

# Catalog of our solutions

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

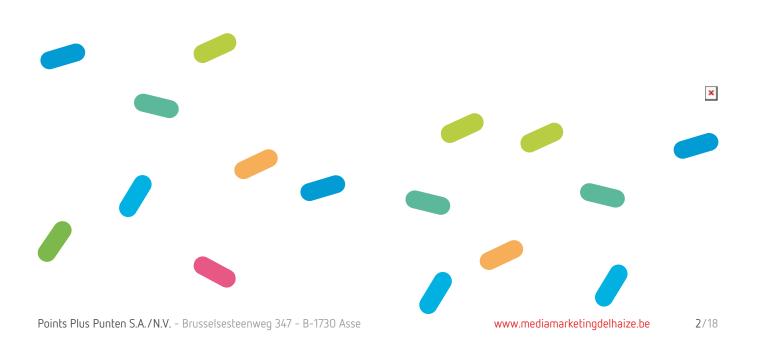
Points Plus Punten S.A./N.V. Brusselsesteenweg 347 B-1730 Asse www.mediamarketingdelhaize.be

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





- INSTORE
- ↔ ONLINE COMMUNICATION & ACTIVATION
- $\odot$   $\phantom{-}$  TARGETED & PERSONALIZED COMMUNICATION







# TOOLS FOR EXTERNAL BRANDS & SERVICES

#### INSTORE

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#### Digital Signage Entrance - External Brands & Services

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

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#### Caddy Drive - External Brands & Services

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



# Digital Signage Check-Out - External Brands & Services

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

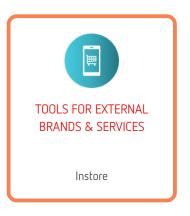
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# Caddy Move - External Brands & Services

Two-sided laminated communication on the shopping carts







# Digital Signage Entrance - External Brands & Services

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

#### 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

#### Post reporting

• KPI: Reach

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



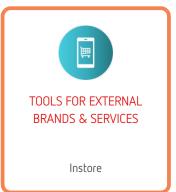


### **OBJECTIVES**





# Digital Signage Check-Out - External Brands & Services



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

#### 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

BRAND POSITIONNING



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## Caddy Drive - External Brands & Services

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

#### Duration

#### 3 weeks

#### Media Booking

8 weeks

#### Nice to know

• Coverage: 40% #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





### **OBJECTIVES**

BRAND AWARENESS

CALL TO ACTION		
EDUCATION		





## Caddy Move - External Brands & Services

Two-sided laminated communication on the shopping carts

#### Duration

3 weeks

#### Media Booking

8 weeks

#### Nice to know

• Coverage: 40%

#7.050 caddy SM #9.800 caddy SM+AD







# TOOLS FOR EXTERNAL BRANDS & SERVICES

#### **ONLINE COMMUNICATION & ACTIVATION**

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#### Checkout Page

Give visibility to your brand on the most important page of the funnel on the Delhaize Website : The checkout page where we observe great metrics such as :

- +/- 450.000 page views per month
- Average Time Spent on page : 1 min.

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Store Locator Banner – External Brands & Services

Extend your reach with a visibility on the Store Locator Page

• Possibility to link with promo or brand page



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## ZigZagvertising - External Brands & Services

Reach online Delhaize customers with this impactful format.

The ZigZagvertising will be added (physically) to each online order during 1 month. Ideal to communicate about a discount, an innovation, your assortment, a recipe and much more!

# Product Sampling - External Brands & Services

Why should sampling only be used by FMCG-Brands? Be outstanding, original & creative in your communication







### Checkout Page

Give visibility to your brand on the most important page of the funnel on the Delhaize Website : The checkout page where we observe great metrics such as :

PLACEMENT DEDICATED

TO

**EXTERNAL PARTNERS** 

ONLY

- +/- 450.000 page views per month
- Average Time Spent on page : 1 min.

