

DriveTwo

Cross-Media

Multi-Context

Offer 2025



Concept

Communication based on current concerns, taking into account the cost parameter, in a more relevant and efficient way.

« Private label brands are gaining ground against national brands »

« Private labels are once again favored, after having suffered during the pandemic »

« Belgians are moving towards more responsible consumption, guided by the budget »

« We need to offer innovative products that are good for the planet and health, and affordable »

FMB



SCREENING MEDIA



Concept

Let's move your products fast

By combining the strengths of Audio & Digital Out-Of-Home advertising to create **local impact**, **frequency** and **real-time action triggers**.

FMB

Bauer
Media
Group

SCREENING MEDIA



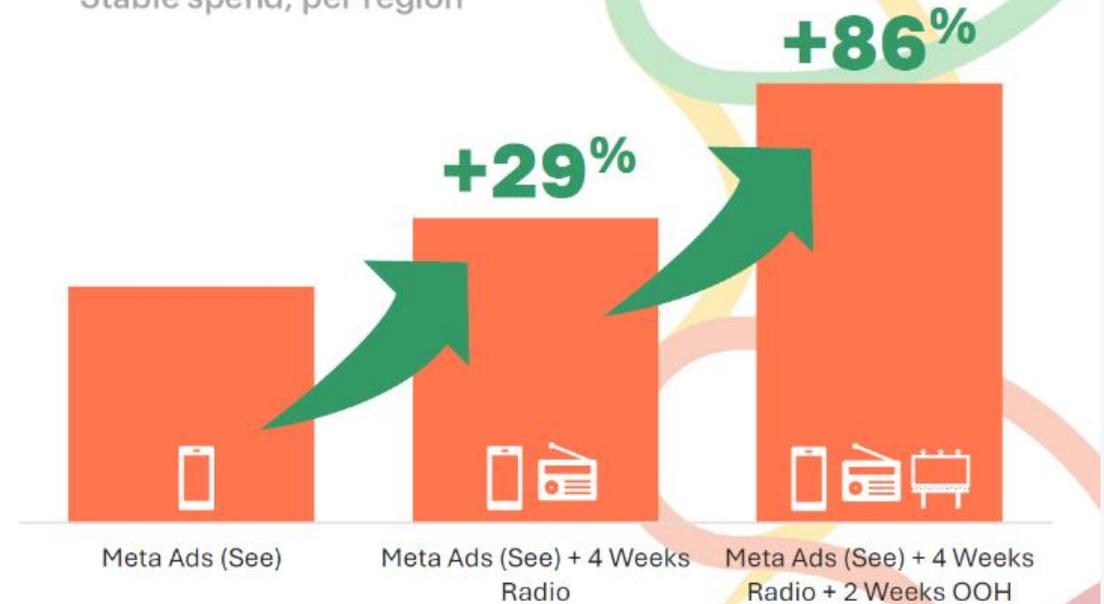
The power of compound creativity

Ads don't work in isolation. As demonstrated in this simple experiment.

Deploying campaigns across multiple platforms while maintaining consistency ensures that all media dollars are building towards the same goal.

Channels compound each other.

Meta Click Through Rate
Stable spend, per region



Complementary and cross-media synergy



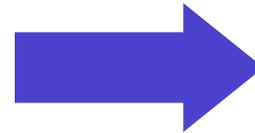
Engages the ears

Tells people about the benefit of the product and the related offer, creates interest



Captures the eyes

Shows people the offer when they're close to the store, increasing the chance they'll act on it



Together,
they create multi-sensory recall
that amplifies attention
and guide potential customers
from awareness to action.

Mass reach with local precision



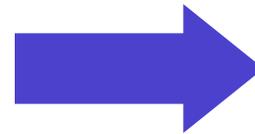
Allows to reach listeners during commutes and shopping trips*

Key for last-mile influence



Allows to target people physically near and in the store

Key for impulse visits and walk-in decisions



Combined,
they ensure frequent exposure right before and near the point of purchase.

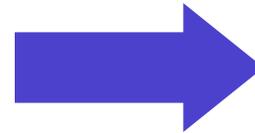
High frequency = top-of-mind awareness



Allows for **high repetition** at a relatively low cost, reinforcing the message throughout the day



Offers **strong visual reminders** in the physical world, especially in high-traffic locations



The dual exposure helps embed the product in consumers' minds.

