

Digital Signage Entrance



IN STORE

Digital Signage

A national coverage of over 178 screens across Delhaize supermarket 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.

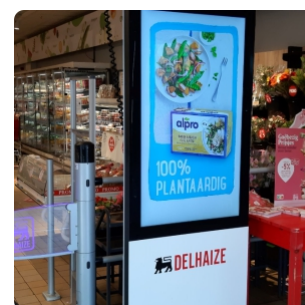
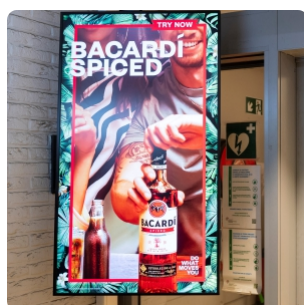
KPI 1 - Reach category (Total Reach)

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



ENGAGEMENT / CONSIDERATION



CHANGE PERCEPTION

