

# Digital Signage Entrance



IN STORE

Digital Signage

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

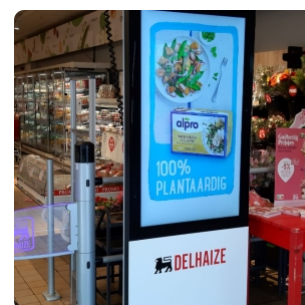
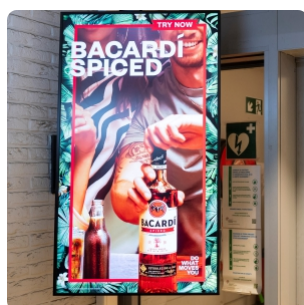
- National coverage
- Format: 55 inch - portrait
- Message: 6 seconds
- Multiple creations possible
- Share of time : 20%
- Broadcasting: 720x/screen/day
- List of the stores available
- Possibility to include External Brands & Services

## 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.

- 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

CALL TO ACTION

ENGAGEMENT / CONSIDERATION

CHANGE PERCEPTION