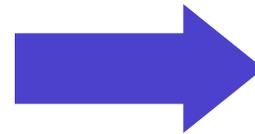
Easy and quick activation



Campaigns can be **produced and aired quickly**, perfect for promoting limited-time offers, flash sales



Creative changes are digital, no printing or installation delays



Combined, they allow to deliver a high-impact, well-timed message exactly when shoppers are deciding what to buy.

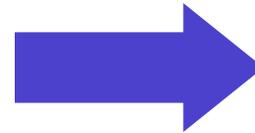
And also committed media for more responsible advertising



Medium that generates the **least amount of CO²** thanks to its minimal energy consumption*



Creative updates are digital files, **reducing materials and energy** used in production



Both are inherently low-waste, proving that driving sales and being responsible can go hand-in-hand.

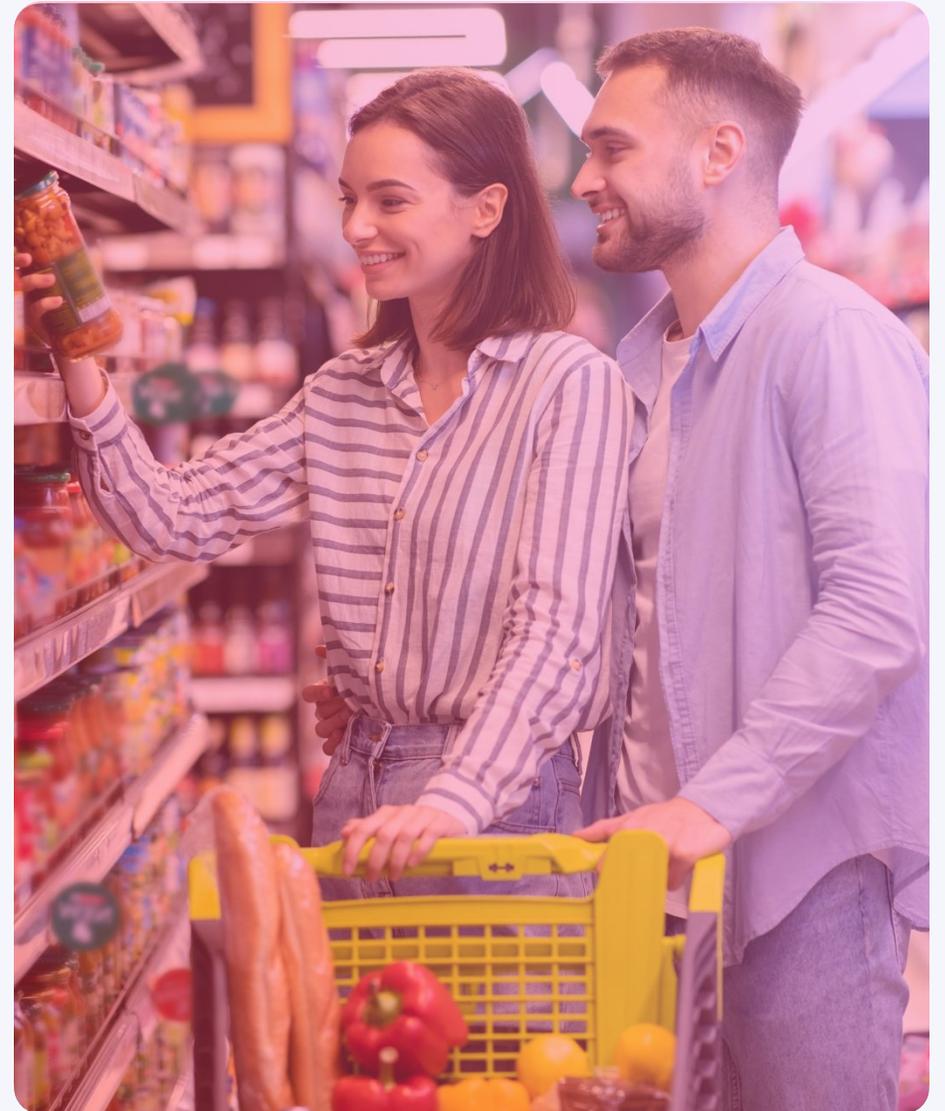
* The Green GRP model, Mediaplus, Germany (1kg for 10.000 contacts)

