



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)





## IN STORE

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- ⊕ THROUGHOUT THE CUSTOMER JOURNEY
- ⊕ TV & RADIO
- ⊕ SHELF
- ⊕ FRIDGE





# IN STORE

## THROUGHOUT THE CUSTOMER JOURNEY



### Caddy Drive

This tool provides continuous advertising throughout the shopping trip and unbeatable exposure to a captive audience.



### Display Sampling

Display placed at the entrance of the store and filled with product samples.

The customer takes one product and scans it at the cashier with its loyalty Delhaize SuperPlus Card.

Perfect media to generate a trial and boost the conversion!



### Truckvertising

Be visible and stay top of mind outside Delhaize through an impactful format.

Reach the potential shoppers during key traffic moments during the day.



### Doorvertising

Doorvertising is our largest instore format. This support will give a big statement to your brand and push your visibility way further!



### Caddy Move

Two-sided laminated communication on the shopping carts



### Totem

A floor stand in stiff cardboard, placed in the department of the product



### Totem Custom


A floor stand in stiff cardboard, placed in the department of the product.

Possibility to customize the totem completely:

- cut out
- special shape
- pop up
- leaflet holder
- zigzag
- ...



# Caddy Drive



**IN STORE**

Throughout the customer journey

This tool provides continuous advertising throughout the shopping trip and unbeatable exposure to a captive audience.

**Banner**



**Duration**

3 weeks

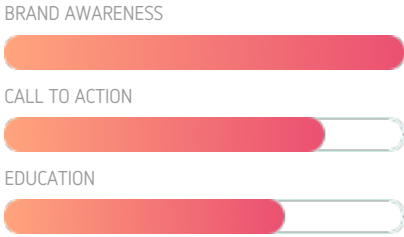
**Media Booking**

8 weeks

**Nice to know**

- Coverage: 40%

## OBJECTIVES




#6.500 CADDY SM  
# 9.900 CADDY SM+AD

What's new? The steering bar is now equipped with an NFC tag. Customers can retrieve current offers, videos, enter a game or a contest, and much more.

**Sample pictures**



# Caddy Move



**IN STORE**

Throughout the customer journey

Two-sided laminated communication on the shopping carts

### Banner



### Duration

3 weeks

### Media Booking

6 weeks

### Nice to know

- Coverage: 40%
- #7.050 caddy SM
- #9.800 caddy SM+AD

### Sample pictures

## OBJECTIVES

BRAND AWARENESS




CALL TO ACTION



CHANGE PERCEPTION



# Display Sampling



**IN STORE**

Throughout the customer journey

Display placed at the entrance of the store and filled with product samples.

The customer takes one product and scans it at the cashier with its loyalty Delhaize SuperPlus Card.

Perfect media to generate a trial and boost the conversion!

### Banner



### Duration

1 week

### Media Booking

8 weeks

### Nice to know

- All-inclusive service (Production - Placement - Post reporting)
- Min 20 SM (of your choice)
- Creation of the top card to provide by the client
- Retarget the testers by e-mailing
- Fresh product sampling and full size under investigation
- Various formats possible
  - 800x600mm + H860mm
  - 800x1200mm + H860mm

## OBJECTIVES

CONVERSION



BRAND AWARENESS



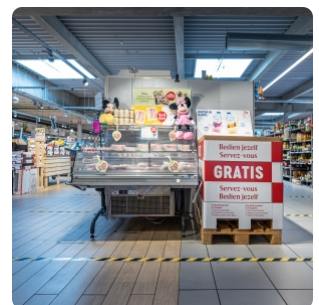
EYE CATCHER



TRIAL




### Sample pictures



# Totem

A floor stand in stiff cardboard, placed in the department of the product



**IN STORE**

Throughout the customer journey

**Banner**

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## OBJECTIVES



**Duration**

---

2 weeks

**Media Booking**

---

8 weeks

**Nice to know**

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- 154 cm
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

**Post reporting**

---

Included in the price

- KPI1 - Reach category
- KPI2 - Penetration promoted product/range
- KPI3 - % New Buyers of promoted product/range
- KPI4 - Category turnover evolution
- KPI5 - Promoted product/range turnover evolution

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**Sample pictures**

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# Truckvertising



**IN STORE**

Throughout the customer journey

Be visible and stay top of mind outside Delhaize through an impactful format.

