



Reach your customers where they are.

Catalog of our solutions

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

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

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



IN STORE

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





IN STORE

THROUGHOUT THE CUSTOMER JOURNEY



Caddy Drive

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



Caddy Move

Two-sided laminated communication on the shopping carts



Sampling Instore

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

Perfect media to generate a trial and boost the conversion!



Totem

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



Totem Custom

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

Possibility to customize the totem completely:

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



Reach your customers where they are.

• ...

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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

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Two-sided laminated communication on the shopping carts

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Sample pictures



OBJECTIVES

BRAND AWARENESS



CALL TO ACTION



CHANGE PERCEPTION



Sampling Instore



IN STORE

Throughout the customer journey

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

Perfect media to generate a trial and boost the conversion!

Banner



Duration

1 day/ POS

Media Booking

8 weeks

Nice to know

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

Post reporting

/

Sample pictures



Bonjour Aïssou,

Qu'avez-vous pensé des délicieuses shots hyperprotéinées d'HIPRO que vous avez goûtées chez Delhaize. Il y a quelques jours ? Nous parions que vous avez aimé... Voilà pourquoi on revient vers vous avec une petite présentation et une savoureuse promo !

Donnez un coup de boost à votre journée !

Vous aimez rester actif tous les jours ? HIPRO Shot de 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 HIPRO ? 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

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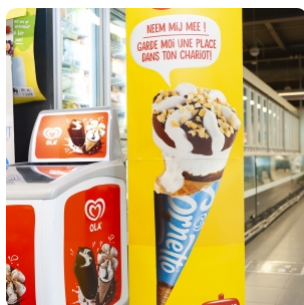
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Sample pictures



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
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- leaflet holder
- zigzag
- ...

Banner



Duration

2 weeks

Media Booking

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Sample pictures

OBJECTIVES

BRAND AWARENESS



EYE CATCHER



INSPIRATION





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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

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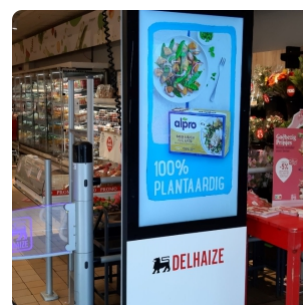
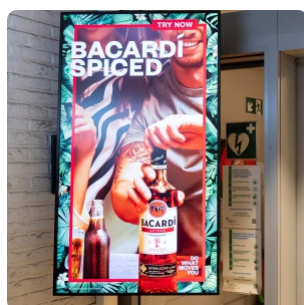
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Sample pictures



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

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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

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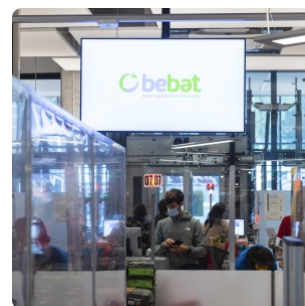
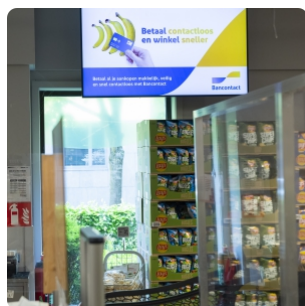
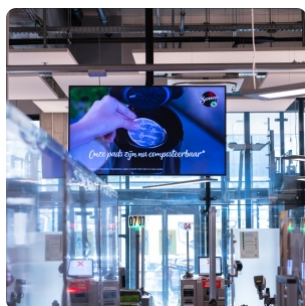
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BRAND AWARENESS



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

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Sample pictures



OBJECTIVES

BRAND AWARENESS



EYE CATCHER



CALL TO ACTION



TRIAL



CROSS/UPSELLING





IN STORE

SHELF



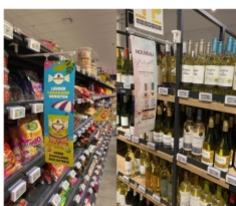
Stopper mini

- 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



Wobblers

- 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 stucked 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

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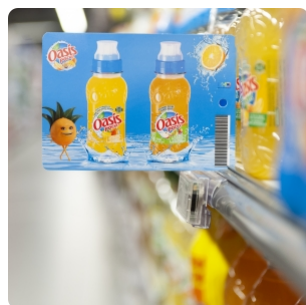
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Sample pictures



OBJECTIVES

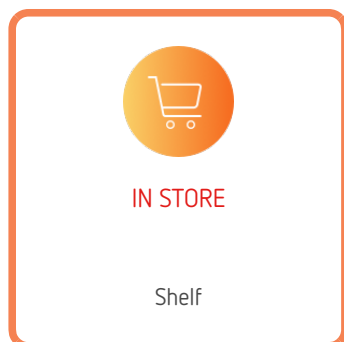
EYE CATCHER



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

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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

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Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



Stopper Small 360°

Communication 3D on the shelf - Personalised cut-out

Banner



Duration

4 weeks

Media Booking

8 weeks

Nice to know

Formats:

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

Post reporting

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

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Sample pictures



OBJECTIVES

CONVERSION



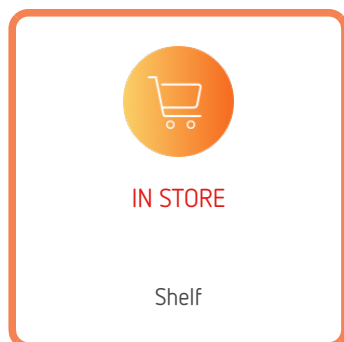
BRAND AWARENESS



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



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

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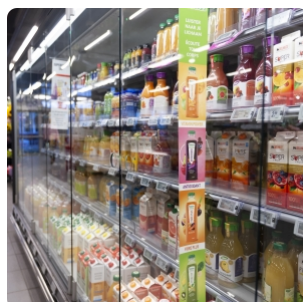
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Sample pictures



