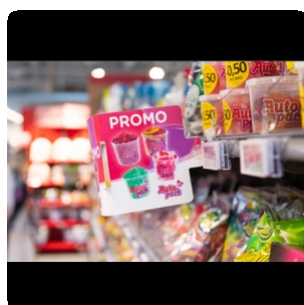
KPI 1 - Reach category (Total Reach)

KPI 2 - % New Buyers of promoted product/range (New Buyers Ratio)

KPI 3 - Category turnover evolution (Category Ratio)

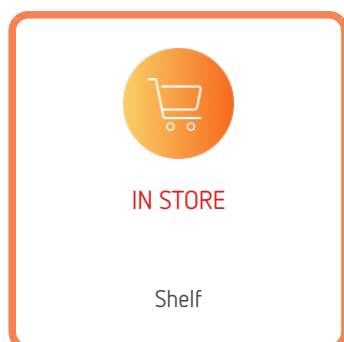
KPI 4 - Promoted product/range turnover evolution (Promoted Product Ratio)

### Sample pictures





## 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 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





# Stopper Small 360°

Communication 3D on the shelf - Personalised cut-out

## Banner



IN STORE

Shelf



## 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 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



## Stopper medium / maxi



- Communication perpendicular to the shelf
- Option with a cut out shape (Stopper Cut)
- Medium: 12 x 77 cm
- Maxi: 12 x 124 cm

### 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 the client
- Sales uplift: Av. 13-29%

### 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.

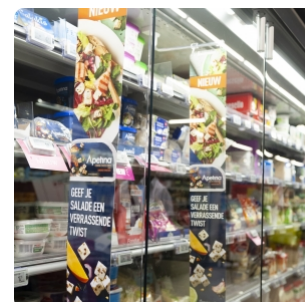
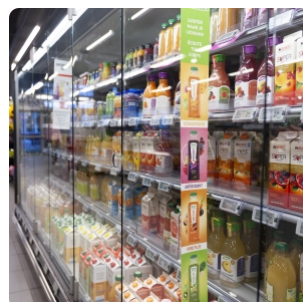
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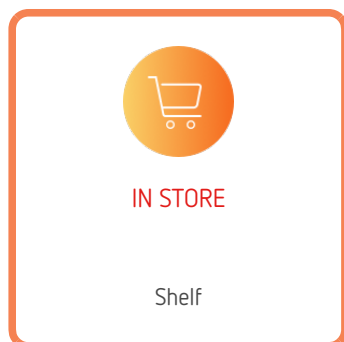
KPI 3 - Category turnover evolution (Category Ratio)

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

### Sample pictures



## Stopper 3D



- Communication printed in relief, placed perpendicular to the shelf
- 12 x 40 cm

### 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 the client
- Sales uplift: Av. 13-29%

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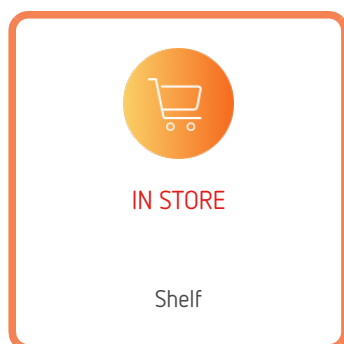
KPI 3 - Category turnover evolution (Category Ratio)

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

### Sample pictures



# Stopper Scent



Olfactive tool to give customers the possibility to smell a product and/or are encouraged to enter certain aisles

- Small Stopper 3D with scent

## Banner



## Duration

4 weeks

## Media Booking

10 weeks

## Nice to know

- Incite trial of a product and/or encourage shoppers to enter certain departments in the store
- Over 1.000 standard scent + possibility to create a tailor-made scent
- Only possible if usage in all banners
- 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

CONVERSION



BRAND AWARENESS



TRIAL



ENGAGEMENT / CONSIDERATION



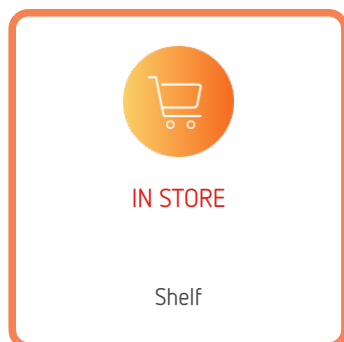


Reach your customers where they are.