Reach the potential shoppers during key traffic moments during the day.

### Duration

6 weeks

### Media Booking

12 weeks

### Nice to know

Sold by packages of 10 trailers

- Big Trailers Delhaize: 13,23m x 2,31m
- Your communication on the 2 sides of the trailer
- National coverage BELUX: each trailer covers +/- 300km/day during daytime
- Non-FMCG branding possible
- Creation by the client
- All-inclusive service (Production - Placement - Control)

## OBJECTIVES

BRAND AWARENESS



EYE CATCHER

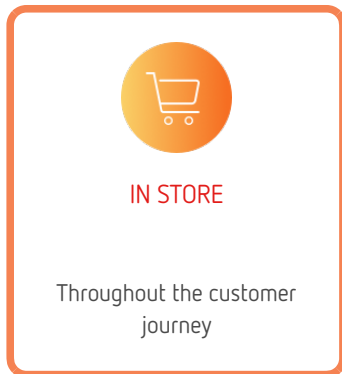


BRAND POSITIONNING





# Totem Custom



A floor stand in stiff cardboard, placed in the department of the product.

Possibility to customize the totem completely:

- cut out
- special shape
- pop up
- leaflet holder
- zigzag
- ...

## Banner



## Duration

2 weeks

## Media Booking

8 weeks

## Nice to know

- 154 cm
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

## Post reporting

Included in the price

- KPI1 - Reach category
- KPI2 - Penetration promoted product/range
- KPI3 - % New Buyers of promoted product/range
- KPI4 - Category turnover evolution
- KPI5 - Promoted product/range turnover evolution

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## Sample pictures

# OBJECTIVES

BRAND AWARENESS



EYE CATCHER



INSPIRATION





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# Doorvertising



**IN STORE**

Throughout the customer journey

Doorvertising is our largest instore format. This support will give a big statement to your brand and push your visibility way further!

### Banner



### Duration

3 weeks

### Media Booking

6 weeks

### Nice to know

- Big format (from 2m<sup>2</sup> till 4m<sup>2</sup>)
- Multiple category visibility at the same time
- Complementarity with other tools
- POS selection (min 20 POS)

### Post reporting

Included in the price

- KPI 1 - Reach category
- KPI 2 - Penetration promoted product/range
- KPI 3 - % New Buyers of promoted product/range
- KPI 4 - Category turnover evolution
- KPI 5 - Promoted product/range turnover evolution

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### Sample pictures



## OBJECTIVES

BRAND AWARENESS



EYE CATCHER





## IN STORE

### TV & RADIO



#### Digital Signage Check-Out

All screens at the check-out of the stores (177 screens in 63 stores).



#### Digital Signage Entrance

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



#### Digital Signage Category

Screens available in Bakery, Butchery, Fish, Wine and Fruit&Vegetables department 400 screens in total in 76 stores.



#### Radio only

Sound advertising message broadcast in Delhaize Stores: In-store radio




#### Digital Signage Shop&Go

Digital screen inside the 147 Shop &Go at Q8 petrol stations (1 screen per shop)



# Digital Signage Check-Out



**IN STORE**

Tv & radio

All screens at the check-out of the stores (177 screens in 63 stores).

