How to Support your Brand in the Netherlands

2022

BORD BIA
IRISH FOOD BOARD



Rialtas na hÉireann
Government of Ireland

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Introduction

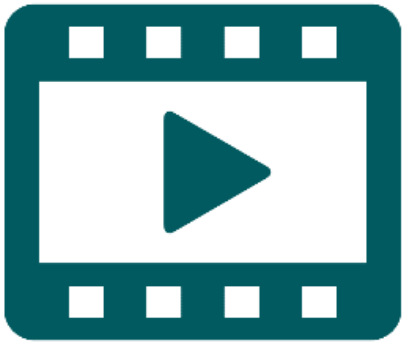
A successful brand doesn't happen by accident. It requires careful planning and support. This is especially true in an export market where you lack a presence. You are likely to be less tuned-in to local culture, habits and even language, not to mention the typical expectations your customer may have.

For this reason, you need to make some decisions around how best to support your brand in an export market, factoring in considerations like budget and resources available to help you.

This document has been pulled together to fuel your thinking on how best to support your brand in the Dutch market. It serves as a support to our video on this topic.

What is the purpose of this Document?

This document aims to provide you with key information that can help you successfully grow your listing in the Netherlands. This guide will discuss each element of the marketing mix that you may utilise to develop your brand in the Dutch market as well as cost estimates when marketing your product through a multitude of channels.



You can find the link to the Brand Export Success video here

Commercial Marketing Objectives

Before entering the market you should have a clear idea of what you're trying to achieve, ideally setting clear Business Objectives for the launch period and perhaps the first year or two. Commercial Marketing Objectives are where you capture HOW you are going to deliver this.

In the video that accompanies this document, specific commercial marketing objectives were set for Brand X. It is important to remember that every company is different in what they can achieve and therefore should consider perhaps two to three elements of the marketing mix that you think will be most effective for you and your brand to maximise success in the Netherlands.

1. **Encourage initial trial** of the product with shoppers in the first six weeks of launching to achieve **X** units per store in the first **6** months.

   Quantifiable measures:

   Number of shoppers, units sold

2. **Raise brand awareness** to inform consumers of your product range ensuring **X%** awareness after the first **6** months

   Quantifiable measures

   Reach of publications, recognition levels by consumers pre and post campaign

3. **Generate repeat purchase** with **X%** of your target audience in the initial months of your product listing in the Netherlands

   Quantifiable measures

   Engagement levels, entries, followers/likes, site traffic

The Marketing Mix

With clear Commercial Marketing Objectives outlined to help you deliver the growth you are striving for, you need to get a little more specific about the activities you will undertake to support your brand. It is wise to select only a couple of these elements of the marketing mix to help you bring your value proposition to life in the market.

Inform yourself of market norms (this document is a good starting point!), think about your consumer and how best to reach them, and explore whether the customer has any preferences. You'll need to consider your budget and resources required so don't spread yourself too thinly early on. Select just a couple of these elements and identify activities that you are confident you can make happen, perhaps with the help of partners on the ground.

The remainder of this document looks through each element of the marketing mix, starting with a brief overview in this table:

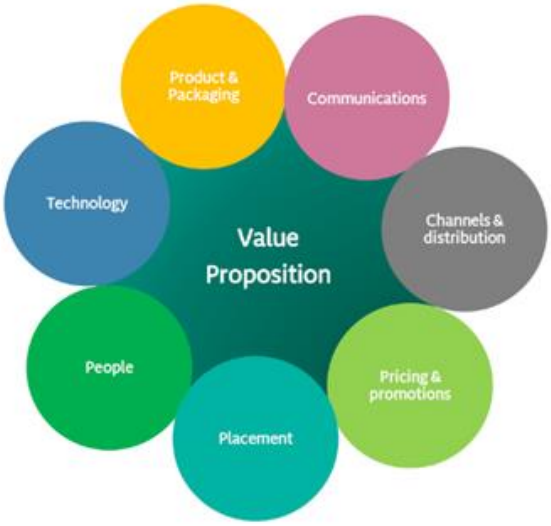


Figure 1: The Marketing Mix (Bord Bia, 2021)

Element	Description
Product and Packaging	The format of your product and its packaging **e.g.** suitable packaging for the intended consumption occasion, shelf-life, ensuring labelling is in the market language, adapting flavour variants to local tastes.
Communications	How you will communicate your listing to consumers in the Dutch market through an array of channels **e.g.** Utilising different forms of media or online and in-store advertising
Channels and Distribution	How you will maintain your listing through wholesalers, retailers and distributors **e.g.** Considering what kind of supply chain suits your product such as via direct or indirect channels
Pricing and Promotions	The promotional opportunities that retailers can offer your product **e.g.** Offering online consumers a free trial of your product
Placement	The location(s) of your product in the supermarket **e.g.** As well as being placed within your category aisle, your product may also be suitable as an impulse purchase at the till
People	Maintaining positive relationships with your network through key account management **e.g.** Understanding the needs and targets of the retailer's category manager and logistics manager
Technology	Can you use tech to help support your brand in the market **e.g.** Should you consider expanding tech such as drone delivery. Can your brand feature in gaming or adopt virtual reality in some way?

1. Product and Packaging

Now that you have a listing in the Netherlands, it is important to think about how you can use your product form and packaging as a tool to engage consumers with your brand and promote sales. The consumption occasion should also influence your packaging. Is your product designed to be consumed on the go? Then re-sealable packaging may be best. These are just come of the considerations that need to be made regarding packaging. In this section, a number of elements of product and packaging will be explored that can aid you in achieving your commercial marketing objectives in the Netherlands.

Understand your retailer's packaging goals

Dutch retailers are making increasing efforts to integrate more sustainable packaging into their supply, for both private label and branded products. Essentially all major retailers in the Netherlands are a part of Plastic Pact NL, an initiative by multiple organisations and the national government to reduce single-use plastics and contribute to a circular economy by 2025. Different retailers have different targets and it is important to stay up to date on their upcoming plans to meet any new criteria in sustainable packaging so that your products form and packaging can adapt to these needs. Some retailers also publish sustainability reports on their websites where further information can be found on their targets regarding packaging.



