



Reach your customers where they are.

Catalog of our solutions

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

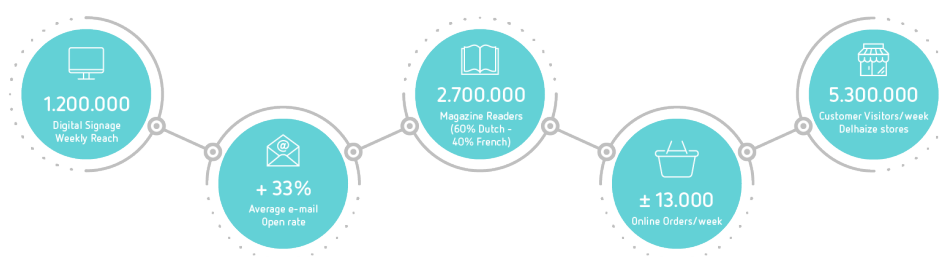
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B-1730 Asse
www.mediamarketingdelhaize.be

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



TOOLS FOR EXTERNAL BRANDS & SERVICES

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





TOOLS FOR EXTERNAL BRANDS & SERVICES

INSTORE

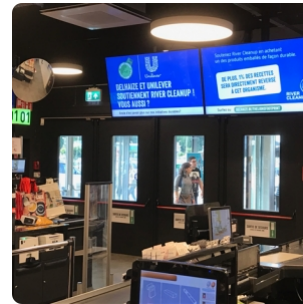


Digital Signage Entrance - External Brands & Services

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.

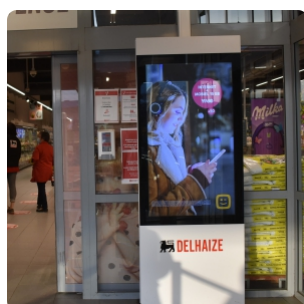
KPI 1 - Reach category (Total Reach)

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

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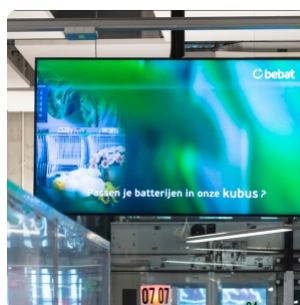
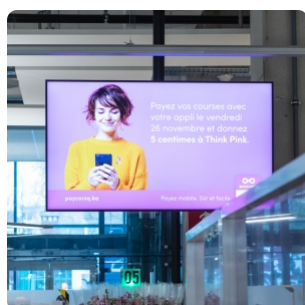
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Sample pictures



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

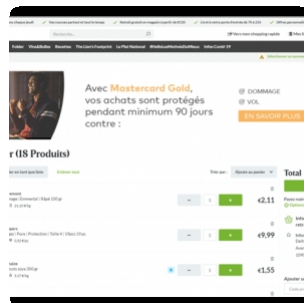
Sample pictures





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 :

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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

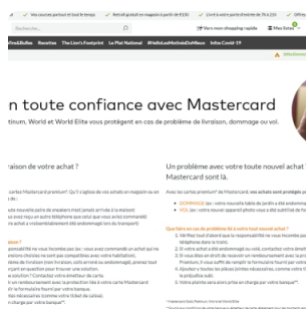
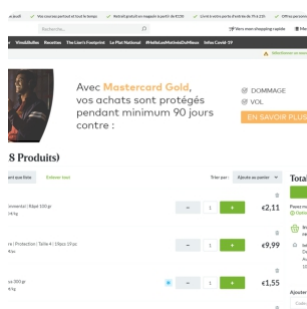
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KPI 1 - # Unique Visitors

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

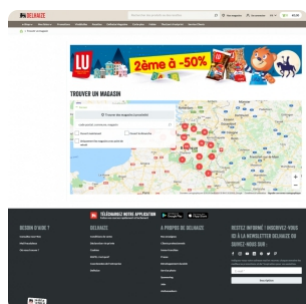
Media Booking

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)

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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



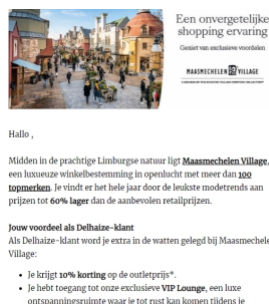
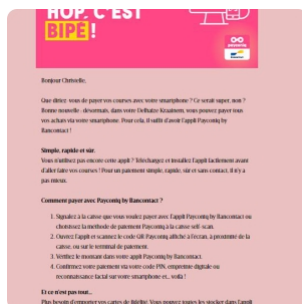
BRAND AWARENESS



TRIAL



ENGAGEMENT / CONSIDERATION



Insert e-mail - External Brands & Services



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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



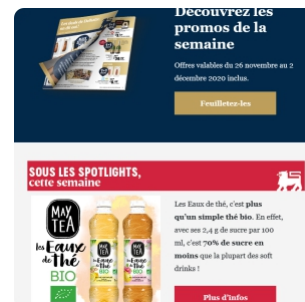
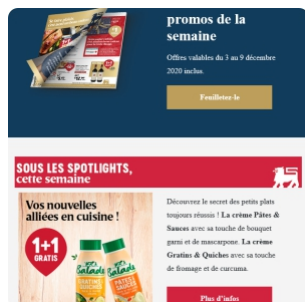
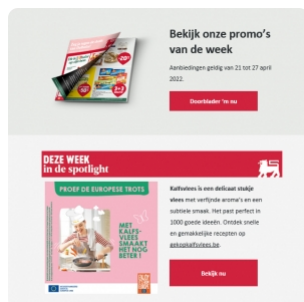
CHANGE PERCEPTION



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



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:

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Up to 2 or 3 coupons offer

Duration

1 sending

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13 weeks

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Included in the price

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

Sample pictures





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