



Reach your customers where they are.

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

Digital Signage Entrance



IN STORE

Tv & radio

A national coverage of over 162 screens in Supermarkets and Affiliated stores divided in multiple clusters:

- Each cluster having +- 45 screens, with the same national coverage
- Mix of Delhaize and AD Delhaize
- Equal estimated reach per cluster

You can book 1 or multiple clusters

> Possibility to include External Brands & Services

Banner



Duration

1 week

Media Booking

6 weeks

Nice to know

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

Post reporting

If applicable (products sold at Delhaize):

- KPI 1: Reach (category)
- KPI 2: Penetration promoted product / range
- KPI 3: Category turnover evolution
- KPI 4: Promoted product / Range turnover evolution

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

Sample pictures

1,6Mio contacts per week

Average sales uplift of 29%

OBJECTIVES

BRAND AWARENESS



CALL TO ACTION



ENGAGEMENT / CONSIDERATION



CHANGE PERCEPTION





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