Figure 2: "More with less plastic" (Plastic Pact NL, 2021)

Furthermore, as consumer demand rises for sustainability in grocery shopping, reusable packaging is also becoming more prominent in Dutch retailers' sustainability strategies and therefore is worth incorporating into your product's packaging design when exporting to the Netherlands. For example, Albert Heijn are introducing more reusable packaging in products such as hand soap, coffee pods and in the bottles they use at their orange juice press. It's also important to consider how you can use your packaging as a potential marketing tool and whether it can be used beyond its initial purchase. Dutch retailer Hema, for example, has created packaging for their online orders which can be assembled into nine different animal figures.

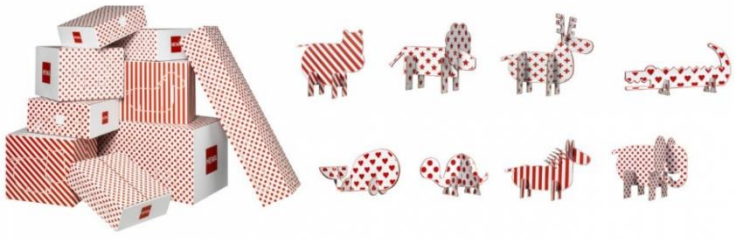


Figure 3: Repurposed packaging (HEMA, 2021)

The Nutriscore and Environmental Scores

The Nutriscore is a nutritional label ranging from A (highest level) to E (lowest level) ranking the nutritional value of food products. This is a collaborative initiative from the Netherlands, Belgium, France, Germany, Luxembourg, Spain and Switzerland. The Nutriscore is indicative of the increasing awareness of consumers towards the quality they expect from their food and as a brand with a listing in the Netherlands, using the Nutriscore on your packaging may draw more consumers towards your product.



Figure 4: The Nutriscore (RIVM, 2021)

Environmental scores are also becoming more widespread in the Dutch retail landscape. For example, Lidl already uses the Ecoscore label on many of its products in the Netherlands to allow consumers to see the environmental impact of each of item. Ahold Delhaize, Albert Heijn's parent company, wants a CO_2 label on all its products within three years to inform consumers about emissions.



Figure 5: Lidl Eco-score (Lidl, 2021)



Figure 6: Neckhanger promotional label (Bord Bia, 2021)

Promotions

It can be useful to explore how you can use your product's form and packaging as a tool during promotions. For example, if your product comes in a bottle you may use neck hangers to communicate a price promotions directly from your product on the shelf. Or if your packaging is made from plastic or carton, promotions can be printed directly on to your product.

Legal and language requirements for labelling

It is important to stay up to date on all labelling requirements for the Dutch market. Clear and correct labelling conveys quality to your customers and consumers. Labelling can be subject to both EU and Dutch laws and it can be helpful to know who to contact if you are in doubt about certain elements of your products labelling. Bord Bia would recommend Normec Foodcare, who are experienced in both legal requirements and translations for labelling in the food and drink industry.

Local flavour profiles

Taste and flavour is a crucial driver of food consumption and consumer preferences in the Netherlands can differ to those in the Irish market. It is recommended you research preferred flavour profiles in the Netherlands for your category and see how your product line may either fit into these profiles or maybe your product may offer a unique flavour option for consumers.

2. Communications

In this section we will consider a range of communication strategies you can utilise and the estimated budget required for these services. If possible, it is beneficial to use both online and offline media services to advertise and promote your brand in the Netherlands. In the video associated with this document, the PESO model was discussed to create a smart overview of all media-related communication activities your brand can engage with to support your listing.

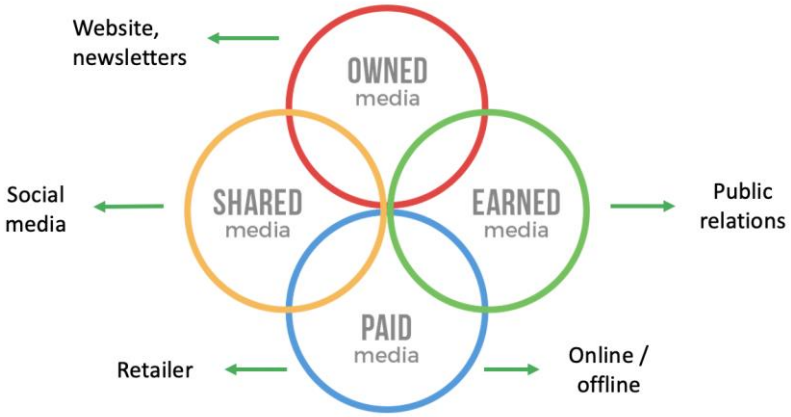


Figure 7: PESO Model (Bord Bia, 2021)

Paid Media

As seen in the diagram above, paid media can consist of both online and offline for example, with your retailer in-store or on social media. While different retailers will incur different charges for media services, here are some estimates as to what you kind of budget you can expect for these services. If you would like to see a more detailed breakdown of these services and their charges, please see the retailer price guides included in the appendix of this document.

Example 1: Albert Heijn

Albert Heijn is the leading retailer in the Netherlands with 32.9% market share. It is owned by Ahold Delhaize with 1050 stores throughout the Netherlands. Its formats include regular stores, AH to Go and Albert Heijn XL.

A one-page advert for your product in Allerhande, Albert Heijn's magazine, both in print and online:

Single page advertisement = €29,500.

Including a promotional offer such as a coupon along with the advertisement:

Single page advertisement + coupon = €60,500.



