



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](http://www.mediamarketingdelhaize.be)

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





## TOOLS FOR EXTERNAL BRANDS & SERVICES

---

- + INSTORE
- + ONLINE COMMUNICATION & ACTIVATION
- + TARGETED & PERSONALIZED COMMUNICATION





## TOOLS FOR EXTERNAL BRANDS & SERVICES

### INSTORE



#### 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



#### 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).




#### Caddy Move - External Brands & Services

Two-sided laminated communication on the shopping carts



# Digital Signage Entrance - External Brands & Services



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Instore

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

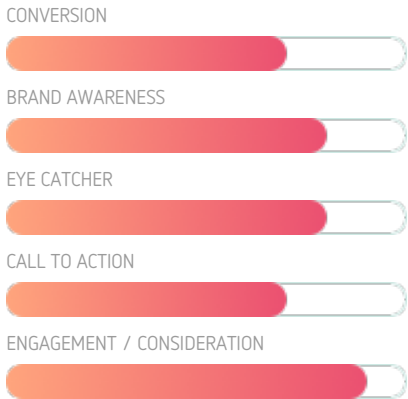
**Post reporting**

- 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






Reach your customers where they are.

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

# Digital Signage Check-Out - External Brands & Services



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Instore

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



# Caddy Drive - External Brands & Services



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Instore

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



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Instore

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

**Sample pictures**

---





## TOOLS FOR EXTERNAL BRANDS & SERVICES

### ONLINE COMMUNICATION & ACTIVATION



#### 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.



#### 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

## PLACEMENT DEDICATED TO EXTERNAL PARTNERS ONLY



#### 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








Reach your customers where they are.

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

# Checkout Page



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Online Communication & Activation

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.

## PLACEMENT DEDICATED TO EXTERNAL PARTNERS ONLY

### OBJECTIVES

BRAND AWARENESS



INSPIRATION



BRAND POSITIONNING



#### Duration

1

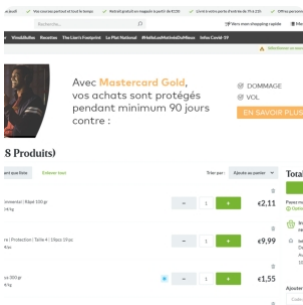
#### Media Booking

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

#### Sample pictures



# Store Locator Banner - External Brands & Services



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Online Communication & Activation

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.be
- No further targeting possible

## OBJECTIVES

BRAND AWARENESS



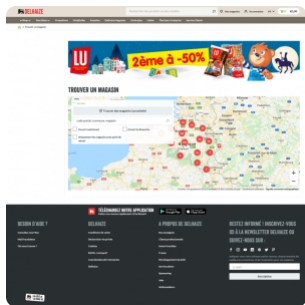
EYE CATCHER




ENGAGEMENT / CONSIDERATION



### Sample pictures



# ZigZagvertising - External Brands & Services



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Online Communication & Activation

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

---



## OBJECTIVES

CONVERSION




INSPIRATION



ENGAGEMENT / CONSIDERATION



# Product Sampling - External Brands & Services



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Online Communication & Activation

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

### Duration

---

1 week

### Media Booking

---

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

### Sample pictures

---





## TOOLS FOR EXTERNAL BRANDS & SERVICES

### 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



#### Insert e-mail - External Brands & Services

Insert of a branded banner in the Delhaize weekly e-news.

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



#### 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



# Dedicated email - External Brands & Services



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Targeted & Personalized communication

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

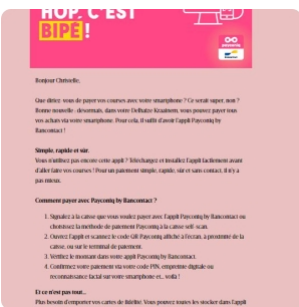
- Pre-analysis included
- Definition of segmentation criteria in collaboration with MMD
- Could be linked to a voucher
- Look & feel Delhaize
- Visual created by the client
- Setup + content cost
- Sent on Tuesday or Saturday

### Post reporting

Included in the price:

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

### Sample pictures



Hallo,

Midden in de prachtige Limburgse natuur ligt **Maasmechelen Village**, een heerlijke winkelbestemming in openlucht met meer dan **100 topmerken**. Je vindt er het hele jaar door de leukste modetrends aan prijzen tot **60% lager** dan de aanbevolen retailprijzen.

**Jouw voordeel als Delhaize-klant**  
Als Delhaize-klant word je extra in de watten gelegd bij Maasmechelen Village.

- 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

CONVERSION



BRAND AWARENESS




TRIAL



ENGAGEMENT / CONSIDERATION



# Insert e-mail - External Brands & Services



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Targeted & Personalized communication

Insert of a branded banner in the Delhaize weekly e-news.

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

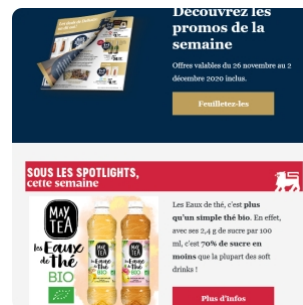
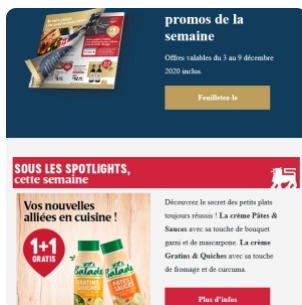
- Highlight of an existing promotion / Information / Innovation / ...
- Look & feel Delhaize

### Post reporting


Included in the price

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

### Sample pictures



# Direct Mail - A5 Postcard



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Targeted & Personalized communication

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

## OBJECTIVES

CONVERSION



BRAND AWARENESS



INSPIRATION



ENGAGEMENT / CONSIDERATION




**Du Cécémel sans lactose?!**  
 Oui, ça existe : c'est le Cécémel sans lactose. Les gourmands intolérants au lactose peuvent donc (enfin) savourer le goût unique et incomparable de Cécémel. Comme tous les autres produits de Cécémel, il a aussi obtenu un Nutri-Score B. Pour profiter chaque jour du seul vrai.  
 Vous trouverez le Cécémel sans lactose au rayon crèmerie de votre supermarché Delhaize.





# Direct Mail - Selfmailer double or triple



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Targeted & Personalized communication

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

### Sample pictures





Reach your customers where they are.

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

[www.mediamarketingdelhaize.be](http://www.mediamarketingdelhaize.be)

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

