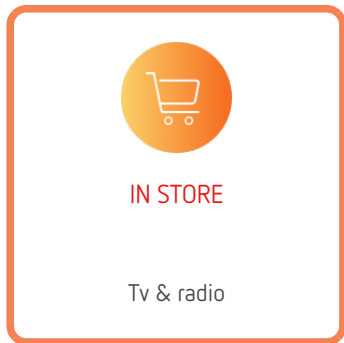


# Digital Signage Entrance



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

> Possibility to include External Brands & Services

## Banner



## 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
- Possibility to include External Brands & Services

## Post reporting

If applicable (products sold at Delhaize):

- KPI 1: Reach (category)
- KPI 2: Penetration promoted product / range
- KPI 3: Category turnover evolution
- KPI 4: Promoted product / Range turnover evolution

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

BRAND AWARENESS



CALL TO ACTION



ENGAGEMENT / CONSIDERATION



CHANGE PERCEPTION





Reach your customers where they are.

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

