



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
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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

Specifics:

- Branded caddy at the exit of the stores accompanied by an ambassador.
- Branded apron included.
- The ambassador distributes 1 sample per customer.
- Perfect media to generate a trial and boost the conversion!

Duration 1 day/POS

- Min 15 POS with 500 samples/stores

POS selection

- Min 15 POS
- Min 500 samples/POS

+ Dedicated email after the sampling to retarget the trialists included



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
- ...



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



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Sample pictures



OBJECTIVES

BRAND AWARENESS



CALL TO ACTION



CHANGE PERCEPTION



Sampling Instore



IN STORE

Throughout the customer
journey

Specifics:

- Branded caddy at the exit of the stores accompanied by an ambassador.
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Duration 1 day/POS

- Min 15 POS with 500 samples/stores

POS selection

- Min 15 POS
- Min 500 samples/POS

+ Dedicated email after the sampling to retarget the trialists included

Banner



Duration

1 day/ POS

Media Booking

8 weeks

Post reporting

/

Sample pictures



Bonjour Alyson,

Qu'avez-vous pensé des délicieux shots hyperprotéinés d'HiPro que vous avez goûtés chez Delhaize. Il y a quelque chose ? 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 ? HiPro Shot de Darone 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 calories 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 relater l'expérience HiPro ? Profitez vite du Flash e-Deal qui vous attend et partagez !

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

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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 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





IN STORE

DIGITAL SIGNAGE



Top Offer

Display your strong promotion at Delhaize with Screen Top Offer



Digital Signage Entrance

A national coverage of 197 screens across Delhaize 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.

Top Offer



Display your strong promotion at Delhaize with Screen Top Offer

Banner



Duration

1 week

Media Booking

7 weeks

Nice to know

Number of screens: 98

Visual will be in the look-and-feel promo 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 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

OBJECTIVES

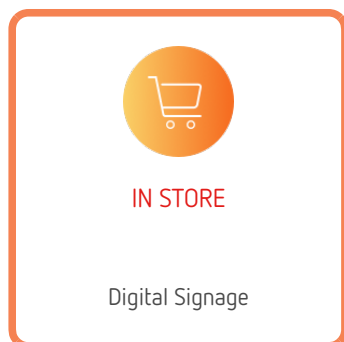
CONVERSION



CALL TO ACTION



Digital Signage Entrance



A national coverage of 197 screens across Delhaize 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

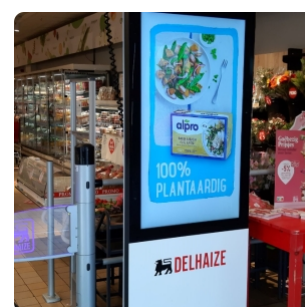
- National coverage
- Format: 55 inch - portrait
- Message: 6 seconds
- Multiple creations possible
- Share of time : 20%
- Broadcasting: 720x/screen/day
- List of the stores available
- Possibility to include External Brands & Services

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.

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Sample pictures



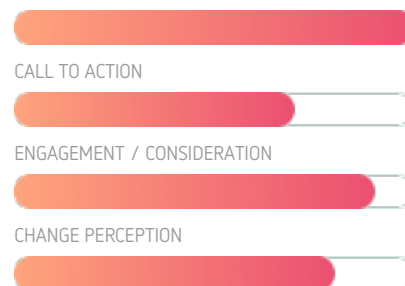
OBJECTIVES

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 : 81 screens
 - Wine: 43 screens
 - Butchery: 87 screens
 - F&V: 91 screens
 - Fish: 90 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 per scope during activation period
- KPI 2 - Product Evolution
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- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

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

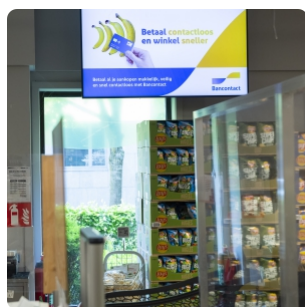
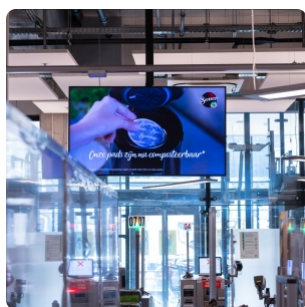
- The time of a TV spot is 6 secondes.
- SOT : 20%
- Format : Landscape

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 per scope during activation period
- KPI 2 - Product Evolution
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- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

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

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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



EYE CATCHER



CALL TO ACTION



TRIAL



CROSS/UPSELLING





IN STORE

SHELF



Stopper Medium Custom

Customized Stopper Medium. This could be with:

- A cut out shape
- A pop-pup



Shelf Tray

Highlight your products in the shelf with the shelf tray.



