


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