Audio and DOOH is the powerful combo to drive point-of-purchase visits

It allows to :

- reach the right people, in the right places, at the right time
- talk about the benefit of the product
- create urgency and immediacy
- create a multi-sensory impact

All while keeping brand highly visible and memorable in both audio & visual formats



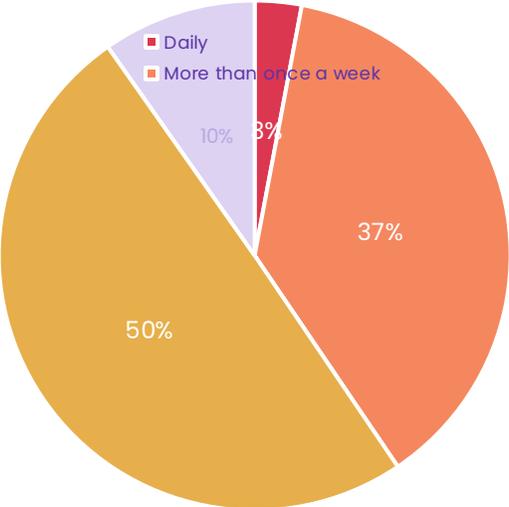
Understanding of the buyer habits

in terms of points of purchase and motivations

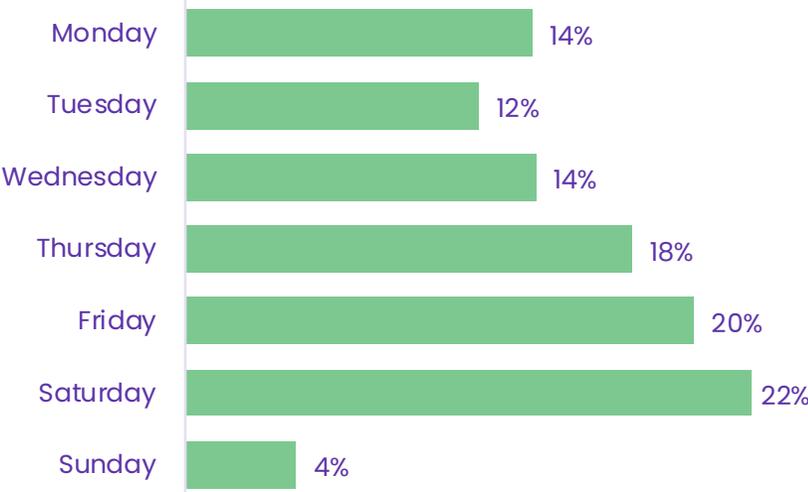
	1 st point of purchase	1 st motivation
Food product	94% in supermarket	59% promotions & discounts
Sweet / Salty snacks	93% in supermarket	52% low price or rates
Non-alcoholic drinks	92% in supermarket	54% promotions & discounts
Personal care products	64% in supermarket	40% promotions & discounts
Household products	86% in supermarket	57% low price or rates

