

BD MEDIA

THE POWER OF UNADDRESSED MEDIA

Vision & impact in one story

Two hands are shown from the wrists up, with thumbs pointing upwards in a 'thumbs up' gesture. The hands are positioned on either side of a large orange circle. The background is a solid teal color with some white scratch-like lines.

BD MEDIA

**BD MEDIA'S VISION ON
TODAY'S (UNADDRESSED)
MARKET**

Leen Dehantschutter

BD BELGIAN DISTRIBUTION GROUP

BD MEDIA



BD LOGISTICS





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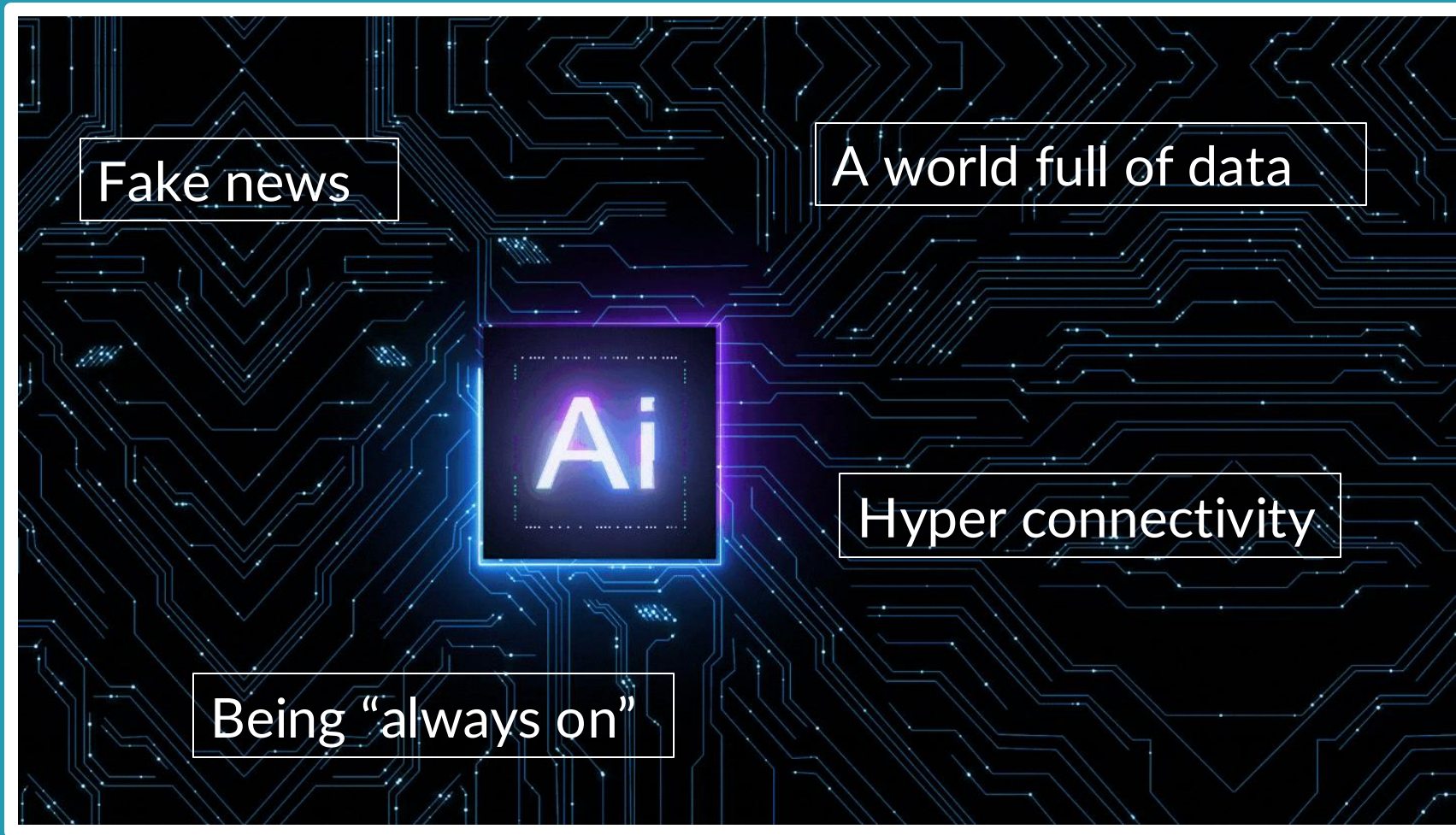
TOPICS

- 01 Our observations of the world today
- 02 Translation to the consumer and the unaddressed medium
- 03 Translation to BD Media's strategy?



OBSERVATIONS

WHAT'S GOING ON?

