



Reach your customers where they are.

Catalog of our solutions

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

Points Plus Punten S.A./N.V.
Brusselsesteenweg 347
B-1730 Asse
www.mediamarketingdelhaize.be

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





PACKS & PROGRAMS

+ OMNICHANNEL





PACKS & PROGRAMS

OMNICHANNEL



Cashback Program

Generate a first trial without value destruction. '100% Cash Back' or 'Try our new product for only 1€'.

Included in the Program:

- Cashback via online (2 weeks): Fixed price for 3.500 refunds
- 1 OTA Pressure (2 weeks)
- 1 Mass Insert e-mail (800.000 contacts)
- 1 Stopper Small NFC (SM banner)
- Post action: stimulate rebuy via e-coupon (drive to store)
- Post-reporting



Sustainable Pack

How to be sustainable in your communication? In order to meet your needs, we have developed a Sustainable pack!



Ad'vice

Do you want to know the opinion of your consumers ?

Via survey to

- Launch new product
- Consumer satisfaction
- Choose a flavor
- Measure the perception of your campaign (before or after launch)
- ...

What's In

- Mini website (2weeks)
- Dedicated e-mail (max 100.000 contacts)
- Option: Extended Reach Pack 2 weeks (+ 6.000€)



E-shopper Pack

Target Online Shoppers to maximize your success on Delhaize.be



Promo Pack



Gamification Program

Engage, educate and convert your shopper through a fun experience!

Included in this Program:

- Online game (2 weeks)
- 1 OTA Pressure (2 weeks)
- 1 dedicated e-mail (100.000 contacts)
- 1 insert email (800.000 contacts)
- Post-action: stimulate rebuy via e-coupon
- Post-reporting
- Option: Instore Stopper NFC (budget on demand)
- Option: Extended Reach Pack (+ 6.000 €)



Innovation Pack

You have a new product to launch or a fantastic innovation, but you don't know how to make it successful? At MMD, we realize that such a key moment needs extra visibility. Our innovation pack can help your product to take off quickly!



360° Approach

When to use a 360° Campaign ?

- Market a New Product
- Building Brand Image
- Highlight a Promotion
- Rebranding Strategy



Nutriscore Pack

The Nutri-Score label is helping consumers make nutritious choices when filling their shopping baskets






Reach your customers where they are.

Encourage impulse buys by highlighting your promotion

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Cashback Program



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- Post-reporting

OBJECTIVES

CONVERSION



PENETRATION



Duration

2 weeks

Media Booking

8 weeks

Nice to know

- Look & feel of your brand
- Setup price + admin fee per participant

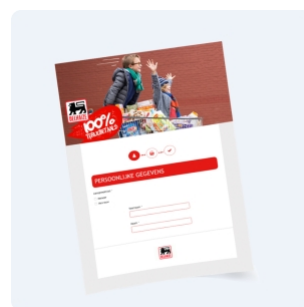
Post reporting

If applicable:

- 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

Participants online

Sample pictures



Gamification Program



PACKS & PROGRAMS

Omnichannel

Engage, educate and convert your shopper through a fun experience!

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- Post-reporting
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Duration

2 weeks

Media Booking

10 weeks

Nice to know

Recruit: Games help you generate leads you can contact afterwards for other purposes (f.e. follow up, sending of a coupon, content)

- 50 various games (memo, quiz, catcher game, shot goals, etc.)
- Micro-site fully dedicated to your brand with your own look&feel
- Recruit : Games help you generating leads and qualify your DB
- Engage : Average of 3-4 minutes of engagement with your brand
- High Virality

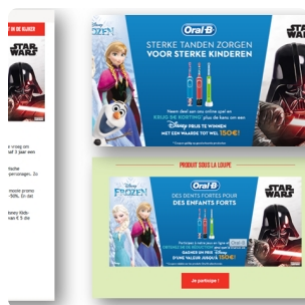
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OBJECTIVES

CONVERSION



BRAND AWARENESS



ENGAGEMENT / CONSIDERATION



EDUCATION



Sustainable Pack

How to be sustainable in your communication? In order to meet your needs, we have developed a Sustainable pack!