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

## 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

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



### BRAND POSITIONNING

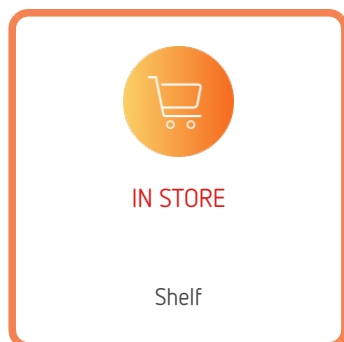


### EDUCATION





## 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 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



## 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 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

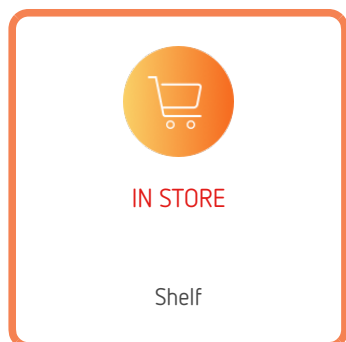


### EYE CATCHER





# 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 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



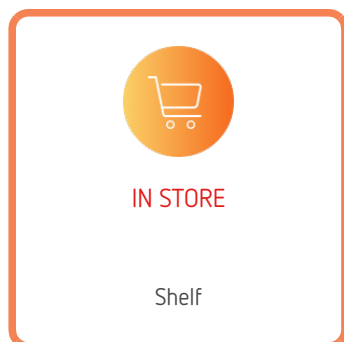
BRAND AWARENESS



EYE CATCHER



## Fridge door stickers



A glass door completely decorated with 2 stickers  
(fresh and frozen departments)

### Banner



## OBJECTIVES

CONVERSION



BRAND AWARENESS



### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

- Ideal to highlight 1 product or a range
- Size: (2x) max 40 cm x 12 cm
- Cut of your choice
- 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



## Tester

Support placed in the isle as self testing

### Banner



### Duration

2 weeks

### Media Booking

8 weeks

### Nice to know

- Placement - Post reporting by MMD
- Provision of products to be tested
  - SM: ± 150 products
  - SM+AD: ± 380 products
- Creation and production by the client
- No refill

### 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



TRIAL



ENGAGEMENT / CONSIDERATION



CHANGE PERCEPTION



## Quart de rond



- Transparent profiles with cardboard insert
- Size: 70 cm (7x10 cm)

### 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 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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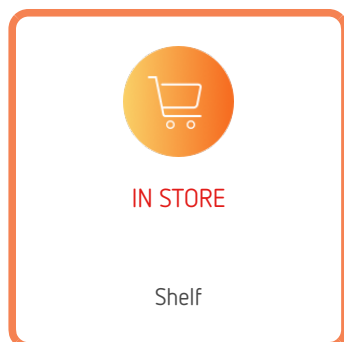
KPI 3 - Category turnover evolution (Category Ratio)

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

### Sample pictures



## Floor Sticker & Stopper medium



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

### Banner



### Duration

2 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 category (Total Reach)

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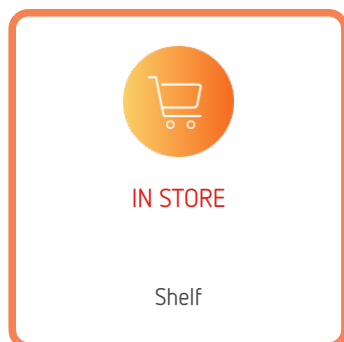
KPI 3 - Category turnover evolution (Category Ratio)

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

### Sample pictures



## 3D product



3D product stuck on both sides of the door fridge glass.

### Banner



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



### Duration

4 weeks

### Media Booking

8-10 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 category (Total Reach)