### **OBJECTIVES**

BRAND AWARENESS

INSPIRATION BRAND POSITIONNING

#### Duration

1

Media Booking

### 4

Nice to know

- Average time spent on page : 1 min.
- Exclusivity : Only one partner/week
- +/- 90.000 page views/week
- +/- 17.000 unique visitors/week
- Possibility to link it to a Content Page on the website of Delhaize

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Store Locator Banner - External Brands & Services

Extend your reach with a visibility on the Store Locator Page

• Possibility to link with promo or brand page

#### Duration

1 week

#### Media Booking

4 weeks

#### Nice to know

- Visibility on a page that is visited by another target group of Delhaize.be
- On average 40.000 visits per month
- Exclusivity: only one banner/week
- Possibility to link with a brand page on delhaize.beNo further targeting possible

#### Sample pictures

### **OBJECTIVES**

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

BRAND AWARENESS EYE CATCHER ENGAGEMENT / CONSIDERATION







# ZigZagvertising - External Brands & Services

Reach online Delhaize customers with this impactful format.

The ZigZagvertising will be added (physically) to each online order during 1 month. Ideal to communicate about a discount, an innovation, your assortment, a recipe and much more!

#### Duration

4 weeks

#### Media Booking

8 weeks

#### Nice to know

- Max 6 cards (each being branded by a single
- advertiser)
- Possibility to book the full ZigZag by 1 advertiser (for max 6 brands of it's portofolio)
- Impression, handling & distribution included
- Quantity: 30.000 prints
- Bilingual
- Format: 110 mm x 155 mm
- Possibility to combine with sampling (optional)

#### Sample pictures

OBJ	ECT	
UDJ	EUI	

CONVERSION

INSPIRATION

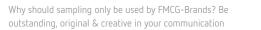
ENGAGEMENT / CONSIDERATION







Online Communication & Activation



Product Sampling - External Brands &

#### Duration

1 week

#### Media Booking

Services

6 weeks

#### Nice to know

- Free product added to the consumer's online order.
- 10.000 units distributed over a period of 5-8 days
- No targeting
- Up to 2 partners/week





# TOOLS FOR EXTERNAL BRANDS & SERVICES

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#### TARGETED & PERSONALIZED COMMUNICATION

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## Dedicated email - External Brands & Services

E-mail dedicated to only one advertiser sent to a specific target

- Highlights on an existing promotion
- Content inspiration
- Innovation
- Up to 85.000 contacts

#### ×

#### Direct Mail - A5 Postcard

A5 mailing send to a specific target and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation

1 coupon offer

# Insert e-mail - External Brands & Services

Insert of a branded banner in the Delhaize weekly enews.

Possibility to segment up to 85.000 contacts or to send the news in a massive way up to 800.000 contacts.

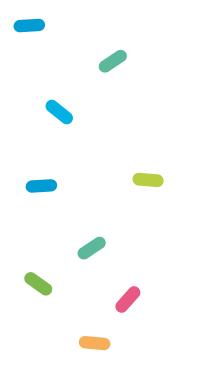
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#### Direct Mail - Selfmailer double or triple

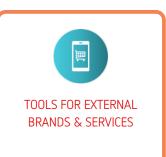
A5 mailing (2 x A5 or 3 x A5) send to a specific target and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation

Up to 2 or 3 coupons offer







Targeted & Personalized communication

### Dedicated email - External Brands & Services

E-mail dedicated to only one advertiser sent to a specific target

- Highlights on an existing promotion
- Content inspiration
- Innovation
- Up to 85.000 contacts

#### Duration

#### 1 sending

#### Media Booking

6 weeks

#### Nice to know

- Pre-analysis included
- Definition of segmentation criteria in collaboration with MMD
- Could be linked to a voucher
- Look & feel Delhaize
- Visual created by the client
- Setup + content cost
- Sent on Tuesday or Saturday

#### Post reporting

Included in the price:

- KPI1 #Open rate (FR + NL)
- KPI2 #Click open rate (FR + NL)
- KPI3 #Click Map

#### Sample pictures



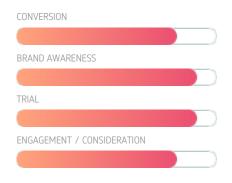


den in de prachtige Limburgse natuur ligt **Maasmechelen Village** luxueuze winkelbestemming in openlucht met meer dan <u>100</u> merken. Je vindt er het hele jaar door de leukste modetrends aan ren tot **60%** lager dan de aanbevolen retailioriizen.