Example 2: Jumbo

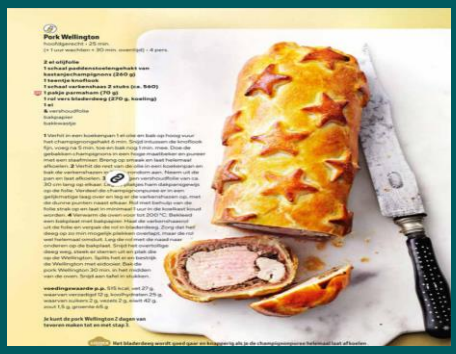
Jumbo is a family-owned retailer with the second largest market share in the Netherlands (17.7%) with 688 stores across the country. It is a discount-oriented supermarket. It has three formulas: Jumbo, Jumbo City and Jumbo Foodmarkt.

A one-page advert for your product in Hallo Jumbo magazine, both in print and online:

Single page advertisement = €68,200.

A recipe feature in Hallo Jumbo:

Full-page recipe = €70,400



Example 3: Udea

Udea is the parent company of Marqt and Ekoplaza, two premium retailers in the Netherlands that focus on local and sustainable products. Ekoplaza is 100% organic. There are 143 Ekoplaza in the Netherlands and 9 Marqt in the Noord-Holland region, predominantly Amsterdam.

Purchasing an online banner for your product on the Ekoplaza homepage:

Online product banner for one week = €1,000

Utilising a newsletter to engage consumers and increase their awareness of your product through a newsletter:

Newsletter inc. advertorial, recipe, offer = €950 - 1250.



Earned Media

Earned media consists of PR tools such as press releases, Q&A documents and press kits. There are some factors you need to consider when considering the budget required for earned media: what you want your press kit to consist of and how many journalists or influencers you would like to engage with. This service will vary between different agencies but you can generally account for the following costs:

Full press kit	**€1500**
Writing, sending and monitoring a press release	**€1000**
Developing a Q&A	**€500**

It is also important to consider whether you would like to employ a Dutch or Irish PR agency for this. Many brands choose to maintain an agency on retainer with a monthly or annual fee and agreement. Furthermore, while the Netherlands has a very high rate of English speakers, it can be beneficial to be able to engage with clients and customers in the Dutch language when it comes to public relations. If you would like more advice on this, please contact the Bord Bia Netherlands office for more information on Dutch PR agencies.

Shared Media

Social media is a tool that is categorised as shared media which can allow other to comment, post or engage with you and your product. This can be particularly effective for generating repeat purchases. This can be through advertisements but also by running competitions or surveys to gain feedback on products or flavours. Having a strong social media strategy can be highly effective in keeping your customers engaged after they have tried your product. Here are some recent social media statistics from the Netherlands you may find useful:

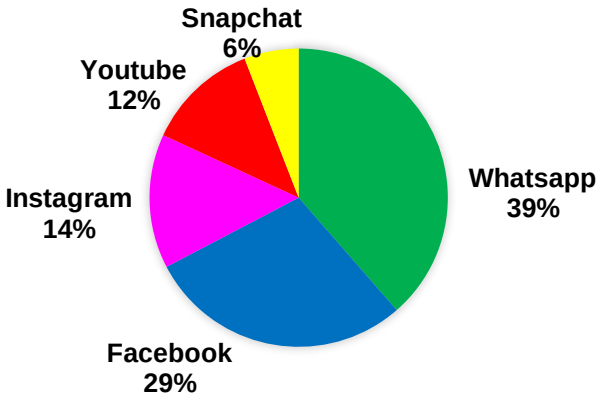


Figure 8: Apps with highest daily users in the Netherlands (Newcom, 2021)

Other key takeaways from this study include:

1. People are making increasingly intensive use of social media.
2. TikTok and Pinterest are big winners in terms of usage, with TikTok growing its users by 2.5 times between 2020 and 2021.
3. LinkedIn, Youtube and TikTok in particular are growing in daily usage.
4. TikTok has already surpassed users for Facebook in young demographics.
5. Instagram barely grows under the age of 40.

Therefore you should be aware of the demographic you are trying to target and what social media platform they use the most in order for you to reach as wide and accurate an audience as possible with your brand.

Owned Media

Your owned media strategy, such as your brand's website, can also ensure that the consumers of your product remain engaged and can encourage them to return to your product for further purchases. Especially as you begin to establish your brand in the

Dutch market, it can help to have a section on your website or potentially even a separate website for consumers in the Netherlands. It is possible to have this webpage in English but it would be more beneficial for your brand if you can make this in Dutch.

3. Channels and Distribution

As with any market, when introducing your brand to the Netherlands you need to decide through what channel will your product be most successful, whether that's retail, foodservice or both. You will also need to consider whether you would rather work with a distribution partner in the Netherlands or if it is feasible for you to directly supply to a customer. In this section we will provide a brief overview of retail, distributors and wholesalers in the Netherlands, however if you require more information on these or the Dutch retail landscape, please get in touch with the Bord Bia Netherlands team.

Retail

The Dutch retail landscape is relatively fragmented with the top players being Albert Heijn (operated by Ahold Delhaize), Jumbo and the buying group Superunie, as seen in the diagram below. Discounters have also become increasingly popular such as Lidl and Aldi. Due to high population density, most supermarkets in the Netherlands are small and neighbourhood-friendly. Consumers are more likely to visit a supermarket multiple times per week and with smaller basket-sizes as many consumers with carry shopping by bike.

The options open to you to activate your brand will be impacted by how many outlets you are in, as well as the type of outlet. For example, if your listing is in an AH to Go, you may be able to engage in a grab and go deal if you are only placed in a limited number of outlets. Or if you are in larger stores or dual location, you may have more flexibility around your option to engage with the shopper.

