



Reach your customers where they are.

Catalog of our solutions

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

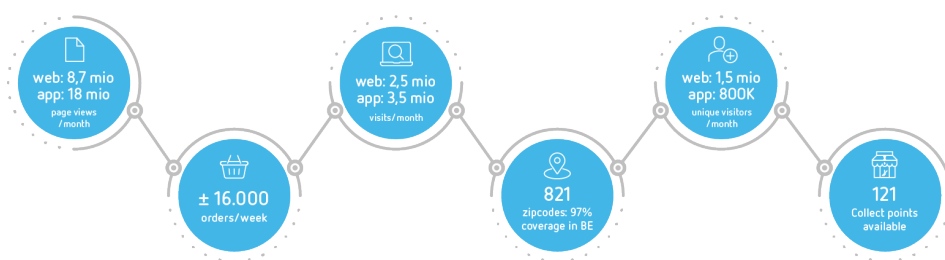
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Any question ? E-mail us at mmd@delhaize.be



ONLINE COMMUNICATION AND ACTIVATION

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





ONLINE COMMUNICATION AND ACTIVATION

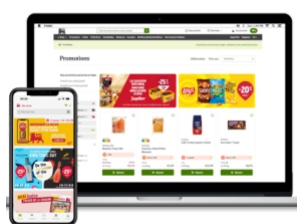
BANNERING



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

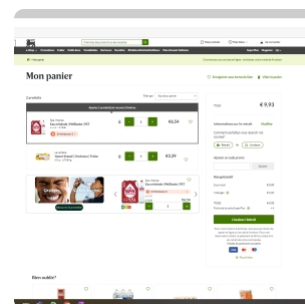
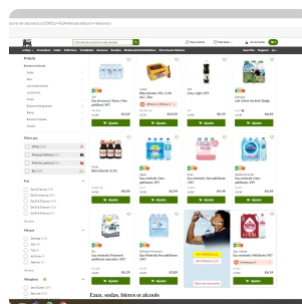
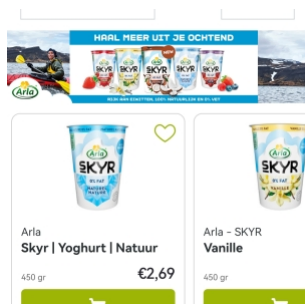
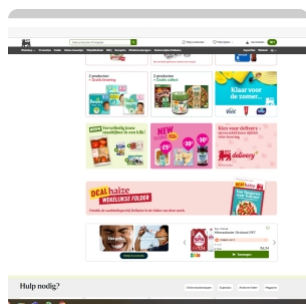
Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

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



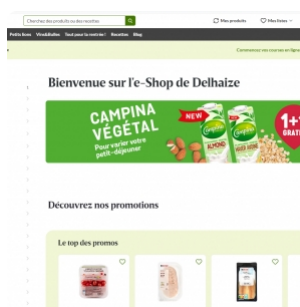
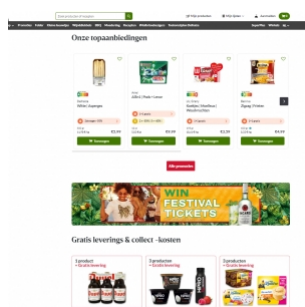
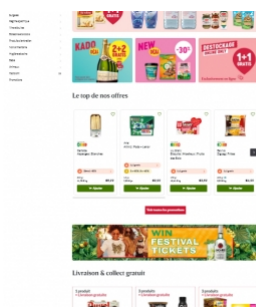
BRAND AWARENESS



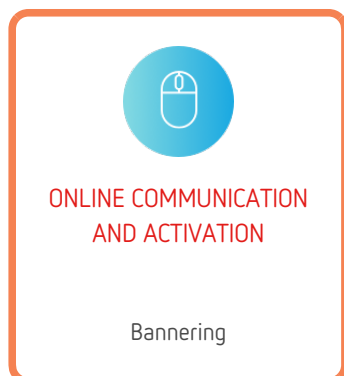
ENGAGEMENT / CONSIDERATION



BRAND POSITIONNING



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

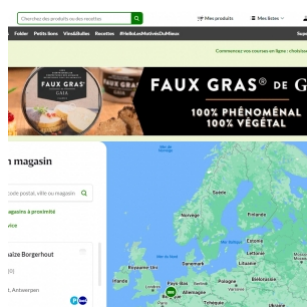
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KPI 1 - # Unique Visitors

KPI 2 - # Visits

KPI 3 - # Page Views

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



INSPIRATION



ENGAGEMENT / CONSIDERATION



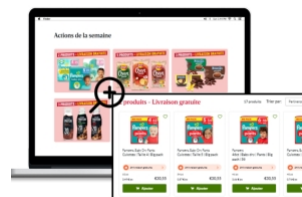
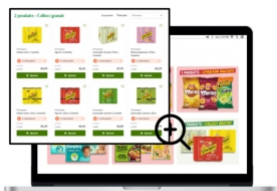
BRAND POSITIONNING