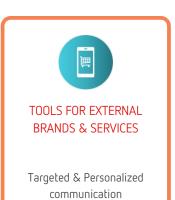
w voordeel als Delhaize-klant Delhaize-klant word je extra in de watten gelegd bij Maasmechele lage:

Je krijgt 10% korting op de outletprijs\*.
Je hebt toegang tot onze exclusieve VIP Lounge, een luxe ontspanningsruimte waar je tot rust kan komen tijdens je

### **OBJECTIVES**







## Insert e-mail - External Brands & Services

Insert of a branded banner in the Delhaize weekly enews.

Possibility to segment up to 85.000 contacts or to send the news in a massive way up to 800.000 contacts.

#### Duration

1 sending

#### Media Booking

6 weeks

#### Nice to know

- Highlight of an existing promotion / Information / Innovation / ...
- Look & feel Delhaize

#### Post reporting

Included in the price

- KPI1 #Open rate (FR+NL)
- KPI2 #Click open rate (FR+NL)

#### Sample pictures



promos de la semaine





SPOTLIGHTS, cette set

LE SEUI

VRAI

Cécémel

### Direct Mail - A5 Postcard

A5 mailing send to a specific target and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation

1 coupon offer

#### Duration

1 sending

### Media Booking

13 weeks

#### Nice to know

- Offer coupon value: Min 20%
- 1 coupon
- Look & feel Delhaize
- Creation in collaboration with MMD
- Only one partner
- Min 50.000 contacts
- Technical costs and production included in the setup
- Advanced segmentation is possible, including Delhaize Shopper Segmentation

#### 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.

Included in the price

- KPI1 #Participation rate
- KPI2 # redemption

#### Sample pictures

#### Du Cécémel sans lactose?!

Oul, ca existe - c'est le Cécémel sans lactose. Les gourmands inolérants au lactose peuvent donc fenflo savourer le goit inolga et incomparable de Cécémel. Comme tous les autres produits de Cécémel, il a aussi obhenu un Nutri-Score B. Pour profiler chaque jour du seul vaz. Vous trouverce le Cécémel sans lactose au rayon crémerie de vorte supermarche Delhaize.







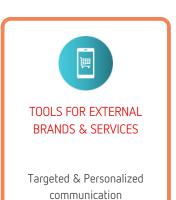
CONVERSION	
BRAND AWARENESS	
INSPIRATION	
ENGAGEMENT / CONSIDERATION	

**OBJECTIVES** 

MAINTENANT AUS

Cécémel





### Direct Mail - Selfmailer double or triple

A5 mailing (2 x A5 or 3 x A5) send to a specific target and dedicated to only one partner:

- Exclusive offer
- Content inspiration
- Innovation

Up to 2 or 3 coupons offer

#### Duration

1 sending

#### Media Booking

13 weeks

#### Nice to know

- Offer coupon value: Min 20%
- Look & feel Delhaize
- Creation in collaboration with MMD
- Only one partner
- Min 50.000 contacts
- Technical costs and production included in the setup
- Advanced segmentation is possible, including Delhaize Shopper Segmentation

#### 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.

Included in the price

- KPI1 #Participation rate
- KPI2 #Redemption
- KPI3 #Sales evolution
- KPI4 #Behavior







# Reach your customers where they are.

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

### www.mediamarketingdelhaize.be

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