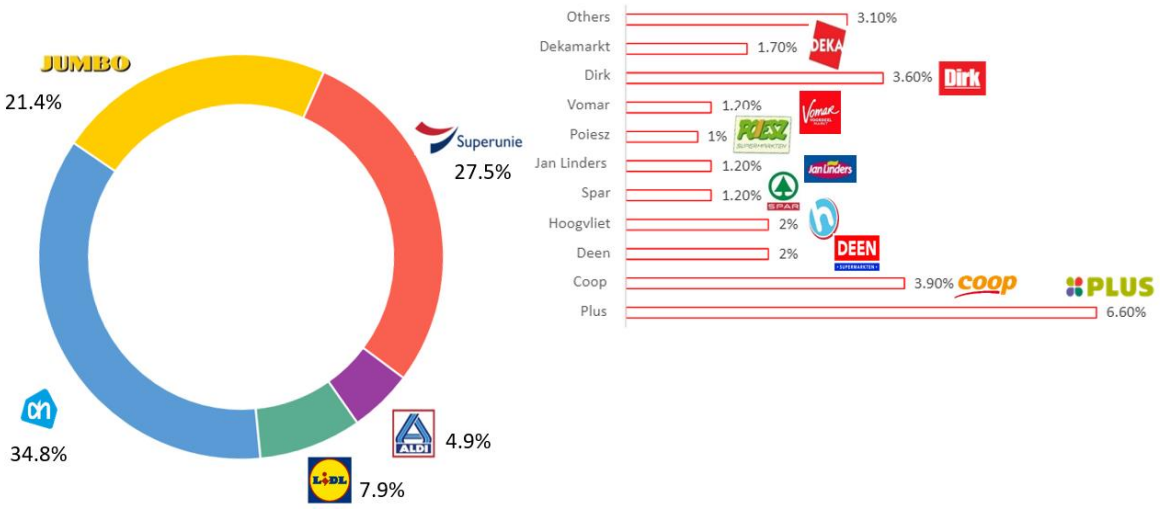


Figure 9: Retail landscape Netherlands (IGD, 2021)

Foodservice

Foodservice is divided into six sub-sectors in the Netherlands:

- Full service restaurants
- Fast food outlets
- Cafés/bars
- Self-service cafeterias,
- 100% home delivery
- Street stalls/kiosks.

Restaurants, fast food outlets and cafés/bars are the three largest sub-sectors. Family or independently-owned businesses are common in cafés/bars, restaurants, cafeterias and street stalls/kiosks, while the majority of fast food outlets and takeaways are part of franchises. Dutch consumers in the foodservice sector are considered affluent, curious and open-minded to new foods and concepts.

If you are taking the foodservice route, there are some activities you should consider to promote your brand. Can you have your brand on view in the outlets or ideally your brand name on the menu?

Wholesalers

Sligro Food Group is the largest wholesaler in the Netherlands offering over 75,000 food and non-food items. It has 49 wholesale stores and 9 distributors throughout the Netherlands.

Hanos has 20 stores in the Netherlands with a company ethos committed to quality and a focus on the catering industry.

Makro (part of the Metro group) is a price-focused self-service wholesale that deals with more non-food than other wholesalers in the Netherlands. It is German-owned and has a very wide range of tiered private label goods. It has seventeen stores and one distribution centre in the Netherlands located in Tilburg.

Online

E-commerce as a channel for grocery retails has become very successful in the Netherlands, particularly since as Covid-19 emerged. Major retailers such as Albert Heijn and Jumbo have strong e-commerce strategies and offer home deliveries but a wide range of competitors have appeared in this sector. Picnic, which is online only, is

the second largest online retailer after Albert Heijn (RetailDetailEU, 2021). Other forms of online delivery rising in popularity include meal box subscriptions, delivered by companies such as Hello Fresh or Crisp.

Rapid grocery deliveries are also a growing trend in the market, where brands such as Gorillas, Flink and Getir operate 'dark stores' and promise delivery of groceries between ten and thirty minutes depending on the company. This is influencing the e-commerce landscape for grocery retail in the Netherlands and is an important development for you to be aware of when entering the Dutch market.

Distribution in the Netherlands

When considering going through a distributor in the Netherlands, it is important to weigh up the pros and cons of this route into market as seen in the table below

Pros	Cons
• Simplified logistics • Stock available in market • Local insights and ability to communicate in Dutch • Local insights on promotion	• Extra margin in supply chain • Less control over pricing • May not cover all market sectors • Some distributors ask for exclusivity

If you do choose to work with a distributor in the Netherlands, you should look for a partner who has strong contacts and knowledge in the market, knowledge of competitors and an ability to promote your product. It can be an effective motivator to incorporate a commission process with your distributor. It is also important that your distributor can help you with consumer-facing brand activation.

However if you think you have the resources to supply directly to your customer in the Netherlands, this can be a good route to take into market. This is something that is not possible in many European markets and can allow you to have direct contact with your customers in the Netherlands and maintain more control over supply chain costs.

4. Pricing and Promotions

Dutch consumers are quite price sensitive and respond very well to promotions. Especially as discounters increase their market share, larger retailers are now trying to compete by setting better promotions and lower price point for certain products such as private label listings. Promotions are a highly planned process in Dutch retailers. You need to make sure you get your pricing right, ensuring that it covers all of your costs whilst providing some wiggle room for funding promotional activity, but of course it needs to sit at a price point that consumers are willing to pay, and where they perceive it to match the value proposition.

Albert Heijn

Albert Heijn has its own promotion management department and category managers a scheduled plan for promotions for the calendar year. The number of promotions you have will be in your contract with Albert Heijn so it is important for you to ensure promotions are at a relevant time or season and will assist the category manager in reaching their targets. Albert Heijn have an expectation that you will invest significantly in promotions as a new listing. Here is an indication of some of the pricing you can anticipate for a range of in-store and online promotions at Albert Heijn.

Type	Duration	Content	Price
In-store	2 weeks	1 vertical shelf banner or floor sticker + 1 wobbler	Min. 10,000 and will increase per store
Online	1 week	Targeted homepage banner with premium positioning	€9,360

Jumbo

Jumbo's strategy differs to Albert Heijn, as it operates an EDLP (Every Day Low Prices) strategy and therefore runs less promotions. Most of Jumbo's promotions are themed or volume sales-driven so it is important to consider whether this may be more or less suitable for your listing in order for you to achieve your commercial marketing objectives. However, promotions are still important to Jumbo to retain customer loyalty and improve price perception. The category manager also plays a key role with promotions in Jumbo and the promotional offer must be in possession of the category manager 12 weeks in advance.