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

### Sample pictures



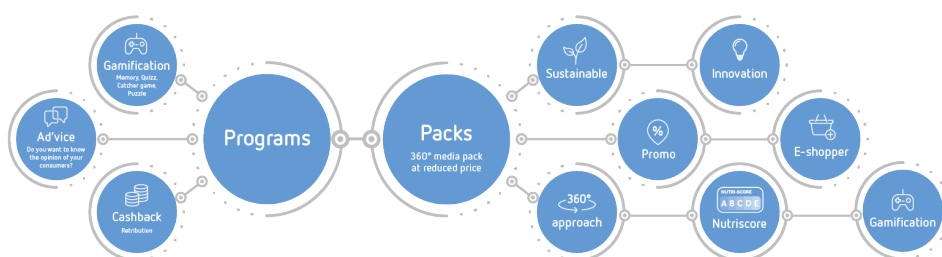




## PACKS & PROGRAMS

+ PROGRAMS

+ PACKS





## PACKS & PROGRAMS

### PROGRAMS

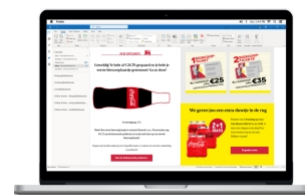


#### Gamification Program

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
- landing page with detail of the activation (if necessary)
- option:
  - instore stopper
  - commercial display - pack small



#### Reward Challenge Program

- Set the purchase volume for the reward
- Choose the reward
- Intermediary messages can be sent to encourage the purchase volume
- Choose the target group



#### Instant Cashback Program

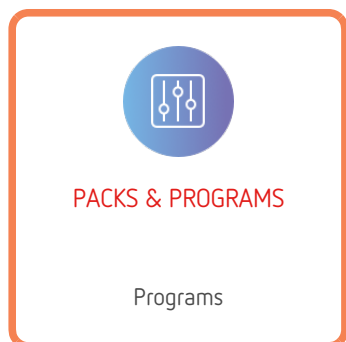
Generate a first trial without value destruction. '100% Cash Back' or 'Try our new product for only 1€'.

Included in the Program:

- cashback via e-deal platform
- dedicated e-mail till 100.000 contacts
- reminder by mail or push notification



# Gamification Program



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
- landing page with detail of the activation (if necessary)
- option:
  - instore stopper
  - commercial display - pack small

## OBJECTIVES

CONVERSION



BRAND AWARENESS



ENGAGEMENT / CONSIDERATION



EDUCATION



## 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



## Reward Challenge Program



### PACKS & PROGRAMS

Programs

- Set the purchase volume for the reward
- Choose the reward
- Intermediary messages can be sent to encourage the purchase volume
- Choose the target group

### Duration

max. 4 weeks

### Media Booking

8 weeks

### Nice to know

- Look & feel of your brand
- Reward your customer for a specific purchase
- Reward can be a gift, point plus, ...
- Stop the campaign when the number of available rewards is reached

### Sample pictures



# Instant Cashback Program



## PACKS & PROGRAMS

Programs

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

### Duration

2 weeks

### Media Booking

8 weeks

### Nice to know

- Look & feel of your brand
- Conversion even easier and faster to the consumer
- Target group depending on available cashback volume

### 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 collect - 1 week
  - Free preparation cost for the consumer by buying your 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



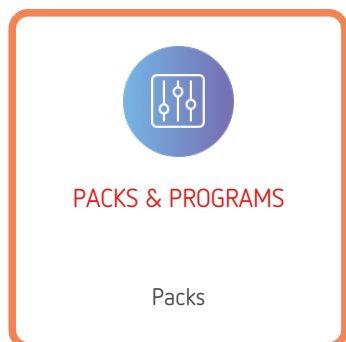
#### 360° Pack

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 Commercial Display - Pack Small (2 weeks)
- Stopper mini 360° - Pack Large (4 weeks)
- Push Notification
- Segmented Insert email

# 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 collect - 1 week
  - Free preparation cost for the consumer by buying your 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

## 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

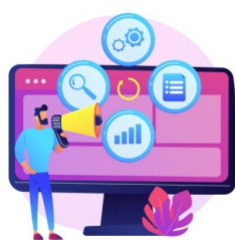
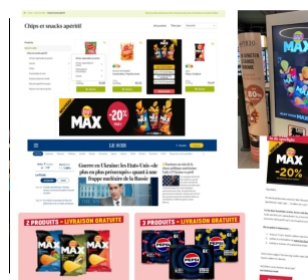


### ENGAGEMENT / CONSIDERATION





Reach your customers where they are.