PACKS & PROGRAMS

Omnichannel

Duration

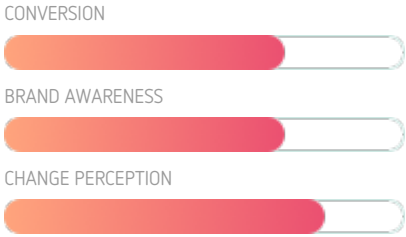
8 weeks

Media Booking

6 weeks

Nice to know

OBJECTIVES



- **OTA PRESSURE - 2 WEEKS**

TARGET THE SHOPPERS WITH THE HIGHEST PURCHASE INTENTION VIA DELHAIZE ONLINE DATA THROUGHOUT THE BUYING JOURNEY

- **DIGITAL SIGNAGE ENTRANCE SM/AD - 1 WEEK**

45 SCREENS – 45 POS
(NATIONAL COVERAGE)

- DIGITAL SIGNAGE
CHECK OUT SM – 1
WEEK

177 SCREENS – 63 POS

- RADIO INSTORE – 1
WEEK

REACH: 3.000.000
CONTACTS

- DEDICATED E-MAIL – 1
SENDING

E-MAIL DEDICATED OF
ONLY ONE ADVERTISER
SENT TO YOUR SPECIFIC
TARGET
REACH: 50.000
CONTACTS

! RULES !

USED FOR 1 BRAND

ALL TOOLS MUST BE
USED OVER A PERIOD OF
8 WEEKS

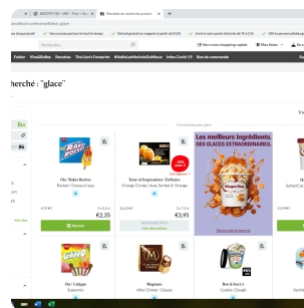
Sample pictures




Bonjour Joris,

Nos bébés méritent le meilleur, pas vrai ? Oui, mais... comment le leur offrir ? En variant leur menu avec des plats **100% végétaux** et bio, par exemple. C'est désormais possible, grâce à **Nestlé Natures Bio** !

Aujourd'hui, certains parents mangent **moins de viande** : c'est meilleur pour la santé **et la planète**. Vous vous demandez certainement "Manger moins de viande, ce serait vraiment mieux pour mon bébé/mon petit-fils/ma nièce/mon filleul ?" ou "Serait-ce bon pour son développement ?" La réponse à ces 2 questions est... "OUI" !



Innovation Pack



PACKS & PROGRAMS

Omnichannel

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Duration

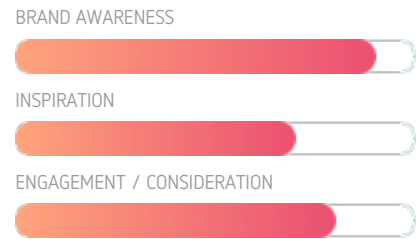
8 weeks

Media Booking

6 weeks

Nice to know

OBJECTIVES



- **OTA PRESSURE - 2 WEEKS**

TARGET THE SHOPPERS WITH THE HIGHEST PURCHASE INTENTION VIA DELHAIZE ONLINE DATA THROUGHOUT THE BUYING JOURNEY

- **PUSH PRODUCT FOR FREE COLLECT - 1 WEEK**

FREE PREPARATION
COST FOR THE
CONSUMER BY
BUYING YOUR PRODUCT

- DIGITAL SIGNAGE
ENTRANCE SM - 1
WEEK

45 SCREENS – 45 POS
(NATIONAL COVERAGE)

- RADIO INSTORE – 1
WEEK

REACH: 3.000.000
CONTACTS

- STOPPER SMALL SM +
AD - 4 WEEKS

DRIVE EXTRA TRAFFIC TO
THE SHELF AND
HIGHLIGHT A PRODUCT
RANGE

- SEGMENTED INSERT E-
MAIL - 1 SENDING

REACH: 150.000
CONTACTS

! RULES !

USED FOR 1 BRAND

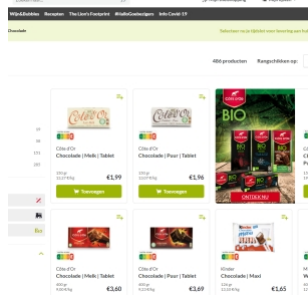
ALL TOOLS MUST BE
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8 WEEKS

Sample pictures




Reach your customers where they are.