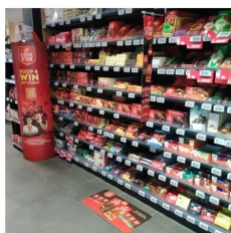
Price Tag

Insert around the product's price tag.



Pack SW

Combi-pack 1 x Stopper Medium & 1 x Wobbler.



Pack SFT

Combi-pack 1 x Stopper Medium, 1 x Floor sticker and 1 x Totem.



Pack SFW

Combi-pack 2 x Stopper Maxi, 1 x Floor Sticker and max. 3 x Wobbler (different)





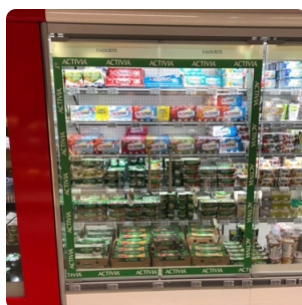
Pack FW

Combi-pack 2 x Fridge door sticker and 1 x Wobbler



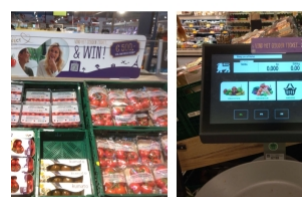
Pack FFT

Combi-pack 2 x Fridge door sticker, 1 x Floor sticker and 1 x Totem



Pack SFT - Brand Block

Combi-pack 2 x Stopper Maxi, 1 x Fridge door outline sticker and Max. 3 x Wobbler



Pack TS

Combi-pack 1 Top Card & 1 Scale Frame



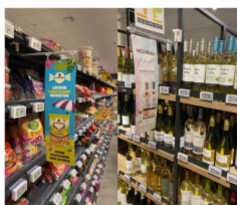
Stopper mini

- 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



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



Pack SF

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



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



Stopper Medium Custom



Customized Stopper Medium. This could be with:

- A cut out shape
- A pop-up

Banner



Duration

4 weeks

Media Booking

8 weeks

Nice to know

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

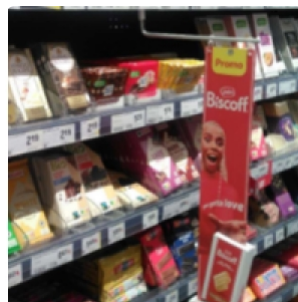
Creation by client

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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



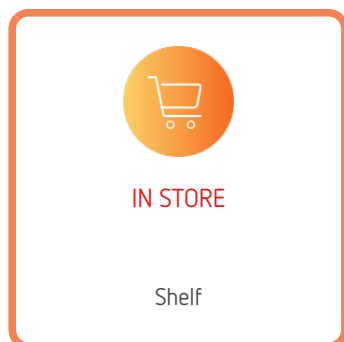
EYE CATCHER



Shelf Tray

Highlight your products in the shelf with the shelf tray.

Banner



Duration

12 weeks

Media Booking

8 weeks

Nice to know

Ideal to create guidance in the shelf :

- 5 trays/activation
- This needs to be agreed with Delhaize's category manager

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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



Price Tag

Insert around the product's price tag.

Banner



IN STORE

Shelf



Duration

4 weeks

Media Booking

8 weeks

Nice to know

Ideal for highlighting a new product, a flavour or a new packaging.

Post reporting

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- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



Pack SW

Combi-pack 1 x Stopper Medium & 1 x Wobbler.

Banner



Duration

4 weeks

Media Booking

8 weeks

Nice to know

- On-shelf communication on a range with a focus on a specific product (new product, relaunch, low rotator, etc.)
- Ideal for fresh or dry shelves

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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



Pack SFT

Combi-pack 1 x Stopper Medium, 1 x Floor sticker and 1 x Totem.

Banner



Duration

4 weeks

Media Booking

8 weeks

Nice to know

- On-shelf communication on a range
- Ideal for fresh or dry shelves

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 per scope during activation period
- KPI 2 - Product Evolution
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- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



Pack SFW



Combi-pack 2 x Stopper Maxi, 1 x Floor Sticker and max.
3 x Wobbler (different)

Banner



Duration

4 weeks

Media Booking

8 weeks

Nice to know

- On-shelf communication on a range to create a brand bloc with a focus on specific products
- Ideal for dry shelves

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 per scope during activation period
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- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



Pack FW

Combi-pack 2 x Fridge door sticker and 1 x Wobbler

Banner



Duration

4 weeks

Media Booking

8 weeks

Nice to know

On-shelf communication on a range with a focus on a specific product (new product, relaunch, low rotator, etc.)