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

## 360° Pack



### PACKS & PROGRAMS

Packs

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 Commercial Display - Pack Small (2 weeks)
- Stopper mini 360° - Pack Large (4 weeks)
- Push Notification
- Segmented Insert email

### Duration

1 until 4 weeks in a period of 8 weeks

### Media Booking

6 weeks

### Nice to know

- used for 1 brand
- advantageous package price

### Post reporting

Ad Hoc on demand --> Mix of different reports

### Sample pictures

## OBJECTIVES

CONVERSION



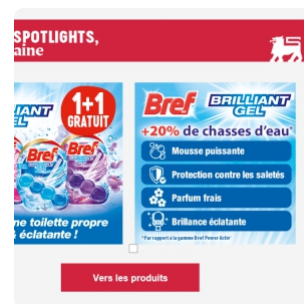
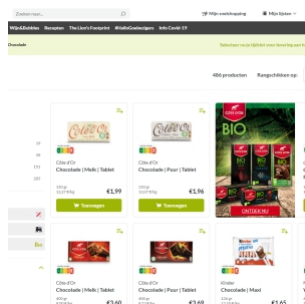
PENETRATION



BRAND AWARENESS



ENGAGEMENT / CONSIDERATION





## STORE EXPERIENCE

⊕ TASTING - INDOOR

⊕ TASTING - OUTDOOR







## STORE EXPERIENCE

### TASTING - INDOOR



#### Indoor with live preparation

- All-in package
- Min. 15 activations/week
- Selection out of 60 'preferred' SM



#### Indoor without live preparation

- All-in package
- Min. 15 activations/week
- Selection out of 60 'preferred' SM



## Indoor with live preparation



### STORE EXPERIENCE

Tasting - Indoor

- All-in package
- Min. 15 activations /week
- Selection out of 60 'preferred' SM

#### Duration

Min. 15 activations /week

#### Media Booking

12 weeks

#### Nice to know

#### All-inclusive

- 1 ambassador/hostess - 7 hours
- Stand & Demo material
- Branding stand & outfit
- Standard package of disposables
- Standard cooking material
- Logistics
- Project management & telecheck

#### Optional

- Airfryer
- Small or Big oven
- Blender
- Kitchen machine/chopper
- Hotpot
- Microwave
- Coffee machine

#### 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 - # Adressed persons

KPI2 - # Tasting

#### Sample pictures

## OBJECTIVES

CONVERSION



TRIAL



CHANGE PERCEPTION



## Indoor without live preparation



### STORE EXPERIENCE

Tasting - Indoor

- All-in package
- Min. 15 activations/week
- Selection out of 60 'preferred' SM

#### Duration

Min. 15 activations/weeks

#### Media Booking

12 weeks

#### Nice to know

#### All-inclusive

- 1 ambassador/hostess - 7 hours
- Stand & Demo material
- Branding stand & outfit
- Standard package of disposables
- Logistics
- Project management & telecheck

#### 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 - # Adressed persons

KPI2 - # Tasting

#### Sample pictures

## OBJECTIVES

CONVERSION



EYE CATCHER



TRIAL





## STORE EXPERIENCE

### TASTING - OUTDOOR



#### Mini Truck

- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores



#### Maxi Truck

- All-in package
- Min. 25 activations
- Selection out of 75 qualified stores



#### Street Bicycle

- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores



#### Premium Stand

- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores



## Mini Truck



### STORE EXPERIENCE

Tasting - Outdoor

- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores

#### Duration

Min 10 activations

#### Media Booking

12 weeks

#### Nice to know

#### All-inclusive

- Min 10 activations - 1 activation/day
- Selection out of 75 qualified stores
- 1 ambassador/hostess / 7 hours
- Degustation material included
- Branded on foreseen spots

#### 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 - # Adressed persons

KPI2 - # Tasting

#### Sample pictures

## OBJECTIVES

TRIAL



# Maxi Truck



## STORE EXPERIENCE

Tasting - Outdoor

- All-in package
- Min. 25 activations
- Selection out of 75 qualified stores

### Duration

Min. 25 activations

### Media Booking

12 weeks

### Nice to know

### All-inclusive

- Min. 25 activations
- Max. 1 activation/day
- Selection out of 75 qualified stores
- 2 ambassadors/hostess / 7 hours
- Degustation material included
- Fully Branded
- Extra cost = mirrors and awning

### 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 - # Adressed persons

KPI2 - # Tasting

### Sample pictures



## OBJECTIVES

CONVERSION



TRIAL



CROSS/UPSELLING



## Street Bicycle



### STORE EXPERIENCE

Tasting - Outdoor

- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores

#### Duration

Min. 10 activations

#### Media Booking

12 weeks

#### Nice to know

#### All-inclusive

- Min. 10 activations
- Max. 2 activations / day
- Selection out of 75 qualified stores
- 1 ambassador / hostess / 7 hours
- Degustation material included
- Branded on foreseen spots
- Fridge inside the bicycle