OBJECTIVES

CONVERSION



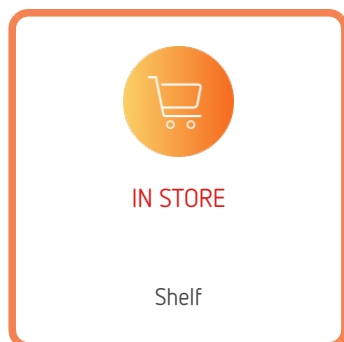
BRAND AWARENESS



EYE CATCHER



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)
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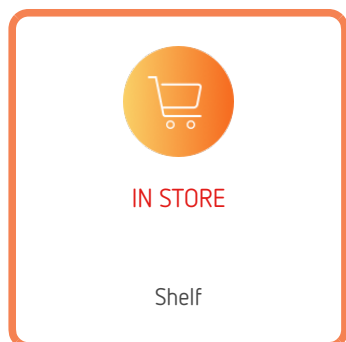
KPI 3 - Category turnover evolution (Category Ratio)

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

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Sample pictures

OBJECTIVES

CONVERSION



BRAND AWARENESS



TRIAL



ENGAGEMENT / CONSIDERATION



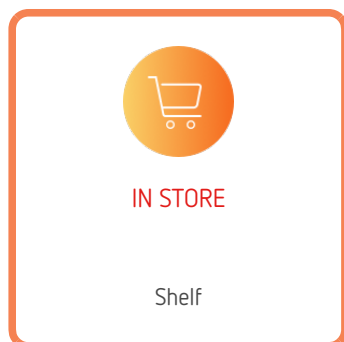


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Leaflet Holder + Stopper



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

Banner



Duration

4 weeks

Media Booking

8 weeks

Nice to know

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

Post reporting

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OBJECTIVES

CONVERSION



BRAND AWARENESS



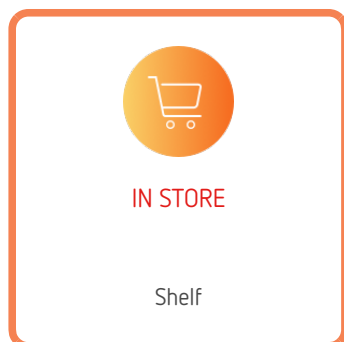
BRAND POSITIONNING



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

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Sample pictures



OBJECTIVES

CONVERSION



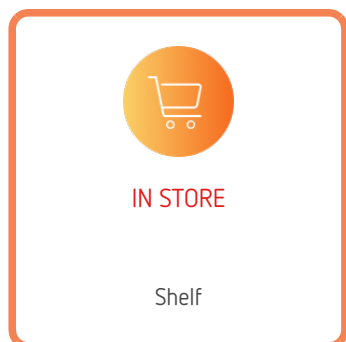
BRAND AWARENESS



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)

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Sample pictures



OBJECTIVES

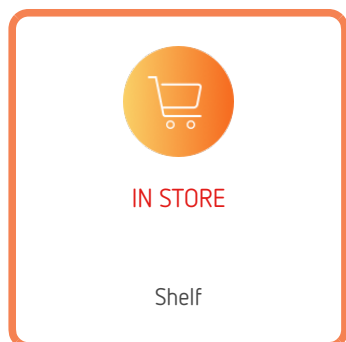
BRAND AWARENESS



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

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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

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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

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OBJECTIVES

CONVERSION



TRIAL



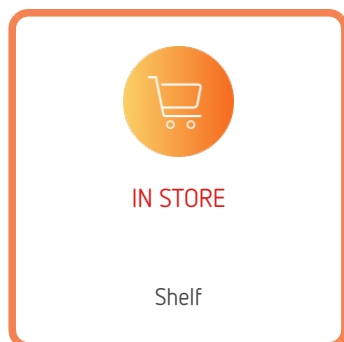
ENGAGEMENT / CONSIDERATION



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

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Nice to know

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

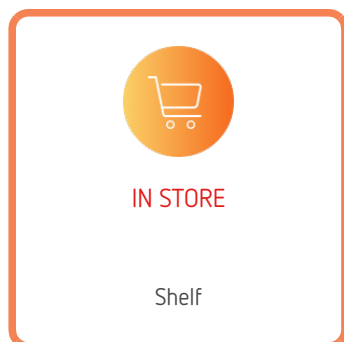
KPI 3 - Category turnover evolution (Category Ratio)

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

Sample pictures



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

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KPI 1 - Reach category (Total Reach)

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

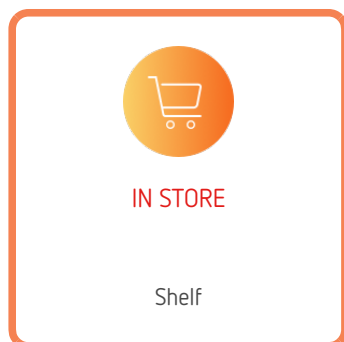
KPI 3 - Category turnover evolution (Category Ratio)

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

Sample pictures



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

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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





Reach your customers where they are.

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

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