Type	Duration	Content	Price
In-store	3-5 weeks	Seasonal offer	€85,000 per week
Online	Negotiable	Seasonal offer	€40,000

5. Placement

The placement of your product can have a significant influence on the success of your listing and its rotation in a retailer. When considering your product's placement in the shop, it is important to think beyond just your product category's aisle. In this section we will explore some of the key decisions you can make in order to maximise your products rotation in Dutch retailers.

As a new supplier you may not always be able to influence this, but do push the customer to trial you in multiple locations if possible, even if just for a trial or promotional period. You want to find as many ways as possible for your unknown brand to catch your target consumer's eye

Shelving Assortment

Features such as form, packaging and pricing can influence where and how your product would be best suited on the shelving. For example, Albert Heijn operates a **Zandloper** (hourglass) model for its assortment process:

- Lower priced SKUs are placed on the bottom shelves in order to compete with discounters.
- The middle segment of shelving is where standard brands are displayed, which is often kept minimal.
- On the upper-level shelves, more premium and higher priced products are displayed.



Figure 10: Zandloper Diagram (Bord Bia, 2021)

Retailer assortment strategies like this are a key example of why it is important to proactively and frequently engage with the category manager so that both they and you have a clear understanding of where your product will be displayed. This communication is also crucial to anticipate any upcoming shelf plan changes and can

be an opportunity for you to highlight any further differentiators in your product since your initial listing.

Product Grouping and Dual Merchandising

If you know your product can be grouped with others, this can positively influence your rate of sale. For example, if you supply chutney or relish, your product can be displayed both in the condiments/sauces section as well as the cheese section. Or if your listing is something that is likely to be eaten on the go or bought impulsively, being stocked at tills and checkouts as well its category aisle can be beneficial for the rotation of your product.

Promotions and Seasonality

If you plan on running a promotional offer on your product, you may want to invest in a standalone unit located strategically throughout the supermarket. This is something you should discuss with the category manager to organise the duration of your product promotion. For example, this is a common occurrence during Dutch holidays and national occasions. Seasonal promotions are significant in Dutch retailers during Koningsdag (King's Day), national sporting events such as football and Formula 1, Sinterklaas and Christmas and will often have themed assortments and stands just for these occasions. These can be lucrative opportunities for you to diversify your current listing in the Netherlands and further engage with consumers. Your category manager will also appreciate any new innovations and engagement with Dutch seasonal occasions.



Figure 11: Promotional stand with samples (Bord Bia, 2021)



Figure 12: Christmas promotions in Jumbo (Bord Bia, 2021)

6. People

Creating and maintaining positive relationships with your network in the Netherlands plays an important role in the sustained success of your product in the Dutch market. Key account management in the initial months of your listing in the Netherlands will increase your chances of keeping your product in retailers. For example, understanding your Category Manager's needs, responsibilities and targets for their division can significantly benefit your relationship and create value around your product for the retailer. Make sure to stay up to date with your products rotation, waste percentage and promotions too. For the Logistics Manager and as a supplier, you should do whatever you can to ensure the logistics of your product runs as smoothly as possible. It can be beneficial to also have some contacts at store level such as store managers or charge-hands, to get a feel for how shoppers are engaging with your brand in comparison to your competitors.

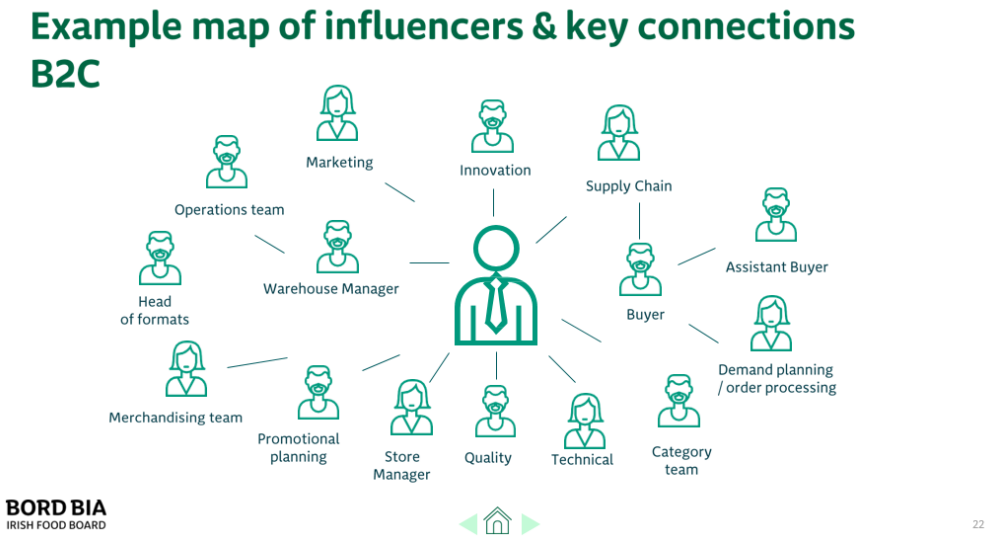


Figure 13: Key connections for account management (Bord Bia, 2021)

Other key people and relationships you need to manage are those internally within your company. Clearly defined roles and responsibilities need to be identified in order to push the development of your brand in the Dutch market. While it is possible to operate entirely overseas from Ireland, it can be very useful to allocate an employee(s) on the ground in the Netherlands to benefit your relationship and brand development in the Netherlands. You could also enquire about a Bord Bia Fellow, who work overseas on behalf of our clients entering new markets for 18 months.

As in the domestic market, there are often a broader team of people that will support you in building your brand. These can play an especially key role in an export context, so it is worth investing time to make sure they understand what the brand is all about. These can include a marketing, advertising or PR agency, perhaps somebody managing your social media channels in the market. You may need to engage a research agency to sense-check your value proposition and its local relevance, tweaking how the brand shows up where necessary. Other people you might consider to help with your brand growth could be influencers or even local celebrities that are a good fit with the brand.

As previously mentioned the Dutch have an excellent ability in the English language and English is commonly used as a commercial language, but if you have employees with Dutch this can be a huge advantage in forming relationships, managing communications and PR as well as understanding the market overall.