#### 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 - # Adressed persons

KPI2 - # Tasting

#### Sample pictures



## OBJECTIVES

CONVERSION



EYE CATCHER



TRIAL



## Premium Stand



### STORE EXPERIENCE

Tasting - Outdoor

- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores

#### Duration

Min. 10 activations

#### Media Booking

12 weeks

#### Nice to know

#### All inclusive

- Min. 10 activations
- Max. 5 activations / day
- Selection out of 75 qualified stores
- 1 ambassador/hostess / 7 hours
- Degustation material included
- Branded on foreseen spots
- Fridge inside the stand

#### 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 - # Adressed persons

KPI2 - # Tasting

#### Sample pictures

## OBJECTIVES

CONVERSION



TRIAL



CROSS/UPSELLING

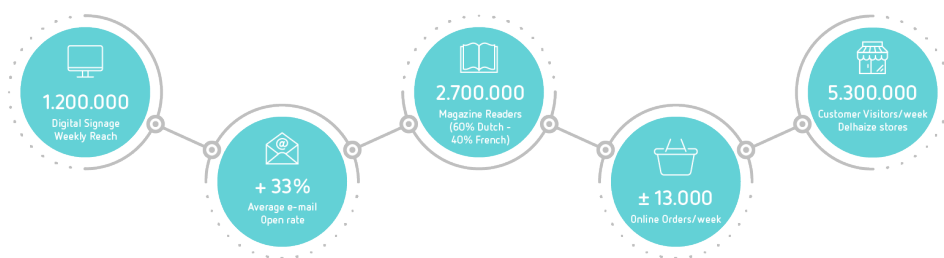






## TOOLS FOR EXTERNAL BRANDS & SERVICES

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





## 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

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)

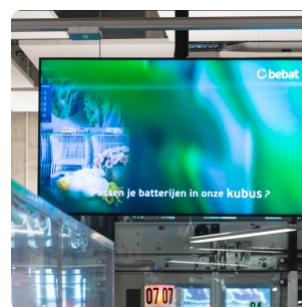
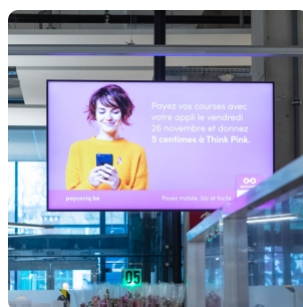
### Sample pictures

## OBJECTIVES

BRAND AWARENESS



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

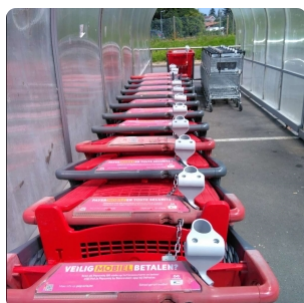
BRAND AWARENESS



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

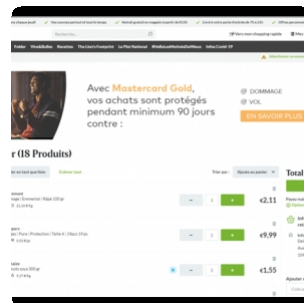
#### Sample pictures





## TOOLS FOR EXTERNAL BRANDS & SERVICES

### ONLINE COMMUNICATION & ACTIVATION



#### Checkout Page

Give visibility to your brand on the most important page of the funnel on the Delhaize Website : The checkout page where we observe great metrics such as :

- +/- 450.000 page views per month
- Average Time Spent on page : 1 min.



#### Store Locator Banner - External Brands & Services

Extend your reach with a visibility on the Store Locator Page

- Possibility to link with promo or brand page

## PLACEMENT DEDICATED TO EXTERNAL PARTNERS ONLY



#### Product Sampling - External Brands & Services

Why should sampling only be used by FMCG-Brands?  
Be outstanding, original & creative in your communication

## Checkout Page



### TOOLS FOR EXTERNAL BRANDS & SERVICES

Online Communication & Activation

Give visibility to your brand on the most important page of the funnel on the Delhaize Website : The checkout page where we observe great metrics such as :

- +/- 450.000 page views per month
- Average Time Spent on page : 1 min.