Ideal for shelves with doors (fresh or frozen)

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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



Pack FFT



Combi-pack 2 x Fridge door sticker, 1 x Floor sticker and 1 x Totem

Banner



Duration

4 weeks

Media Booking

8 weeks

Nice to know

On-shelf communication on range

Post reporting

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Sample pictures



OBJECTIVES

CONVERSION



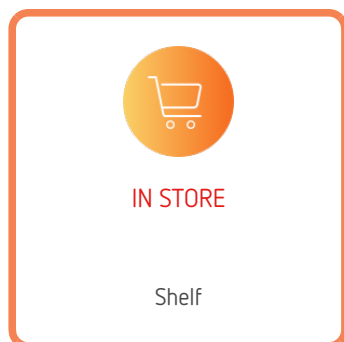
BRAND AWARENESS



EYE CATCHER



Pack SFT - Brand Block



Combi-pack 2 x Stopper Maxi, 1 x Fridge door outline sticker and Max. 3 x Wobbler

Banner



Duration

4 weeks

Media Booking

8 weeks

Nice to know

On-shelf communication on a range to create a brand bloc with a focus on specific products

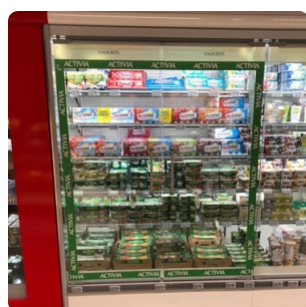
Ideal for shelves with door (fresh or frozen)

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- KPI 2 - Product Evolution
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- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



Pack TS

Combi-pack 1 Top Card & 1 Scale Frame

Banner



Duration

4 weeks

Media Booking

8 weeks

Nice to know

On-shelf communication on range

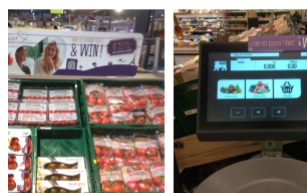
Ideal for fruits & vegetables shelves

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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



Stopper mini

- Communication perpendicular to the shelf
- 148 x 105 mm

Banner



Duration

4 weeks

Media Booking

8 weeks

Nice to know

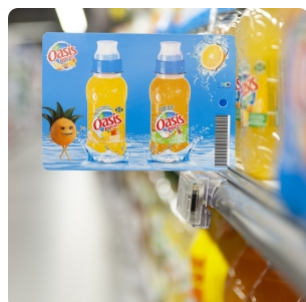
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

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

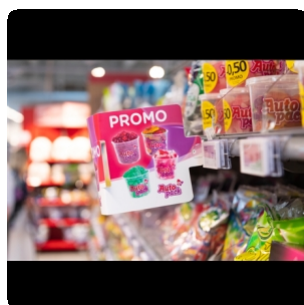
- Formats:
 - 310 x 105 mm (flat - unfolded)
 - 140 x 105 mm (folded format = the one visible in the store)
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

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 per scope during activation period
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- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

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.

- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
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Sample pictures



OBJECTIVES

CONVERSION



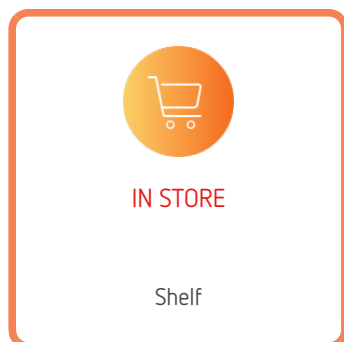
BRAND AWARENESS



EYE CATCHER



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 per scope during activation period
- KPI 2 - Product Evolution
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- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



BRAND POSITIONNING



EDUCATION



Wobbler



IN STORE

Shelf

- 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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



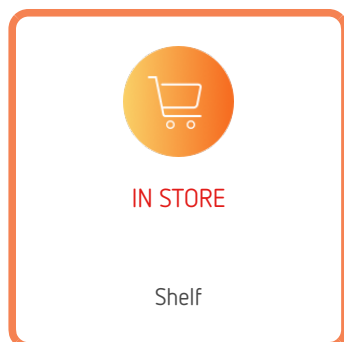
BRAND AWARENESS



EYE CATCHER



Pack SF



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

Banner



Duration

4 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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures





Reach your customers where they are.

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

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