



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



STORE EXPERIENCE

⊕ TASTING - INDOOR

⊕ TASTING - OUTDOOR





STORE EXPERIENCE

TASTING - INDOOR



Indoor with live preparation

- All-in package
- Min. 15 activations/week
- Selection out of 60 'preferred' SM



Indoor without live preparation

- All-in package
- Min. 15 activations/week
- Selection out of 60 'preferred' SM



Indoor with live preparation



STORE EXPERIENCE

Tasting - Indoor

- All-in package
- Min. 15 activations /week
- Selection out of 60 'preferred' SM

Duration

Min. 15 activations /week

Media Booking

12 weeks

Nice to know

All-inclusive

- 1 ambassador/hostess - 7 hours
- Stand & Demo material
- Branding stand & outfit
- Standard package of disposables
- Standard cooking material
- Logistics
- Project management & telecheck

Optional

- Airfryer
- Small or Big oven
- Blender
- Kitchen machine/chopper
- Hotpot
- Microwave
- Coffee machine

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 - # Adressed persons

KPI2 - # Tasting

Sample pictures

OBJECTIVES

CONVERSION



TRIAL



CHANGE PERCEPTION



Indoor without live preparation



STORE EXPERIENCE

Tasting - Indoor

- All-in package
- Min. 15 activations /week
- Selection out of 60 'preferred' SM

Duration

Min. 15 activations /weeks

Media Booking

12 weeks

Nice to know

All-inclusive

- 1 ambassador/hostess - 7 hours
- Stand & Demo material
- Branding stand & outfit
- Standard package of disposables
- Logistics
- Project management & telecheck

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 - # Adressed persons

KPI2 - # Tasting

Sample pictures

OBJECTIVES

CONVERSION



EYE CATCHER



TRIAL





STORE EXPERIENCE

TASTING - OUTDOOR



Mini Truck

- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores



Maxi Truck

- All-in package
- Min. 25 activations
- Selection out of 75 qualified stores



Street Bicycle

- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores



Premium Stand

- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores



Mini Truck



STORE EXPERIENCE

Tasting - Outdoor

- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores

Duration

Min 10 activations

Media Booking

12 weeks

Nice to know

All-inclusive

- Min 10 activations - 1 activation/day
- Selection out of 75 qualified stores
- 1 ambassador/hostess / 7 hours
- Degustation material included
- Branded on foreseen spots

Post reporting

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KPI1 - # Adressed persons

KPI2 - # Tasting

Sample pictures

OBJECTIVES

TRIAL



Maxi Truck



STORE EXPERIENCE

Tasting - Outdoor

- All-in package
- Min. 25 activations
- Selection out of 75 qualified stores

Duration

Min. 25 activations

Media Booking

12 weeks

Nice to know

All-inclusive

- Min. 25 activations
- Max. 1 activation/day
- Selection out of 75 qualified stores
- 2 ambassadors/hostess / 7 hours
- Degustation material included
- Fully Branded
- Extra cost = mirrors and awning

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 - # Adressed persons

KPI2 - # Tasting

Sample pictures



OBJECTIVES

CONVERSION



TRIAL



CROSS/UPSELLING



Street Bicycle



STORE EXPERIENCE

Tasting - Outdoor

- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores

Duration

Min. 10 activations

Media Booking

12 weeks

Nice to know

All-inclusive

- Min. 10 activations
- Max. 2 activations / day
- Selection out of 75 qualified stores
- 1 ambassador / hostess / 7 hours
- Degustation material included
- Branded on foreseen spots
- Fridge inside the bicycle

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 - # Adressed persons

KPI2 - # Tasting

Sample pictures



OBJECTIVES

CONVERSION



EYE CATCHER



TRIAL



Premium Stand



STORE EXPERIENCE

Tasting - Outdoor

- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores

Duration

Min. 10 activations

Media Booking

12 weeks

Nice to know

All inclusive

- Min. 10 activations
- Max. 5 activations / day
- Selection out of 75 qualified stores
- 1 ambassador / hostess / 7 hours
- Degustation material included
- Branded on foreseen spots
- Fridge inside the stand

Post reporting

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KPI1 - # Adressed persons

KPI2 - # Tasting

Sample pictures

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CROSS/UPSELLING





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