Understanding of temporality

90% visit of a supermarket at least once a week



Growing attendance as the week goes on

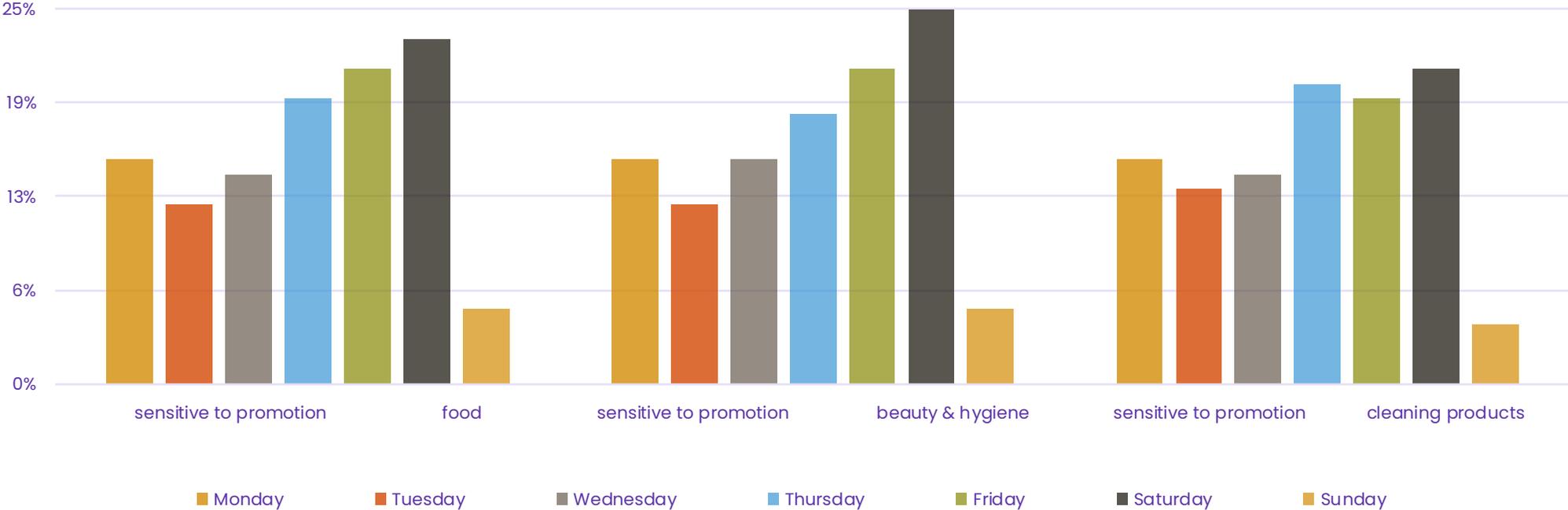


Kantar Brand Media Monitor 2024, South 18-75

CIM Target Group Monitor 2024, South 16+ Q : What day(s) do you usually visit a supermarket or discount store?

Promo seekers

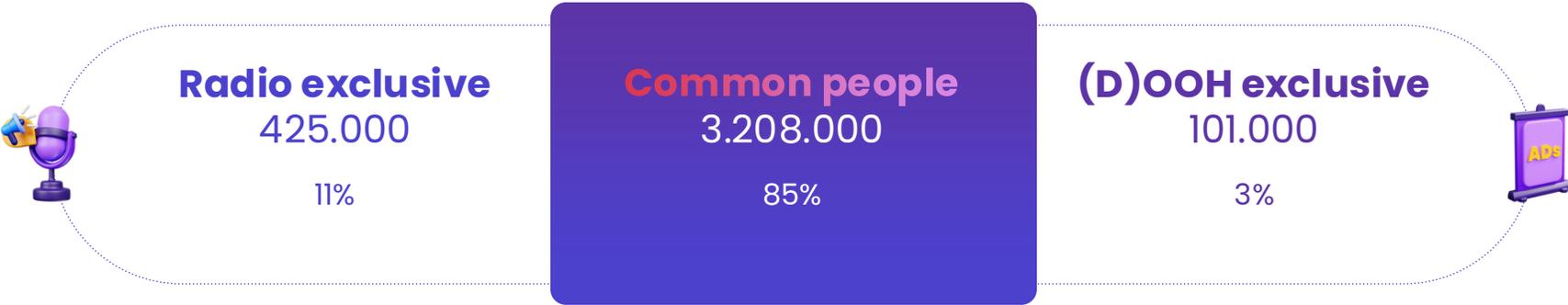
On the road starting from Thursday



CIM Target Group Monitor 2024, South 16+ Q : What day(s) do you usually visit a supermarket or discount store?

