



Reach your customers where they are.

# Catalog of our solutions

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

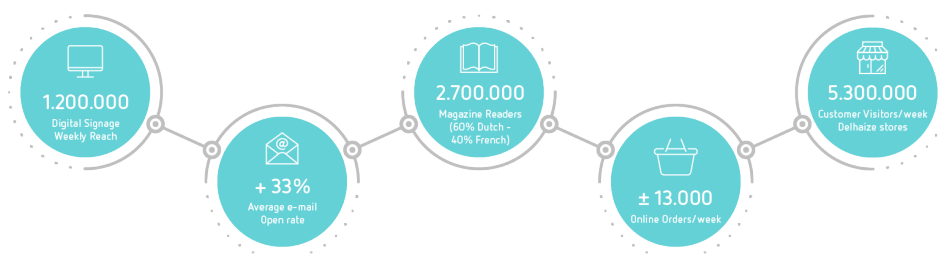
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Any question ? E-mail us at [mmd@delhaize.be](mailto:mmd@delhaize.be)



## TOOLS FOR EXTERNAL BRANDS & SERVICES

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





## TOOLS FOR EXTERNAL BRANDS & SERVICES

### INSTORE

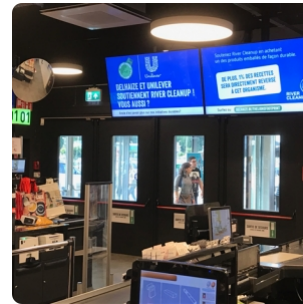


#### Digital Signage Entrance - External Brands & Services

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.

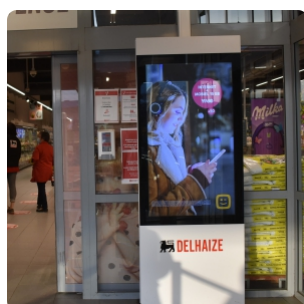
KPI 1 - Reach category (Total Reach)

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

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

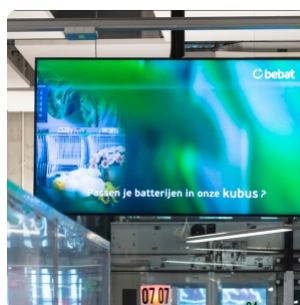
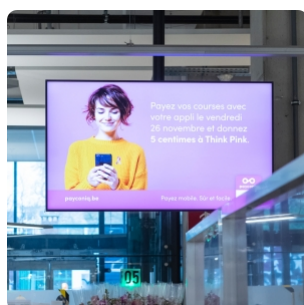
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KPI 3 - Category turnover evolution (Category Ratio)

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

### 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



## 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

#### 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



#### Segmented Insert e-mail

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



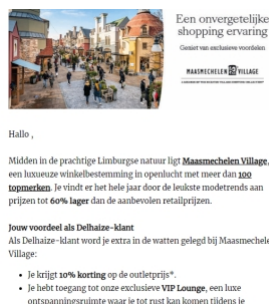
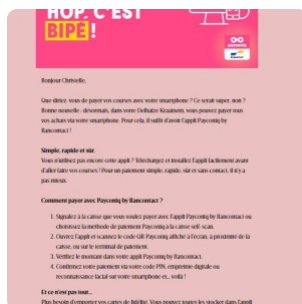
BRAND AWARENESS



TRIAL



ENGAGEMENT / CONSIDERATION



## Segmented Insert e-mail



### TOOLS FOR EXTERNAL BRANDS & SERVICES

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



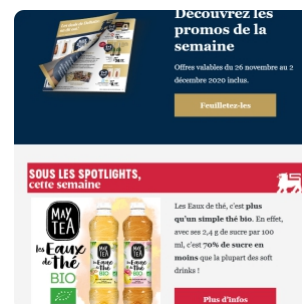
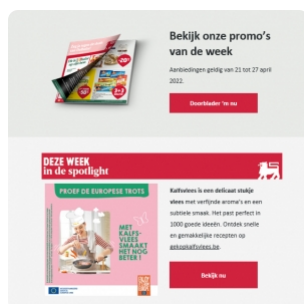
#### CHANGE PERCEPTION



#### 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:

- 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
- Creation in collaboration with MMD
- Only one partner
- Min 50.000 contacts
- Technical costs and production included in the setup
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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.

Included in the price

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

#### Sample pictures





## TOOLS FOR EXTERNAL BRANDS & SERVICES

### PACKS

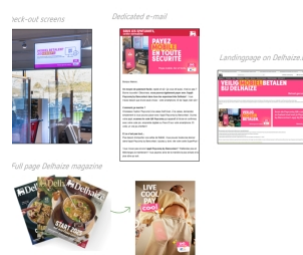


#### Awareness Pack - Non-Endemic 1

Create long-term awareness across Delhaize shoppers

##### Included in this pack:

- Full page Delhaize magazine\* (1 insert)
  - Be present in Belgium's most read magazine with a total readership of 3,8 Mio (CIM) (\*will be invoiced by Gicom).
- Claim the category (13 weeks)
  - Leaderboard banner on top of your category page on Delhaize.be.
- Brandpage (1 year)
  - Banner linked with an inspiring branded page that includes product carousel, extra banners, content and possible option to add extra video.



#### Awareness Pack - Non-Endemic 2

Create long-term awareness across Delhaize shoppers

##### Included in this pack:

- Full page Delhaize magazine\*
  - Be present in Belgium's most read magazine with a total readership of 3,8 Mio (CIM) (\*will be invoiced by Gicom).
- Dedicated e-mail (1 sending)
  - Targeted mail towards a predefined group of max. 100 K Delhaize shoppers.
- Landingpage (1 week)
  - Link in e-mail redirected to a landing page on Delhaize.be.
- Check-out screens (1 week)
  - Message on digital screens at the check-out zones of our stores.

## Awareness Pack - Non-Endemic 1



TOOLS FOR EXTERNAL  
BRANDS & SERVICES

Packs

## Create long-term awareness across Delhaize shoppers

### OBJECTIVES

BRAND AWARENESS



INSPIRATION



ENGAGEMENT / CONSIDERATION



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- Brandpage (1 year)
  - Banner linked with an inspiring branded page that includes product carousel, extra banners, content and possible option to add extra video.

### Duration

From an appearance in our Delhaize magazine to long term visibility on the Delhaize website

### Media Booking

13 weeks

### Nice to know

Only accessible for external brands and services (non-endemic brands).

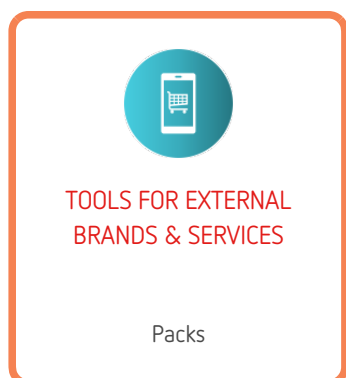
### Post reporting

Ad Hoc on demand => Mix of different reports

### Sample pictures



## Awareness Pack - Non-Endemic 2



### Create long-term awareness across Delhaize shoppers

#### OBJECTIVES

BRAND AWARENESS



INSPIRATION



ENGAGEMENT / CONSIDERATION



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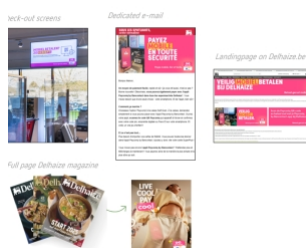
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