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



Ad'vice



PACKS & PROGRAMS

Omnichannel

Do you want to know the opinion of your consumers ?

Via survey to

- Launch new product
- Consumer satisfaction
- Choose a flavor
- Measure the perception of your campaign (before or after launch)
- ...

What's In

- Mini website (2weeks)
- Dedicated e-mail (max 100.000 contacts)
- Option: Extended Reach Pack 2 weeks (+ 6.000€)

Duration

2 weeks

Media Booking

10 weeks

Nice to know

- Different Q&A formats (click on an image, checkboxes, text fields, dropdown lists, etc.)
- Anonymous participation
- Illustrate questions with media (video, pictures, cartoon, ...)
- Unlimited number of questions
- Fully customisable

Post reporting

Anonymous survey results

Sample pictures

OBJECTIVES

ENGAGEMENT / CONSIDERATION




BRAND POSITIONNING




CHANGE PERCEPTION



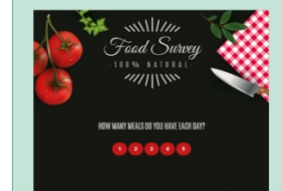
format, etc.). In this interactive format, participants make a choice by clicking on one of the two proposed images.



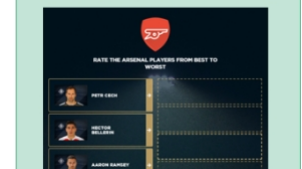
test. Participants have to "swipe" left or right to answer your questions.




Campaign allows you to ask your web users questions and gather valuable information.



rank those by order of preference. Create an identification form and collect data, or let your audience participate in anonymously all while offering them rich content.



360° Approach



PACKS & PROGRAMS

Omnichannel

When to use a 360° Campaign ?

- Market a New Product
- Building Brand Image
- Highlight a Promotion
- Rebranding Strategy

Duration

4 weeks

Media Booking

6 weeks

Nice to know

- OTA Pressure - 2 weeks

Target the shoppers with the highest purchase intention via Delhaize online data throughout the buying journey

- Stopper in shelf SM + AD - 4 weeks

Drive extra traffic to the shelf and highlight a product range

- Segmented insert email (1 sending)

Predifined segmented group based on the categories
100.000 contacts

Sample pictures

OBJECTIVES

CONVERSION



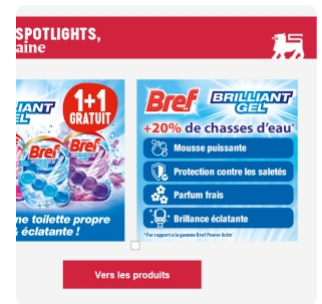
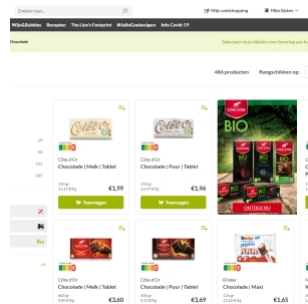
PENETRATION



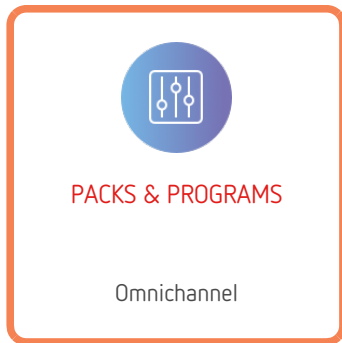
BRAND AWARENESS



ENGAGEMENT / CONSIDERATION



E-shopper Pack



Target Online Shoppers to maximize your success on Delhaize.be

Duration

6 weeks

Media Booking

8 weeks

Nice to know

Included in this pack

- OTA Premium - 2 weeks

TARGET THE SHOPPERS
WITH THE HIGHEST
PURCHASE INTENTION
VIA DELHAIZE ONLINE
DATA THROUGHOUT THE
BUYING JOURNEY

- Push product for free delivery – 1 week

FREE DELIVERY COST FOR
THE CONSUMER BY
BUYING YOUR PRODUCT

- ZigZag'vertising – 4 weeks

THE ZIGZAGVERTISING
WILL BE ADDED TO EACH
ONLINE ORDER.