The power of both touchpoints, combined

85% of the southern population is exposed, at least once a week, to a radio and a (D)OOH touchpoint



Selection of the most valuable audio brands

LNradio

rtbf
VIVACITÉ

rtbf
CLASSIC 21

rtbf
TIP!K

NRJ

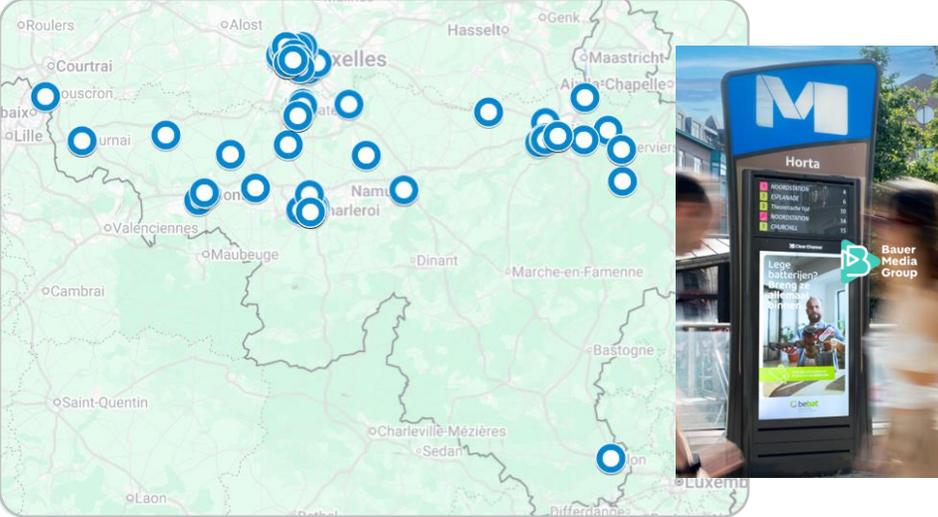
FUN
RADIO

	12	18-44	Main shoppers 18-54
Daily	1.288.900	492.000	537.700
Weekly	2.151.300	902.200	950.700