## Banner



## Duration

1 week

## Media Booking

6 weeks

## Nice to know

- The time of a TV spot is 6 secondes.
- 1.440 broadcasting a day/screen
- SOT : 20%
- Format : Landscape

## Sample pictures



## OBJECTIVES

BRAND AWARENESS




CALL TO ACTION



BRAND POSITIONNING



# Radio only



**IN STORE**

Tv & radio

Sound advertising message broadcast in Delhaize Stores:  
In-store radio

### Banner

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### Duration

---

1 week

### Media Booking

---

6 weeks

### Nice to know

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- 25-second radio commercial
- 48 broadcasting a day/store
- 128 stores

### Sample pictures

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## OBJECTIVES

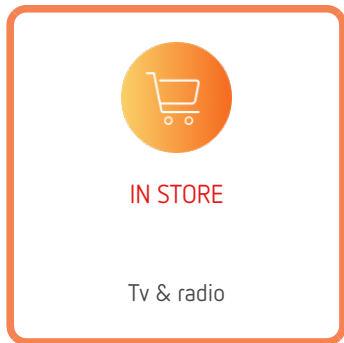
BRAND AWARENESS



CALL TO ACTION



# Digital Signage Entrance



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

## OBJECTIVES

BRAND AWARENESS



CALL TO ACTION



ENGAGEMENT / CONSIDERATION



CHANGE PERCEPTION





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# Digital Signage Shop&Go



Digital screen inside the 147 Shop &Go at Q8 petrol stations (1 screen per shop)

### Banner



### Duration

1 week

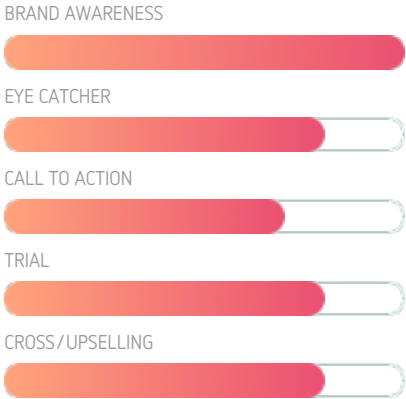
### Media Booking

8 weeks

### Nice to know

- National coverage
- Mostly put on top of the Panos counter, so high visibility and attention
- Format: 43 inch
- Format: Landscape
- SOV: 10%
- Message: max 12 secondes
- Broadcasted in a loop of 5 messages (4 Shop&GO/Q8 + 1 branded message)
- 720 broadcasting/day
- Specific rules for communication apply


## OBJECTIVES



### Sample pictures



# Digital Signage Category



**IN STORE**

Tv & radio

Screens available in Bakery, Butchery, Fish, Wine and Fruit&Vegetables department 400 screens in total in 76 stores.

## Banner



## Duration

1 week

## Media Booking

6 weeks

## Nice to know

- The time of a TV spot is 6 secondes
- 1.440 broadcasting a day/screen
- SOV: 20%
- Only advertisement relevant with the category
- Category available:
  - Bakery : 85 screens
  - Wine: 51 screens
  - Butchery: 85 screens
  - F&V: 92 screens
  - Fish: 87 screens

## OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



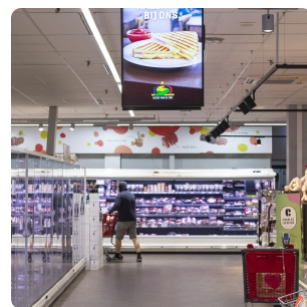
TRIAL



CROSS/UPSELLING



## Sample pictures





## IN STORE

### SHELF



#### Stopper mini

- Communication perpendicular to the shelf
- 148 x 105 mm



#### Stopper medium / maxi

- Communication perpendicular to the shelf
- Option with a cut out shape (Stopper Cut)
- Medium: 12 x 77 cm
- Maxi: 12 x 124 cm



#### Leaflet Holder + Stopper

- Information leaflets placed on the shelf in combination of a stopper small or medium
- Size stopper: 12x40 cm or 12x77 cm
- Placed on the shelf in front of the product



#### Full Customization Dry

Included:

- Max 3 wobblers
- Floor stiker size: 700x350 m
- 2 stoppers Maxi



#### Quart de rond

- Transparent profiles with cardboard insert
- Size: 70 cm (7x10 cm)



#### Stopper Scent

Olfactive tool to give customers the possibility to smell a product and/or are encouraged to enter certain aisles

- Small Stopper 3D with scent



#### Stopper small

- Communication perpendicular to the shelf
- Option with a cut out shape (Stopper Cut)
- 12 x 40 cm



#### Stopper 3D

- Communication printed in relief, placed perpendicular to the shelf
- 12 x 40 cm



#### Wobbler

- Dynamic strip hung on the shelf
- Possibility to place it outside the category (cross-communication)  
i.e. : fresh cheese in the fish department



#### Tester

Support placed in the isle as self testing



#### Floor Sticker & Stopper medium

Catch the attention of the shopper by 'framing' your products from the ground to the shelf.



