



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



TARGETED & PERSONALIZED COMMUNICATION

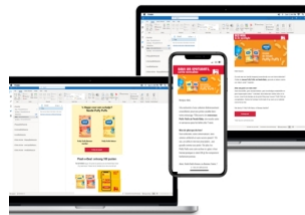
- ⊕ MONO-BRAND COMMUNICATION
- ⊕ PRINT DIRECT MAIL
- ⊕ NEWSLETTER INTEGRATIONS
- ⊕ EXTRA'S





TARGETED & PERSONALIZED COMMUNICATION

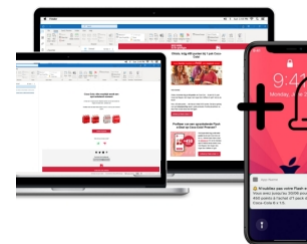
MONO-BRAND COMMUNICATION



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

DIFFERENT CONTENT



SAME CONTENT



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



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



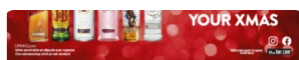
TRIAL



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 NaturNes Bio !

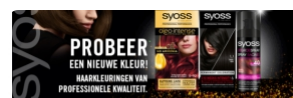
Aujourd'hui, certains parents mangent moins de viande : c'est meilleur pour la santé et la planète. Vous vous demandez certainement "Manger moins de viande, ce serait vraiment mieux pour mon bébé/mon petit-fils/ma nièce/mon fils(e) ?" ou "Serait-ce bon pour son développement ?" La réponse à ces 2 questions 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 Jupiter® 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 & Cheese 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 voor 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 haardverzorgingsproducten 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
- Sent on Saturday or Tuesday

Post reporting

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KPI1 - #Open rate (FR + NL)

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

Sample pictures

OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



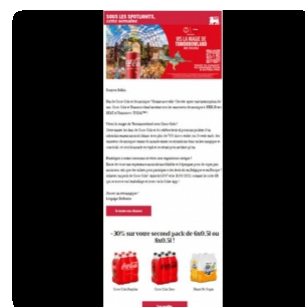
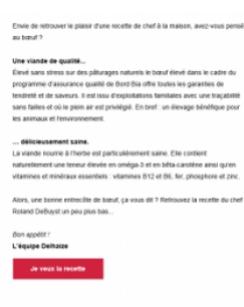
TRIAL



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

Post reporting

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

OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



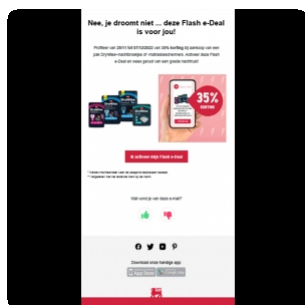
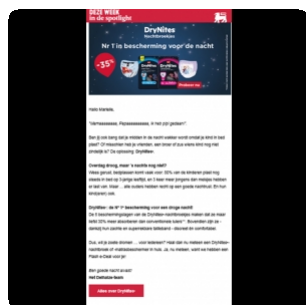
TRIAL



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
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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 boost en wat kleur brengt in ons dagelijkse leven. Het 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

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



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 22/09/2020 jusqu'au 18/11/2020 inclus à l'achat de 1L CécémeL lactose free



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

- Offer coupon value: Min 20%
- Look & feel Delhaize
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Post reporting

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KPI1 - #Participation rate

KPI2 - # redemption rate

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



INSPIRATION



ENGAGEMENT / CONSIDERATION



BRAND POSITIONING



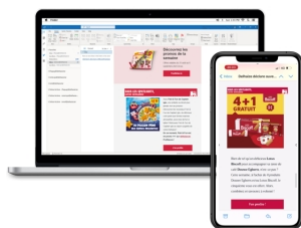
CROSS/UPSELLING





TARGETED & PERSONALIZED COMMUNICATION

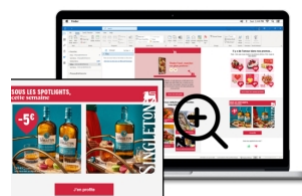
NEWSLETTER INTEGRATIONS



Segmented Insert e-mail

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

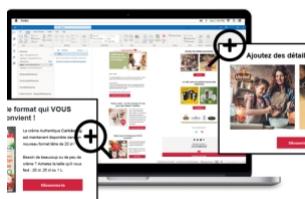
- Highlight on an existing promotion
- Innovation
- Link to a landing page to the e-shop
- Choose the quantity you want to target...there is no limit!
- Predefined segmented group based on the categories



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.](#)

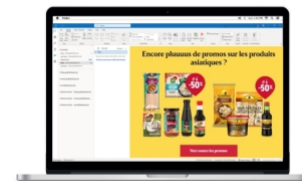


Thematic multi-brand insert newsletter

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



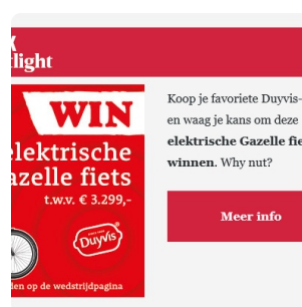
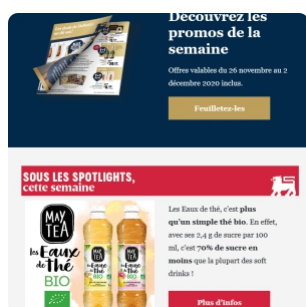
TRIAL



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, ...)
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- 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

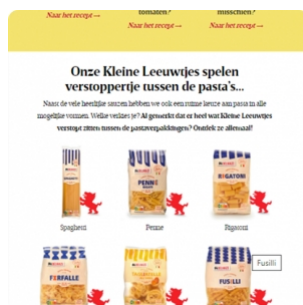
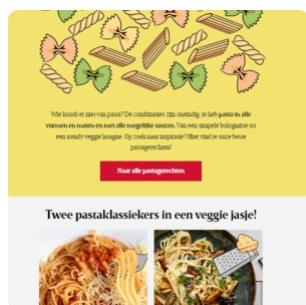
Post reporting

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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



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 voor welke score wilt u meer weten en de familie... Nou, we hebben de promotie! Alleen, niet alleen de punten en organiseren een score foot delhaize.nl

L'Esprit Delhaize

See more

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



Continuez à profiter 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 inspirer dans le monde sport et plaisir des Côte d'Or. 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

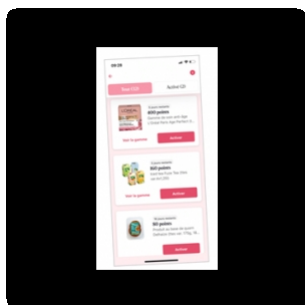
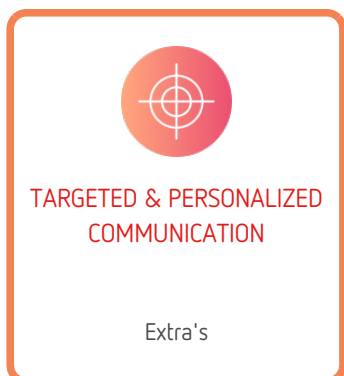
Media Booking

4 weeks

Nice to know

- Discount: min. 20%

Sample pictures





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