

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





STORE EXPERIENCE

- TASTING INDOOR
- TASTING OUTDOOR







STORE EXPERIENCE

TASTING - INDOOR



Indoor with live preparation

- All-in package
- Min. 15 activations/week
- Selection out of 60 'preferred' SM



Indoor without live preparation

- All-in package
- Min. 15 activations/week
- Selection out of 60 'preferred' SM





Indoor with live preparation



STORE EXPERIENCE

Tasting - Indoor

- All-in package
- Min. 15 activations/week
- Selection out of 60 'preferred' SM

Duration

Min. 15 activations/week

Media Booking

12 weeks

Nice to know

All-inclusive

- 1 ambassador/hostess 7 hours
- Stand & Demo material
- Branding stand & outfit
- Standard package of disposables
- Standard cooking material
- Logistics
- Project management & telecheck

Optional

- Airfryer
- Small or Big oven
- Blende
- Kitchen machine/chopper
- Hotpot
- Microwave
- Coffee machine

Sample pictures









OBJECTIVES

CONVERSION

TRIAL

CHANGE PERCEPTION



Indoor without live preparation



STORE EXPERIENCE

Tasting - Indoor

- All-in package
- Min. 15 activations/week
- Selection out of 60 'preferred' SM

Duration

Min. 15 activations/weeks

Media Booking

12 weeks

Nice to know

All-inclusive

- 1 ambassador/hostess 7 hours
- Stand & Demo material
- Branding stand & outfit
- Standard package of disposables
- Project management & telecheck

Sample pictures









OBJECTIVES

CONVERSION

EYE CATCHER





STORE EXPERIENCE

TASTING - OUTDOOR



Mini Truck

- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores



Street Bicycle

- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores



Maxi Truck

- All-in package
- Min. 25 activations
- Selection out of 75 qualified stores



Premium Stand

- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores





Mini Truck



STORE EXPERIENCE

Tasting - Outdoor

- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores

Duration

Min 10 activations

Media Booking

12 weeks

Nice to know

All-inclusive

- Min 10 activations 1 activation/day
- Selection out of 75 qualified stores
- 1 ambassador/hostess / 7 hours
- Degustation material included
- Branded on foreseen spots

Sample pictures



OBJECTIVES

TRIAL



Maxi Truck



STORE EXPERIENCE

Tasting - Outdoor

- All-in package
- Min. 25 activations
- Selection out of 75 qualified stores

Duration

Min. 25 activations

Media Booking

12 weeks

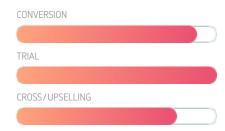
Nice to know

All-inclusive

- Min. 25 activations
- Max. 1 activation/day
- Selection out of 75 qualified stores
- 2 ambassadors/hostess / 7 hours
- Degustation material included
- Fully Branded
- Extra cost = mirrors and awning

Sample pictures

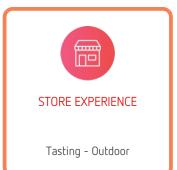








Street Bicycle



- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores

Duration

Min. 10 activations

Media Booking

12 weeks

Nice to know

All-inclusive

- Min. 10 activations
- Max. 2 activations/day
- Selection out of 75 qualified stores
- 1 ambassador/hostess / 7 hours
- Degustation material includedBranded on foreseen spots
- Fridge inside the bicycle

OBJECTIVES





Sample pictures



Premium Stand



- All-in package
- Min. 10 activations
- Selection out of 75 qualified stores

Duration

Min. 10 activations

Media Booking

12 weeks

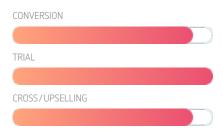
Nice to know

All inclusive

- Min. 10 activations
- Max. 5 activations/day
- Selection out of 75 qualified stores
- 1 ambassador/hostess / 7 hours
- Degustation material included
- Branded on foreseen spots
- Fridge inside the stand

Sample pictures









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