## PLACEMENT DEDICATED TO EXTERNAL PARTNERS ONLY

## OBJECTIVES

BRAND AWARENESS



INSPIRATION



BRAND POSITIONNING



### Duration

1

### Media Booking

4

### Nice to know

- Average time spent on page : 1 min.
- Exclusivity : Only one partner/week
- +/- 90.000 page views/week
- +/- 17.000 unique visitors/week
- Possibility to link it to a Content Page on the website of Delhaize

### Post reporting

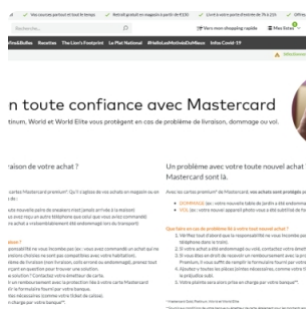
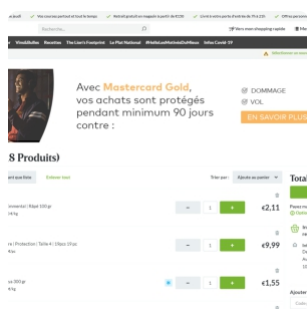
Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

KPI 1 - # Unique Visitors

KPI 2 - # Visits

KPI 3 - # Page Views

### Sample pictures





## Store Locator Banner - External Brands & Services



### TOOLS FOR EXTERNAL BRANDS & SERVICES

Online Communication & Activation

Extend your reach with a visibility on the Store Locator Page

- Possibility to link with promo or brand page

#### Duration

1 week

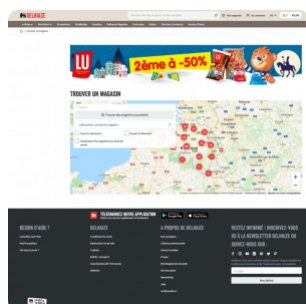
#### Media Booking

4 weeks

#### Nice to know

- Visibility on a page that is visited by another target group of Delhaize.be
- On average 40.000 visits per month
- Exclusivity: only one banner / week
- Possibility to link with a brand page on delhaize.be
- No further targeting possible

#### Sample pictures



## OBJECTIVES

BRAND AWARENESS



EYE CATCHER



ENGAGEMENT / CONSIDERATION



## 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

#### 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





## 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



#### Insert e-mail - External Brands & Services

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



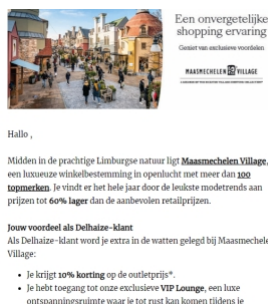
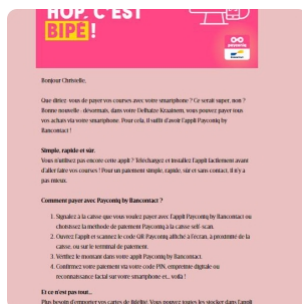
BRAND AWARENESS



TRIAL



ENGAGEMENT / CONSIDERATION



## Insert e-mail - External Brands & Services



### 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



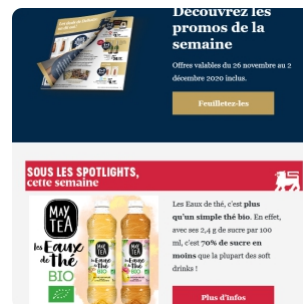
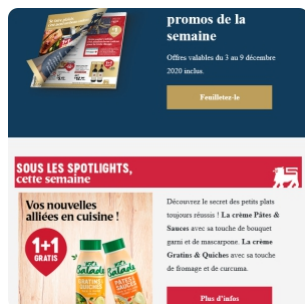
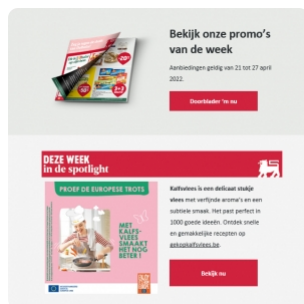
#### CHANGE PERCEPTION



#### 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
- 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.

Included in the price

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

#### Sample pictures





ENLIGHT+

- ⊕ SHOPPER INSIGHTS--
- ⊕ SALES REPORT
- ⊕ CUSTOMER INSIGHTS

Our online self-service platform if you would like to  
be enlightened by your Sales & Customer Insights data



enlight+



## Brand Shifting Report



ENLIGHT+

Shopper Insights--

### Objectives

---

- Highlight positive and negative buyer transfers between brands or categories to identify loss & gain sourcing

### Nice to know

---

### Key questions

---

- What is my market share within the category? What is the market share of my main competitors within the category?
- What is my percentage of net gain/loss coming from my competitors?
- What is, in absolute value, the amount of sales that I have gained/lost from my competitors?

