

Point Of Sales



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We usually say that billboards located on the parking and at the entrance of supermarkets are the last contact just before the purchase decision. Post campaign reports based on data collected through the loyalty cards of Delhaize and Carrefour provide the FMCG market with

relevant learnings and prove the ROI of this kind of campaigns. For non-FMCG advertisers it's also a good opportunity to reach a strategic target visiting each week again those touchpoints. Delhaize network offers a mix of paper and digital screens, Carrefour network is fully digitalized.

Retail

Advertising at the entrance of the supermarkets and the parkings of Carrefour and Delhaize is the perfect way to reach the 'responsible for purchase' just before the shopping experience

and bring a product to the top of mind. Screens at the cash out are mostly used for products available at the check-out or to trigger people for other products/services outside the shop.



JCD Digital Carrefour offers possibilities to buy 'on target' based on 8 lifestages like 'Young Adults' or 7 types of lifestyles like 'Fresh Shoppers'.

JCD Digital Carrefour
240 POS
15% SOT
2 800 000 contacts/week

MMD Entrance
95 POS
20% SOT
1 200 000 shoppers/week



Retail



Vision/Caddy Move



Vision/Caddy Drive

Contractor	Network	Universe	Duration	Format	POS	Units	SOT %	Media (€)	Taxes	
									(€)	Tech.Cost (€)
JCDecaux	Digital Carrefour Full	Carrefour Hyper, Market	1 week	55" to 72"	100	240	15%	*78 500	450	500
Mediageuzen	Delhaize	AD Delhaize	1 week	2 m ² , 72"	40	80	–	14 670	163	–
MMD	Digital Signage Entrance	Top 50 Delhaize shops	1 week	75"	50	50	20%	*17 500	–	–
MMD	Digital Signage Shop & Go	Shop & GO (Q8 stations)	1 week	75"	98	98	20%	*17 500	–	–
MMD	Digital Signage Check-Out	Top 67 Delhaize shops	1 week	75"	67	206	20%	*5 350	–	–
MMD	Digital Signage Category	Top 67 Delhaize shops	1 week	75"	67	327	20%	*3 875	–	–
Shelf Service	Distri+	AD Delhaize, Carrefour Franchised	1 week	2 m ²	113	235	–	*16 450	–	–
Shelf Service	Vision Move	Carrefour Market, Hyper	3 weeks	22 × 31 cm	480	19 524	–	*65 950	–	–
Shelf Service	Vision Drive	Carrefour Market, Hyper	3 weeks	–	157	12 347	–	*45 950	–	–
MMD	Caddy Move	(AD) Delhaize	3 weeks	31 × 48 cm	–	10 021	–	*51 900	–	–
MMD	Caddy Drive	(AD) Delhaize	3 weeks	–	–	9 790	–	*41 450	–	–
Target Media	Etnic	Inside local shops	2 weeks	A2 + A3	1 526	3 725	–	On demand	–	–
Moozhaik	Etnic	In and outside Local Shops Brussels, Charleroi, Liège	2 weeks	700 A2, 100 A1	–	350	–	12 900	1 640	–

*JCDecaux rates, MMD and Shelf Service rates: net rates, no agency commission applicable.



Bread bag campaigns duration varies from 2 up to 4 weeks. The big advantage is the long time duration contact with the audience because the bag is on the table during the whole meal.

Petrol Stations



DOAA Screens at the pump with long dwell time during refueling (Esso, Maes, Octa, Texaco, Shell, Others). Flexible programmatic buying. SOT between 10% and 20%.

Digital Fuel 17" – 216 displays – 29 POS: 2 086 400 views/week

Digital Fuel 24" – 407 displays – 94 POS: 3 859 000 views/week

Digital Fuel 75" – 32 displays – 29 POS: 306 400 views/week

Mobilad offers screens at the check-out in the shops of 30 petrol stations nationally. Each screen generates about 20 000 contacts per week, mostly males between 25– 54 years old.

A standard campaign of one week costs € 9 915, but brands have also the possibility to go up to 4 weeks for € 29 988 (2 400 000 contacts).

Based on the needs of a brand it's possible to create a national, regional or even a tailor-made solution to touch multiple age groups.



Pharmacies

Pharmacies are an ideal environment to reach people wishing to purchase personal care products, baby products, beauty products and much more. The digital networks make it possible to communicate real content (communicate

about specific themes, pathologies ...), but also promotional messages with a real impact on sales. The dwell time in the waiting line makes those messages unmissable. The networks can be booked nationally or regionally.



Window Screen

These screens are offered by RedPharma en iDKlic. The Window screens offer visibility at the outside of the pharmacie to create brand awareness and to attract patients.

The Inside screens are located in the pharmacies and ideal for a call to action.