7. Technology

The use of technology and e-commerce by Dutch retailers has been increasing in recent years and this trend has only been spurred on by the pandemic. Understanding how these retailers use technology to promote quality, transparency and convenience among their products can contribute to consumer awareness and understanding of your brand. For example, a QR code can be found on much of Jumbo's packaging, particular meat and fish products which gives consumers an insight into the traceability of their groceries. Meanwhile Albert Heijn displays an interactive supply chain map on their website.



Figure 14: Albert Heijn's interactive supply chain map (Albert Heijn, 2021)

Grocery e-commerce has become more efficient and well-connected since the start of the pandemic and is expected to continue to increase in popularity for the foreseeable future. Therefore it is important for you to consider if your product can adapt to online grocery shopping as well as in-store. For example, you should ensure your product presents well online while also being suitable for being in transit during deliveries without the quality or presentation of your product being compromised. Technology in retail is an area that is innovating rapidly so it is important that you remain tuned into the use of technology in the Dutch grocery retail landscape and think about how it can progress your listing here. Maybe you can use a QR code that links directly to your Dutch language webpage? Or perhaps you can use technology to enhance consumer experiences with your product? What are your competitors doing within this space? Technology has the potential to single your product out and engage consumers so it is important to stay up-to-date on trends in this field.

Appendix

Albert Heijn Price List

i. In-store

Basic CPM Rate € 12.- × Week index × Index format × Targeting index × Reach/ 1000 × Starting rate x number of stores) = Gross price

Calculation example: Instore package M Soft drinks Other 2 weeks

Basic CPM rate (12) x Geotargeting index (1.2) x Reach (980.000) + starting rate (10 euro) *number of stores (500) = **19,112 euro**

Instore	CPM	Targeting index	Starting rate per store	Comments
Package M	10	1.2	€ 10	1 vertical shelf banner (VSB) or floor sticker + 1 wobbler (Package M consists of 2 resources). Minimum campaign price 10,000 Euros.
Package L	14	1.2	€ 10	1 VSB + 1 floor sticker + 1 wobbler (Package L consists of 3 resources). Minimum campaign price 20,000 Euros.
Package product booster	12	1.2	€ 10	2x mini VSB's + 1 wobbler
Refrigerator door sticker + wobbler	12	1.2	€ 10	
Refrigerator door flag + wobbler	11	1.2	€ 10	Not available
Estate agent sign + wobbler	11	1.2	€ 10	Suitable for deep-freeze only

Ask about a possible weekly index with one of the account managers.

Explanation of campaign formula terms

Basic CPM Rate = Cost per 1000 consumers.
Index format = format of the item concerned.
Targeting index = Specific target group, store selection or other targeting
Reach = In-store consumer reach









Calculation example: hand scanners targeted

Basic rate (154 euro) x market index (1,1) x number of stores (150) = **25.410 euro**

Instore Media	CPM/ Fixed	Basic Rate	Comments
Hand scanners	Fixed	€123	
Hand scanners - Targeted	Fixed	€154	
Radio	Fixed	€25.000	Every hour a 20-second AH native radio spot.
Instore Displays Drinks or Bakery	Fixed	€20.000	Approximately 160 stores including AH Studio.
Instore Displays Bancarella	Fixed	€25.000	Approximately 225 stores

Cash register sampling AH stores	CPM/ Fixed	Basic Rate	Production costs	Comments
Cost per sample	CPM	250		Including production of instore materials, excluding layout and cost of samples. At least 200.000 samples.
1 on 1 retargeting email	Fixed	40	€3.000	Extra deal: target the group that has taken the sample away. Minimum of 50.000 samples.

Instore activations and demos	CPM/ Fixed	Basic Rate	Comments
Product demonstration in AH XL - do not prepare	CPM	€469	Per day, per store. Minimum of 37 stores. Including parking costs.
Product demonstration in AH XL - prepare	Fixed	€519	Per day, per store. Minimum of 37 stores. Includes parking costs.
Product demonstration in AH store - do not prepare	Fixed	€419	Per day, per store. Including parking costs.
Product demonstration in AH store - prepare	Fixed	€469	Per day, per store. Includes parking costs.
Activation in AH XL Cooking studio	Fixed	€502.50	Per day, per store. Includes parking costs

	Av. per day	Av. per store (2 days)	Total
Gross reach	3.000	6.000	600.000
Tasters	315	630	63,000
Sales	47 CE	90 CE	0.000 CE
Sales conversion	10% - 30%		
Uplift activation week X vs. X-6 (vs. shadow stores)	**+300% - +600%** Versus 7% in shadow stores		
Uplift baseline X+6 vs. X-6 (vs. shadow stores)	**+20% - +40%** Versus 4% in shadow stores		



KPIs

The KPI tasters and salespeople have been compiled on the basis of benchmarks within Albert Heijn.



Store selection

The Albert Heijn stores have been selected on the basis of benchmarks, target groups, store profiles and availability.



Stock

Based on the established KPIs, Albert Heijn has been advised on stock intake.



Live Instruction

A number of brand ambassadors have had a live instruction during the activation week.