#### Stopper mini 360°

- Communication 3D on the shelf
- Personalised cut-out



# Stopper mini



- Communication perpendicular to the shelf
- 148 x 105 mm

## Banner



## Duration

4 weeks

## Media Booking

8 weeks

## Nice to know

- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

## Post reporting

Included in the price

- KPI 1 - Reach category
- KPI 2 - Penetration promoted product / range
- KPI 3 - % New Buyers of promoted product / range
- KPI 4 - Category turnover evolution
- KPI 5 - 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



# OBJECTIVES

EYE CATCHER



CALL TO ACTION



# Stopper small



- Communication perpendicular to the shelf
- Option with a cut out shape (Stopper Cut)
- 12 x 40 cm

## Banner



## Duration

4 weeks

## Media Booking

8 weeks

## Nice to know

- Option with a cut out shape
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

## Post reporting

Included in the price

- KPI 1 - Reach category
- KPI 2 - Penetration promoted product/range
- KPI 3 - % New Buyers of promoted product/range
- KPI 4 - Category turnover evolution
- KPI 5 - 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



# OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



# Stopper medium / maxi



- Communication perpendicular to the shelf
- Option with a cut out shape (Stopper Cut)
- Medium: 12 x 77 cm
- Maxi: 12 x 124 cm

## Banner



## Duration

4 weeks

## Media Booking

8 weeks

## Nice to know

- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client
- Sales uplift: Av. 13-29%

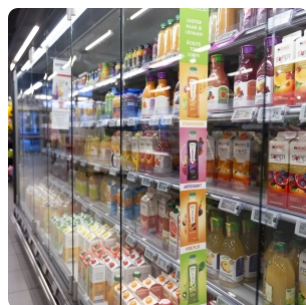
## Post reporting

Included in the price

- KPI 1 - Reach category
- KPI 2 - Penetration promoted product / range
- KPI 3 - % New Buyers of promoted product / range
- KPI 4 - Category turnover evolution
- KPI 5 - Promoted prod

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



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



# Stopper 3D



- Communication printed in relief, placed perpendicular to the shelf
- 12 x 40 cm

## Banner



## Duration

4 weeks

## Media Booking

8 weeks

## Nice to know

- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client
- Sales uplift: Av. 13-29%

## Post reporting

Included in the price

- KPI1 - Reach category
- KPI2 - Penetration promoted product/range
- KPI3 - % New Buyers of promoted product/range
- KPI4 - Category turnover evolution
- KPI5 - 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



# OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



# Leaflet Holder + Stopper



- Information leaflets placed on the shelf in combination of a stopper small or medium
- Size stopper: 12x40 cm or 12x77 cm
- Placed on the shelf in front of the product

## Banner



## Duration

4 weeks

## Media Booking

8 weeks

## Nice to know

- One-page leaflets
- 150 leaflets per store
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

## Post reporting

Included in the price

- KPI1 - Reach category
- KPI2 - Penetration promoted product/range
- KPI3 - % New Buyers of promoted product/range
- KPI4 - Category turnover evolution
- KPI5 - 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



# OBJECTIVES

CONVERSION



BRAND AWARENESS



BRAND POSITIONNING



EDUCATION







Reach your customers where they are.