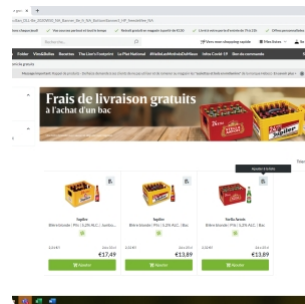
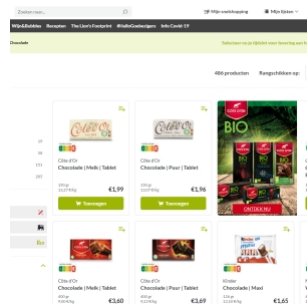
**DELHAIZE E-COM
CUSTOMERS WILL HAVE
EXCLUSIVE ACCESS TO
ADVANTAGES, DISCOUNT
VOUCHERS AND SERVICES
FROM YOUR BRAND!**

Rules

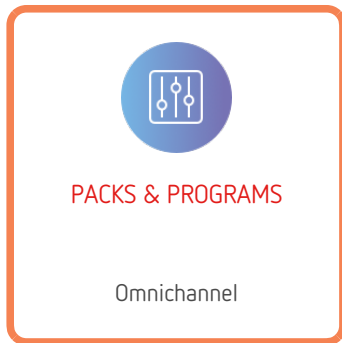
USED FOR 1 BRAND

**ALL TOOLS MUST BE
USED OVER A PERIOD OF
6 WEEKS**

Sample pictures



Nutriscore Pack



The Nutri-Score label is helping consumers make nutritious choices when filling their shopping baskets

Duration

6 weeks

Media Booking

6 weeks

Nice to know

What's included ?

- Stopper small SM+AD – 4 weeks

OBJECTIVES

BRAND POSITIONNING

CHANGE PERCEPTION

COMMUNICATION
PERPENDICULAR TO THE
SHELF – 40X12 CM

- Segmented insert e-mail – 1 sending

PREDIFINED SEGMENTED
GROUP BASED ON THE
CATEGORIES 100.000
CONTACTS

- Sponsored products – 4 weeks

OPTIMIZE THE POSITION
OF YOUR PRODUCTS ON
E-SHOP DELHAIZE
WITHIN ITS CATEGORY –
2 PRODUCTS

! Rules !

USED FOR 1 BRAND

ALL TOOLS MUST BE USED OVER A PERIOD OF 6 WEEKS

Sample pictures



Light

ET VOOR E BURGERS!

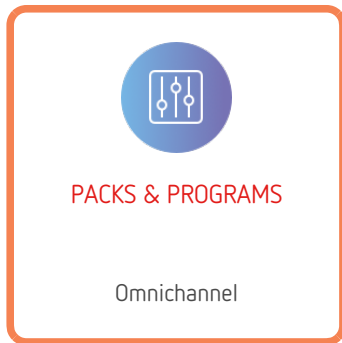
Creëer met Mr BigMouth een luxe burgerbeleving thuis! Verkrijgbaar in 2 unieke smaken. **Sweet Chili** & **Black Pepper**. Toast de hamburgerbroodjes voor een heerlijke smaak. Voor receptinspanatie kijk op www.mrbigmouth.eu

[Meer info](#)

Product	Unit	Price	Price per	Popularity
Mr Big Mouth Sweet Chili	100g	€3,00	€3,00	100%
Mr Big Mouth Black Pepper	100g	€3,39	€3,39	100%
Mr Big Mouth Sweet Chili & Black Pepper	100g	€2,39	€2,39	100%
Mr Big Mouth Sweet Chili	100g	€3,75	€3,75	100%
Mr Big Mouth Black Pepper	100g	€2,90	€2,90	100%
Mr Big Mouth Sweet Chili & Black Pepper	100g	€1,65	€1,65	100%

Promo Pack

Encourage impulse buys by highlighting your promotion



Duration

1 week

Media Booking

6 weeks

Nice to know

What's included ?

- Digital Signage Entrance

45 POS - SOT: 20%

- Radio Instore

128 POS - REACH:
3.000.000

- Segmented Insert e-mail

200.000 CONTACTS

PREDIFINED SEGMENTED
GROUP BASED ON THE
CATEGORIES

Sample pictures

OBJECTIVES

CONVERSION



EYE CATCHER



TRIAL



CROSS/UPSELLING





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Light

ET VOOR E BURGERS!

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