### Post reporting

---

- Market Share *vs. 5 brands within the same category*
- Net gain/loss of clients *from these 5 brands*
- Absolute value number in sales gained or lost per brand

### Sample pictures

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ENLIGHT+

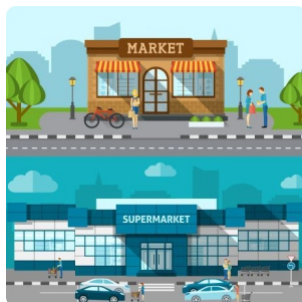
## SALES REPORT



### General View

Get the helicopter view you need in order to better understand the overall trends impacting your brand and category performance. Track the sales evolution of your products both in terms of revenue and quantities sold across distribution channels online and offline.

-> Included in the Enlight+ subscription



### Distribution View

Get insights in how your products are distributed across our different stores within our commercial banners.

-> Included in the Enlight+ subscription



### Assortment View

Are you eager to understand how sales is evolving across the different banners within your product portfolio? This detailed view will allow you to take corrective actions if needed on product level.

-> Included in the Enlight+ subscription

## General View



ENLIGHT+

Sales Report

Get the helicopter view you need in order to better understand the overall trends impacting your brand and category performance. Track the sales evolution of your products both in terms of revenue and quantities sold across distribution channels online and offline.

-> Included in the Enlight+ subscription

### Duration

1 year subscription

### Nice to know

### Different views available

- 1) Sales Value evolution by week
- 2) Sales Qty evolution by week
- 3) Sales by banner and by week
- 4) Sales by Nutriscore and week
- 5) Sales Evolution % Vat incl by week
- 6) E-com Evolution by week

### Sample pictures



## Assortment View



ENLIGHT+

Sales Report

Are you eager to understand how sales is evolving across the different banners within your product portfolio? This detailed view will allow you to take corrective actions if needed on product level.

-> Included in the Enlight+ subscription

### Duration

1 year subscription

### Nice to know

### Objectives

- 1) This view will allow you to obtain information in order to optimize your assortment or promotional strategy.
- 2) Follow the quantity sold and sales evolution over time

### Key Questions

- 1) Which products contribute the most to my growth ?
- 2) Which products should I put forward within my promostrategy ?
- 3) In which Delhaize banner do I have the most opportunities/potential to grow ?

### Sample pictures



## Distribution View



ENLIGHT+

Sales Report

Get insights in how your products are distributed across our different stores within our commercial banners.

-> Included in the Enlight+ subscription

### Duration

1 year subscription

### Nice to know

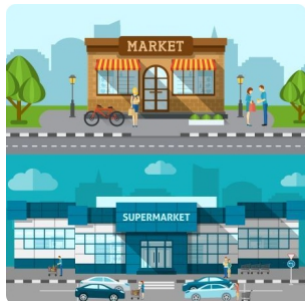
### Objectives

- 1) Identify where my products are referenced
- 2) Optimize assortment depending on the banner where the references are located

### Key Questions

- 1) How to determine distribution rate of my products within each banner ?
- 2) Get a detailed view where your products are being sold

### Sample pictures





ENLIGHT+

## CUSTOMER INSIGHTS



### Lapsed & Gained Report

Understanding the customer's purchasing behavior and identify how the brand's customer base has grown or shrunk. Get insights where these customers respectively are coming from or going to.

-> Included in the Enlight+ subscription



### Launch Innovation Report

Get insights in the regional spread of the sales of your innovation across the country and across commercial banner.

-> Included in the Enlight+ subscription



### Brand Segmentation

Get insights in the Shopper segmentation type based on the buying behavior of your customers within the (sub) category.

-> Included in the Enlight+ subscription



## Lapsed & Gained Report



ENLIGHT+

Customer Insights

Understanding the customer's purchasing behavior and identify how the brand's customer base has grown or shrunk. Get insights where these customers respectively are coming from or going to.