ONLINE COMMUNICATION AND ACTIVATION

ONLINE ORDER

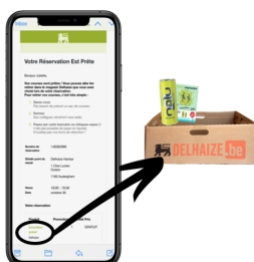


Push product for Free Collect

- 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

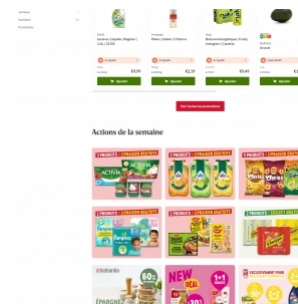
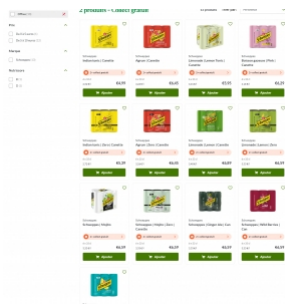
Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

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

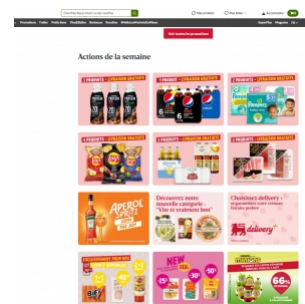
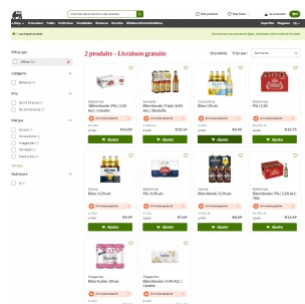
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KPI1 - # Units sold

KPI2 - # Revenue

KPI3 - # Order

Sample pictures

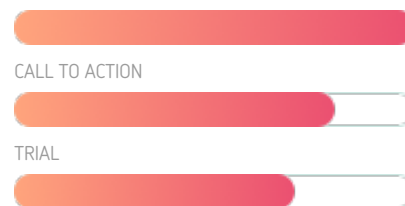


OBJECTIVES

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



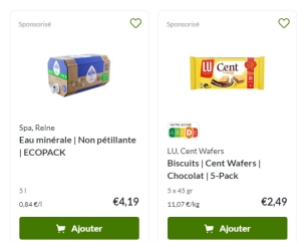
BRAND AWARENESS



CALL TO ACTION



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ONLINE COMMUNICATION AND ACTIVATION

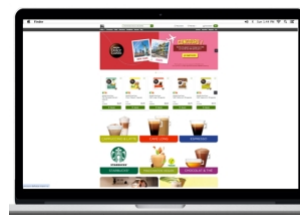
CONTENT & INSPIRATION



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

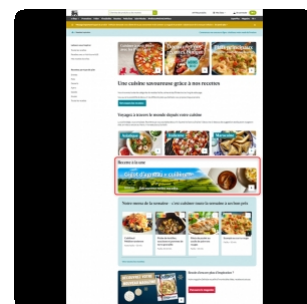
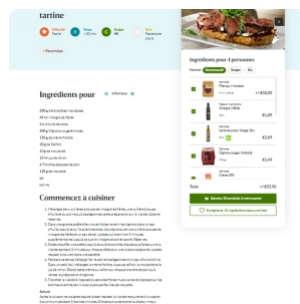
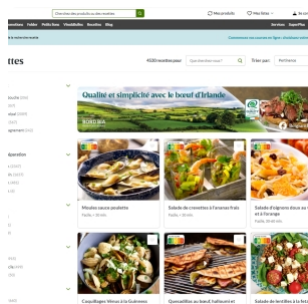
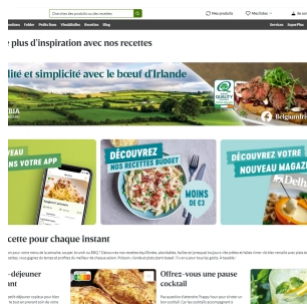
CALL TO ACTION



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



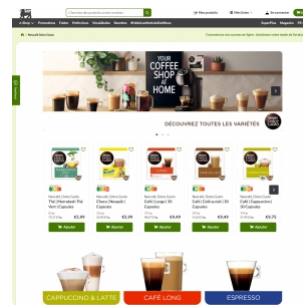
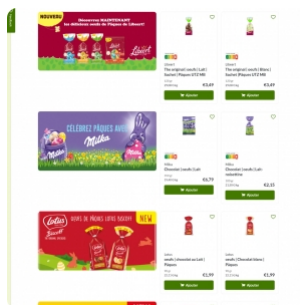
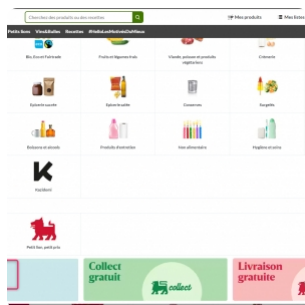
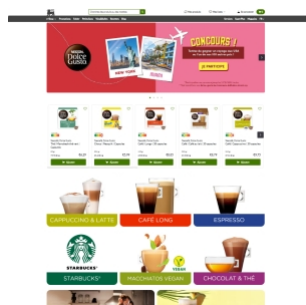
BRAND POSITIONNING



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



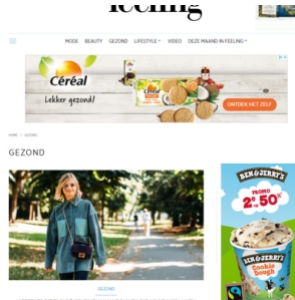
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