Check up

All shops were informed about activation during the activation week by email.

ii. Digital out of home (DOOH)



Calculation example: Shopfront screens

€145 **x** 600 screens **x** week index (1.20) **x** geotargeting index (1.25) **= 130,500 euro**

Calculation example: Checkout screens

€110 **x** 150 locations **x** week index (1.1) **x** geotargeting index (1.25) **= 22,687.50 euro**

DOOH (Digital Out Of Home)	Number of screens*	Rate
DOOH Cash register screens	Costs per location	€110
DOOH Glass facade screens	Costs per screen	€145

DOOH (Digital Out Of Home)	Tarief
Package S	€35.000
Package M	€65.000
Package L	€90.000

* One display per store

iii. Online



Calculation example: Homepage targeted banner premium position

Basic cpm rate (6 euro) **x** position index (2) **x** targeting index (1.3) **x** Rate (600,000) **= 9,360 euro**

Position	Name	CPM/ Fixed	Basic rate	Add-ons		Comments
				Premium position Index	Standard audience (target) Index	
AH.nl						
Home page	Online Home page banner	CPM	€14		1.3	
Bonus	Online Bonus banner	CPM	€8	2	1.3	
Allerhande	Online Allerhande banner	CPM	€12	-	1.3	
Category page banner	Online Category page banner	CPM	€20	-	1.3	4-week period
Mobile banner	Online Mobile banner	CPM	€20	-	1.3	
Search banners for search results	Online Search banners for search results	CPM	€30	-	-	
Brand page						
Brand page basic	Online Brand page basic	Fixed	€2,750	-	-	
Brand page premium	Online Brand page premium	Fixed	€8,000	-	-	

Extended reach						
Extended Reach display banners retargeting	Online Extended Reach display banners retargeting	CPM	€ 12	-	-	
Extended Reach display banners prospecting	Online Extended Reach display banners prospecting	CPM	€6	-	-	
Extended Reach video banners retargeting	Online Extended Reach video banners retargeting	CPM	€ 16	-	-	
Extended Reach video banners prospecting	Online Extended Reach video banners prospecting	CPM	€ 10	-	-	
Video						
Branded page	Branded video (Allerhande & social)	Fixed	€ 15.000	-	-	
Preroll video	Preroll video (web)	CPM	€ 35	-	-	
Newsletter						
Newsletter	Online Newsletter	CPM	€4	-	-	

Sample online crate	CPM/ Fixed	<0,5L	0,5L - 1L	>1L
Non-perishable sample home delivered in AH crate	CPM	€500	€550	€850
Refrigerated sample home delivered in AH crate.	CPM	€550	€650	€950
Freezer sample home delivered in AH crate.	CPM	€750	€1000	€1500

Flyers Online crate	CPM/ Fixed	Basic Rate
Flyer along with sample home delivered in AH crate.	CPM	€300
Flyer home delivered separately in AH crate.	CPM	€400

Premiums	CPM/ Fixed	Basic Rate
Premium offer	Fixed	starting from €11.250,-

Ask about a possible weekly index with one of the account managers.

Category page banner



Allerhande banner



Bonus booster banner



Homepage banner



Home page banner premium position



Search banner



iv. 1:1 Marketing

Basic CPM Rate × Week-index × Extra targeting index × Reach/ 1000 + Production costs = Gross price

Calculation example: Heineken 0.0% extra targeted deal

40 euro **x** week index (1.1) **x** targeting index (1.5) **x** reach (140,000)
+ production costs (3000)**= 12,240 euro**

1:1 Marketing	CPM/ Fixed	Basic rate	Targeting index	Production costs	Comments
Extra deal Standard	CPM	€ 40	1.5	€3,000	Standard Selection
Free sampling mailshot	CPM	€ 25	1.5	€5,000	Exclusive A-branded mail (free sampling)
Themed mailshot	CPM	€ 40	1.5	€5,000	Per participating A-brand, at least 4 A-brand offers

NB: Extra Deal max. 300k customers if relevant, Sampling max. 200k.

Ask about a possible weekly index with one of the account managers.

Sampling



Extra deal



Themed mailshot



v. Allerhande

Allerhande	CPM/ Fixed	Basic rate	Comments
Print + Online			
1/1 page	Fixed	€29,500	Allerhande
1/1 Back page	Fixed	€60,000	Allerhande
1/1 advertorial	Fixed	€37,000	Allerhande
1/2 advertorial	Fixed	€26,000	Allerhande
Store news	Fixed	€23,000	Allerhande
1/1 advertorial + recipe card	Fixed	€44,500	Allerhande + instore
1/1 page + coupon	Fixed	€60,500	Allerhande
Recipe card	Fixed	€15.000	Instore
Product placement	Fixed	€15.000	Allerhande
Coupon on back cover	Fixed	€23,000	Allerhande
Branded content video	Fixed	€15.000	Instagram or facebook
Preroll video	CPM	€ 35	Allerhande online
Seasonal guides delivered to homes (average circulation 3m)			
Product placement in guide	Fixed	€15.000	Allerhande Guide
1/1 Back page	Fixed	€45,000	Allerhande Guide
1/1 page	Fixed	€35,000	Allerhande Guide

Inserts (in Allerhande)	CPM/ Fixed	Basic rate excl concept	Basic rate incl concept	Comments
4 pages incl Production	Fixed	€60,500	€72,500	Paper, printing, binding, Exclusive of photography
8 pages incl Production	Fixed	€75,000	€87,500	Paper, printing, binding, Exclusive of photography
12 pages incl Production	Fixed	€88,500	€110,000	Paper, printing, binding, Exclusive of photography
fold-out 8 pp.	Fixed	€88,500	€110,000	Exclusive of photography
separate flyer	Fixed	€60,000		Depending on format. Exclusive of photography

Week index	Index
Week 48, 49	1.1
*Other weeks index 1	

Jumbo Price List

Jumbo Magazine, Jumbo Radio and Smulweb

Every month Jumbo publishes a magazine with opportunities for suppliers to advertise or participate. The smallest contribution is 10,000 euro (new product) and a full-color one page advertisement will cost avg 100,000 euro. Seasonal magazines will be more expensive, due to higher circulation.



06 - 2021



05 - 2021



04 - 2021

JUMBO RADIO

Jumbo has its own radio station with music and entertainment. The radio station was initiated to make shopping even more fun. The radio DJ's provide interaction with Jumbo colleagues and customers and stimulate a positive atmosphere at the shop floor.

Smulweb



Jumbo owns an internet recipe website and supports a daily cooking show: a wealth of recipes and food information to inspire the Jumbo shopper.