-> Included in the Enlight+ subscription

### Duration

1 year subscription

### Nice to know

### Objectives

- 1) Increase knowledge about your new & former buyers
- 2) Make former buyers come back to your brand

### Key Questions

- 1) Have I gained or lost clients recently ?
- 2) Where do my new clients come from ?
- 3) To which brands have my lost clients shifted ?

### Sample pictures



# Launch Innovation Report



ENLIGHT+

Customer Insights

Get insights in the regional spread of the sales of your innovation across the country and across commercial banner.

-> Included in the Enlight+ subscription

## Duration

1 year subscription

## Nice to know

## Objectives

- 1) Identify your buyers's profile and set up corrective actions
- 2) Identify regional specificities

## Key Questions

- 1) How to assess the efficiency of my innovation at Delhaize?
- 2) How many new buyers and what's their purchase behavior?
- 3) From which category/brand do my new clients come from?
- 4) In which regions do my new products perform better or worse?

## Sample pictures





# Brand Segmentation



ENLIGHT+

Customer Insights

Get insights in the Shopper segmentation type based on the buying behavior of your customers within the (sub) category.

-> Included in the Enlight+ subscription

## Duration

1 year subscription

## Nice to know

## Objectives

- 1) Provide indicators about consumers's behavior vs category
- 2) Identify growth opportunities inside the category

## Key Questions

- 1) How is the brand's customer base segmented in terms of purchasing behavior?
- 2) How often are customer's purchasing your brand?
- 3) How much do brand customer's spend on the entire (sub)category?
- 4) How much of the spending is linked to the brand?
- 5) How much of the total spending is linked to the top competing brands?

## Sample pictures





## DATA ON DEMAND

- ⊕ CATEGORY ANALYSIS
- ⊕ SHOPPER INSIGHTS
- ⊕ TRANSACTIONAL DATA



## Overview Category



DATA ON DEMAND

Category Analysis

Providing valuable insights about how is my brand positioned within its category

-> Ad-Hoc Request

Nice to know

Type of analysis

- Sales Trends
- Sales Equation
- Contribution to growth

Available Focus (2 possible)

- Store Perimeter
- Product type
- Specific Packaging Format
- Specific Feature
- Delhaize Segmentation

Sample pictures





## DATA ON DEMAND

### SHOPPER INSIGHTS



#### Potential Target Audience

##### Objectives

Pre-analysis and counting of a possible mailable target audience. Can be done in order to calculate potential to send a dedicated e-mail and/or Direct Mail.



#### Predictive Acquisition Model

##### Objectives

- Based on a list of references or a category/subcategory level of your choice, we can help you find clients with an higher propension to purchase your product! And of course, target them!



## Potential Target Audience



DATA ON DEMAND

Shopper Insights

### Objectives

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Pre-analysis and counting of a possible mailable target audience. Can be done in order to calculate potential to send a dedicated e-mail and/or Direct Mail.

### Nice to know

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#### What's In

- Brand/Category Buyers; Non-buyers; Lapsers
- Delhaize RFM segmentation
- Delhaize Premium Foodie/Game Changer/Convenience Seeker segmentation
- A 100% credit if used to build a DM or e-mail project afterwards

#### What's Out

- Any targeting based on a specific competitor or product
- Any information about other retailers

### Sample pictures

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## Predictive Acquisition Model



DATA ON DEMAND

Shopper Insights

### Objectives

- Based on a list of references or a category/subcategory level of your choice, we can help you find clients with an higher propension to purchase your product! And of course, target them!

### Nice to know

- Also available for niche or innovation products
- Based on our plus-card holders at Delhaize

### Post reporting

- No reporting foreseen for basic option
- Premium option: mapping of client age, regional, gender, segmentation split)

### Sample pictures



# A/B Testing Report



DATA ON DEMAND

Transactional Data

## Objectives

- Assess the efficiency of a marketing campaign by comparing test stores and control group stores
- Evaluate the global sales uplift linked to my campaign

## Key questions

- Was the perimeter of my action correctly defined?
- What is the acquisition cost of a new purchaser of my promoted products regarding the media cost?

## Media Booking

4 weeks

## Post reporting

- Reach
- Number of category and product purchasers
- Number of new buyers
- Category and Promoted Product Turn. Evolution

## 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)

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