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

# Wobbler



- Dynamic strip hung on the shelf
- Possibility to place it outside the category (cross-communication)  
i.e. : fresh cheese in the fish department

## Banner



## Duration

4 weeks

## Media Booking

8 weeks

## Nice to know

- Format: 11cm
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

## Post reporting

Included in the price

- KPI 1 - Reach category
- KPI 2 - Penetration promoted product/range
- KPI 3 - % New Buyers of promoted product/range
- KPI 4 - Category turnover evolution
- KPI 5 - 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



# OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER





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# Full Customization Dry



Included:

- Max 3 wobblers
- Floor stiker size: 700x350 m
- 2 stoppers Maxi

## Banner



## Duration

2 weeks

## Media Booking

8 weeks

## Nice to know

- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client
- Only for brand block

## Post reporting

Included in the price

- KPI1 - Reach category
- KPI2 - Penetration promoted product / range
- KPI3 - % New Buyers of promoted product / range
- KPI4 - Category turnover evolution
- KPI5 - 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



# OBJECTIVES

BRAND AWARENESS



EYE CATCHER



# Tester

Support placed in the isle as self testing

## Banner



## Duration

2 weeks

## Media Booking

8 weeks

## Nice to know

- Placement - Post reporting by MMD
- Provision of products to be tested
  - SM: ± 150 products
  - SM+AD: ±380 products
- Creation and production by the client
- No refill

## Post reporting

Included in the price

- KPI 1 - Reach category
- KPI 2 - Penetration promoted product/range
- KPI 3 - % New Buyers of promoted product/range
- KPI 4 - Category turnover evolution
- KPI 5 - 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



# OBJECTIVES

CONVERSION



TRIAL



ENGAGEMENT / CONSIDERATION



CHANGE PERCEPTION



# Quart de rond

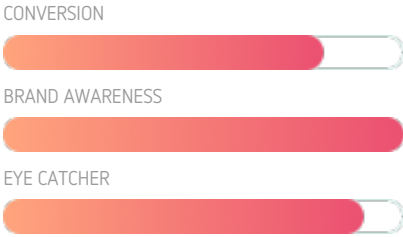


- Transparent profiles with cardboard insert
- Size: 70 cm (7x10 cm)

### Banner



## OBJECTIVES



### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

### Post reporting

Included in the price

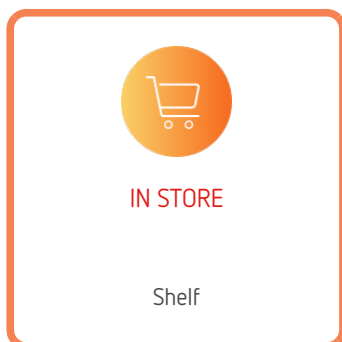
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### Sample pictures



## Floor Sticker & Stopper medium



Catch the attention of the shopper by 'framing' your products from the ground to the shelf.

### Banner



### Duration

2 weeks

### Media Booking

8 weeks

### Nice to know

- 1 Floor sticker size: 70 x 35cm
- 1 Stopper medium: 12 x 77cm
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

### Post reporting

- KPI 1 - Reach category
- KPI 2 - Penetration promoted product/range
- KPI 3 - % New Buyers of promoted product/range
- KPI 4 - Category turnover evolution
- KPI 5 - 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



# Stopper Scent



Olfactive tool to give customers the possibility to smell a product and/or are encouraged to enter certain aisles

- Small Stopper 3D with scent

## Banner



## Duration

4 weeks

## Media Booking

10 weeks

## Nice to know

- Incite trial of a product and/or encourage shoppers to enter certain departments in the store
- Over 1.000 standard scent + possibility to create a tailor-made scent
- Only possible if usage in all banners
- All-inclusive service (Production - Placement - Post-reporting)
- Creation by the client

## Post reporting

Included in the price:

- KPI 1: Reach category
- KPI 2: Penetration promoted product/range
- KPI 3: % New Buyers of promoted product/range
- KPI 4: Category turnover evolution
- KPI 5: Promoted product / Range turnover evolution

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## Sample pictures

## OBJECTIVES

CONVERSION



BRAND AWARENESS



TRIAL



ENGAGEMENT / CONSIDERATION





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# Stopper mini 360°



- Communication 3D on the shelf
- Personalised cut-out

## Banner



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



## Duration

4 weeks

## Media Booking

8 weeks

## Nice to know

- Formats:
  - 310 x 105 mm (flat - unfolded)
  - 140 x 105 mm (folded format = the one visible in the store)
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

## Post reporting

Included in the price:

- KPI 1 - Reach category
- KPI 2 - Penetration promoted product / range
- KPI 3 - % New Buyers of promoted product / range
- KPI 4 - Category turnover evolution
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## IN STORE

### FRIDGE



#### 3D product

3D product sticked on both sides of the door fridge glass.