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Promotion fees in 2021

Promotion item	With Price off	Fee
Volume benefit	Year offer	€ 1,500,000
Seasonal offer	Heavy seasonal offers	€ 85,000 per week (3-5)
	Instore seasonal offers	€ 80,000 per week (3-5)
Extra cheap instore	Regular	€ 92,000
	Savings Campaign + EC	€ 132,000
	Checkout area	€ 65,000
	Shelf only	€ 40,000
New (total package)	Magazine, EC week, A-brand shelf communication	€ 180,000
Rolling display	RAD	€ 60,000
	Extra price for placement and production	€ 67.50 - € 75.00 per RAD
Impuls unit	400 stores	€ 35,000
Cross sell	Number of stores varies	€ 35,000
Jumbo Extra's	7EVEN partners only	Separate fees

Promotion item without price off	Fee
A-brand shelf communication	€ 94,500
Hallo Jumbo Magazine 1/1 page	€ 68,200
Hallo Jumbo Magazine 1/2 page	€ 39,600
HJ 8 pages insert	€ 271,700
HJ 1/1 page Recipe	€ 70,400
HJ Origin article/Branded content	€ 70,400
New, including instore shelf card	€ 31,900
Pack shots	€ 20,900
Removable recipes	€ 39,600
Advertisement in door-to-door folder	€ 250,000
Cooking demonstrations	Separate fee
Sampling	Separate fee

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Promotion fees in 2021 E Commerce

Promotion item	Fee
No order charges Monday to Saturday*	€ 20,000
No order charges Monday to Thursday*	€ 10,000
Sampling 15,000 items	€ 15,000
Sampling 30,000 items	€ 22,000
Sampling 45,000 items	€ 27,000
Online only seasonal offers **	€ 40,000
Online only win or incentive offer	€ 26,500
Remind Me	€ 10,000
Photo app category and mobile web	€ 30,000
Online BtC data dashboard	€ 25,000
*Price excluding invoicing per transaction after use: € 2.50 for collecting and € 4.00 for home delivery	
**Special offer discount is charged in full afterwards	

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Udea Price List

i. Promotions

Flyer	
Appears	50 x per year
Duration	From Wednesday to Tuesday Duration of one week Duration of two weeks at Easter and Christmas
Distribution	In store Distributed to local catchment area 5 x per year
Objective	To increase spending. To stimulate consumers to buy through a competitive promotion Traffic builder during distribution
Target group	Ekoplaza and specialist organic consumers
Number of distribution points	Ekoplaza 85 | Specialist organic 85
Print run	40,000 in store When distributed 50,000 kiesjefolders.nl 15,000 per week
POS package	Shelf label, A4 and/or A3
Digital reach	email newsletter 50,000 recipients ekoplaza.nl 100,000 unique visitors per month reclamefolder.nl 14,000 per week

	Minimum discount	Rate
XL supplementary offer	10% purchase discount	Dry Groceries €500 Fresh €350
Bulk offer	30% purchase discount	€500
Display offer	20% purchase discount	€500
Month-long offers	25% purchase discount	€1,500
Coupon booklet	15% purchase discount	€250

i. Promotions

ii. Lekker Weten (Ekoplaza Magazine)

1.2 *Lekker Weten* magazine

***Lekker Weten*, the magazine for all Ekoplaza stores, is the leading organic lifestyle publication. The magazine is packed full of tips, recipes, interviews and information about health and beauty and also contains lifestyle tips. Suppliers can use the opportunity to promote their brand, product or company through this inspiring magazine.**

Print run:	minimum of 120,000 copies and via ekoplaza.nl
Distribution:	via all Ekoplaza stores
Number of pages:	approx. 84
Publication dates:	5 x per year (winter, spring, summer, autumn, Christmas/New Year)

More information about Lekker Weten, *contribution specifications and deadlines can be found on the* Lekker Weten *Media Card 2020.*

Publication	Rate
2/1 page advertisement	€8,250
1/1 page advertisement	€5,500
½ page advertisement	€3,300
1/1 page advertorial	€4,000
½ page advertorial	€2,250
Recipe	€1,000
Recipe plus recipe video. Available for viewing on the ekopaza.nl recipe page and YouTube	€2,250
Product mention (70 words)	€1,500
Pack shot with recipe	€250
Supplement for inside cover	+10%
Supplement for back cover	+15%

1.3 Ekoplaza online

Ekoplaza's website attracts more than 145,000 unique visitors each month. Ekoplaza.nl not only offers organic shoppers the convenience of being able to shop for organic groceries 24/7, it also serves as a unique platform on which consumers can find a wealth of information about organic foods, the range, the brands and the high-profile campaigns run by Ekoplaza.

Organic shoppers are drawn to the website and online shop in different ways. These include online flyer platforms providing a link to the online shop, social media, Ekoplaza's digital newsletter that is sent out to a large group of potential buyers every week, active SEA campaigns and online marketing.

Reach:

Ekoplaza.nl:	145,000 unique visitors per month.
Ekoplaza's email newsletter:	50,000 recipients
Facebook:	27,500 likes
Twitter:	9,500 followers
Instagram	10,800 followers

	Duration	Content	Cost
Banner on home page	1 week	No restrictions	€1,000
Category block	1 year	To be agreed with Category Management	€750
Subcategory block	1 year	To be agreed with Category Management	€500
ekoplaza.nl brand page	-	Storytelling, recipes, product info, etc.	One-off €1,750 Update €750
ekoplaza.nl and udea.nl brand page	-		One-off €2,000
Email newsletter item, large	1 week	Advertorial, introduction, recipe, offer, etc.	€1,250
Email newsletter item, small	1 week	Advertorial, introduction, recipe, offer, etc.	€950
Online campaign	To be agreed	Brand-specific online campaign, focused on traffic and conversion	Min. €2,000
Social media giveaway campaign	To be agreed	A giveaway campaign among social media followers/fans	€750 + packages
Sponsored recipes	-	Positioning of your recipe with logo	€400

Sources

1. Newcom (2021). *Nationale Social Media Onderzoek 2021*. Newcom Research and Consultancy.
2. *Picnic jumps over Jumbo on Dutch online grocery market*. RetailDetail. (2021). Retrieved 1 December 2021, from https://www.retaildetail.eu/en/news/food/picnic-jumps-over-jumbo-dutch-online-grocery-market.

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