Combined with impactful DOOH

When commuting
on the road & public transport stations

50 Adshel Live 2m2
50 Station Live 2m2



When shopping
inside points of sale

88 points of sale
154 screens

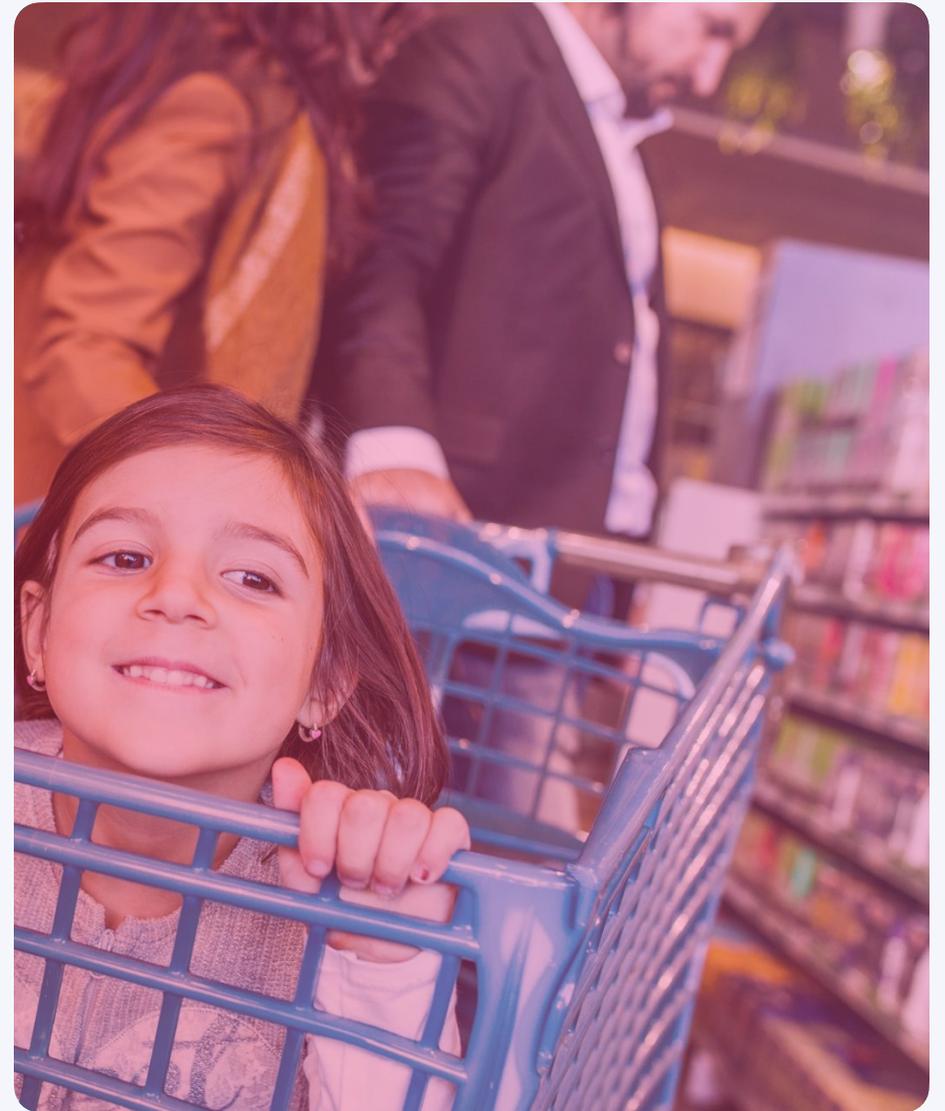


Creation of a story based on the consumer journey

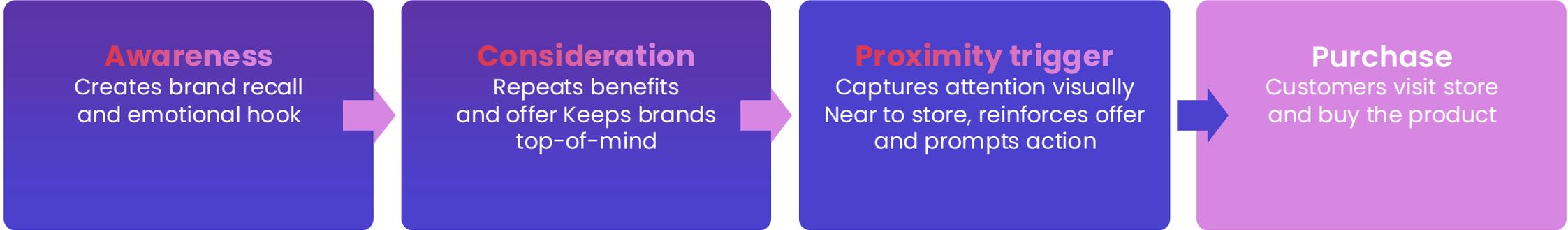


Audio drives brand recall, DOOH prompts in-the-moment purchase.
Together, they bridge awareness & conversion

DriveTwo,
your powerful & effective all-in-one solution



The combo that drives sales uplift



Awareness

Creates brand recall and emotional hook

"Start your morning with [Brand] cereal, now 2 for 1 at your favorite supermarket"

Consideration

Repeats benefits and offer Keeps brands top-of-mind

"With [Brand] cereal, you will be full of energy all day long. Now 2 for 1 at your favorite supermarket"

Proximity trigger

Captures attention visually Near to store, reinforces offer and prompts action

Same message with a visual of the pack and the discount; QR code to locate nearest store or unlock coupon

Purchase

Customers visit store and buy the product

Activation & conversion plan

Brussels & Wallonia

	Selection	Campaign duration	# Spots / Playouts	Spot length	# Contacts
Radio RMB	Synchro Family	14	6x42	20"	7.167.300
Digital audio RMB	VivaCité + Classic 21 + NRJ + Tipik + Fun + LN24	14	273.500	20"	273.500
DOOH (Bauer Outdoor)	50 Adshel Live 50 Station Live	14	378.00	6"	4.383.900
DOOH (Screening media)	88 points of sales 154 screens	12	180.000	6"	1.330.600

All-in-one solution

Boost conversion and meet lower-funnel objectives

2 weeks activation & conversion plan

- taxes & technical costs DOOH
- spot production audio
- spot production DOOH
- post-test measurement

NET PRICE 68.000 €

MEDIA CPM 4,46 €

If you want to lead people to act of purchase, speak to them when they're planning their day (audio), and again when they're near or in the store (DOOH).

That's how you turn awareness into action, and action into foot traffic.

**Want to know more?
Get in touch**

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