#### Fridge door stickers

A glass door completely decorated with 2 stickers (fresh and frozen departments)



#### Full Customization Fresh

Ideal for the Brand bloc

Included:

- Max 3 wobblers
- Floor stiker size: 700x350 mm
- Fridge door outline stickers



## 3D product

3D product stuck on both sides of the door fridge glass.

### Banner



## OBJECTIVES

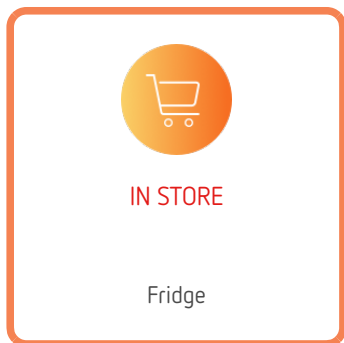
CONVERSION



BRAND AWARENESS



EYE CATCHER



### Duration

4 weeks

### Media Booking

8-10 weeks

### Nice to know

- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

### Post reporting

Included in the price

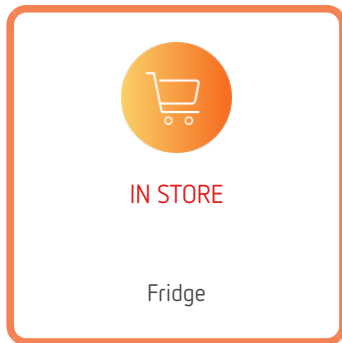
- KPI1 - #Reach category
- KPI2 - #Penetration promoted product/range
- KPI3 - % New Buyers of promoted product/range
- KPI4 - #Category turnover evolution
- KPI5 - #Promoted product/range turnover evolution

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### Sample pictures



# Full Customization Fresh



Ideal for the Brand bloc

Included:

- Max 3 wobblers
- Floor stiker size: 700x350 mm
- Fridge door outline stickers

## Banner



## Duration

2 weeks

## Media Booking

8 weeks

## Nice to know

- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

## Post reporting

Included in the price

- KPI1 - Reach category
- KPI2 - Penetration promoted product/range
- KPI3 - % New Buyers of promoted product/range
- KPI4 - Category turnover evolution
- KPI5 - 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



## OBJECTIVES

CONVERSION



BRAND AWARENESS

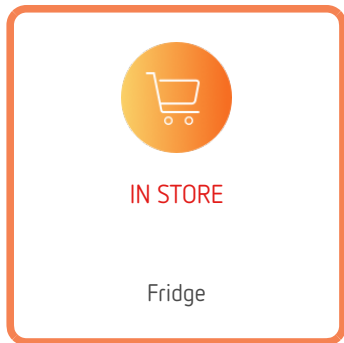


EYE CATCHER



# Fridge door stickers

A glass door completely decorated with 2 stickers (fresh and frozen departments)



## Banner



## OBJECTIVES

CONVERSION



BRAND AWARENESS



## Duration

4 weeks

## Media Booking

8 weeks

## Nice to know

- Ideal to highlight 1 product or a range
- Size: (2x) max 40 cm x 12 cm
- Cut of your choice
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

## Post reporting

Included in the price

- KPI1 - #Reach category
- KPI2 - #Penetration promoted product/range
- KPI3 - #% New Buyers of promoted product/range
- KPI4 - #Category turnover evolution
- KPI5 - #Promoted product/range turnover evolution

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## Sample pictures





Reach your customers where they are.

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

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