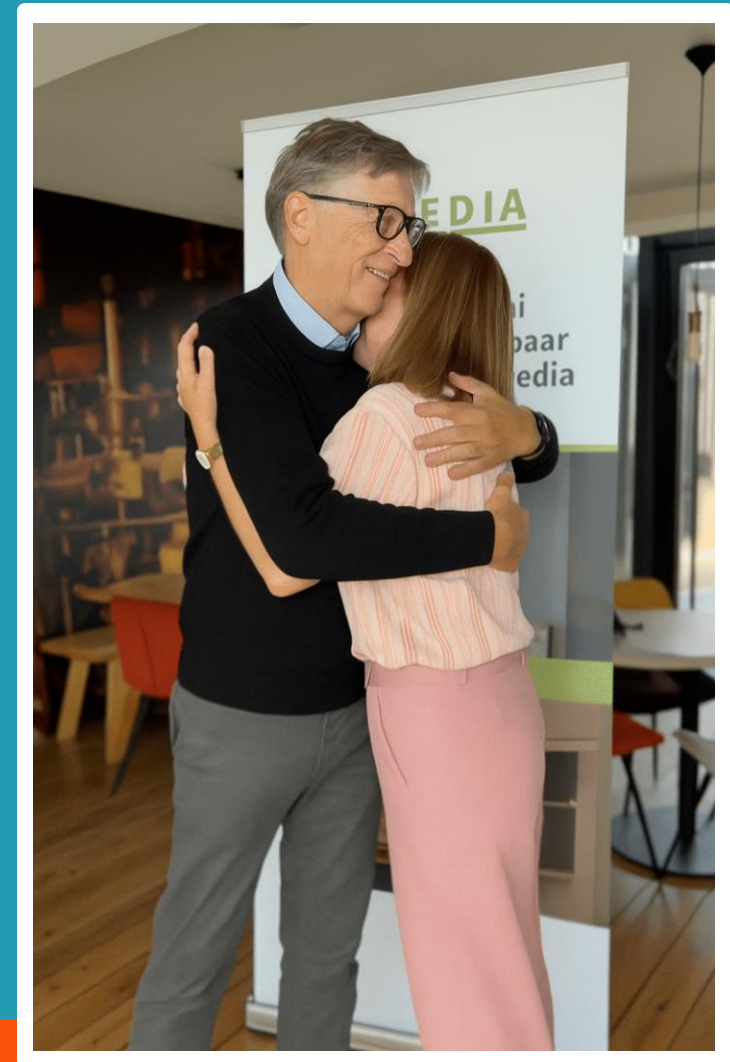


WHAT'S REAL OR FAKE?

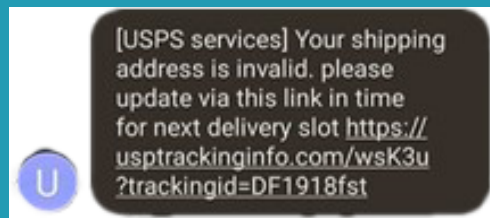
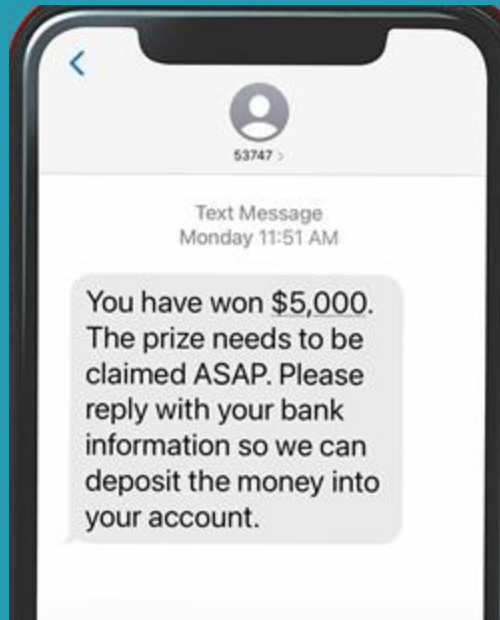
Deepfake video's



Chris Umé in America's Got Talent – Live deepfake act



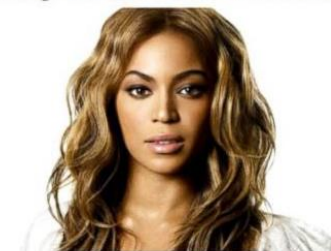
WHAT'S REAL OR FAKE? WHEN IT BECOMES DANGEROUS...



TRUMP SHARES FAKE AI VIDEO



How Does Beyoncé Keep Her Skin Looking Wrinkle-Free & Beautiful?

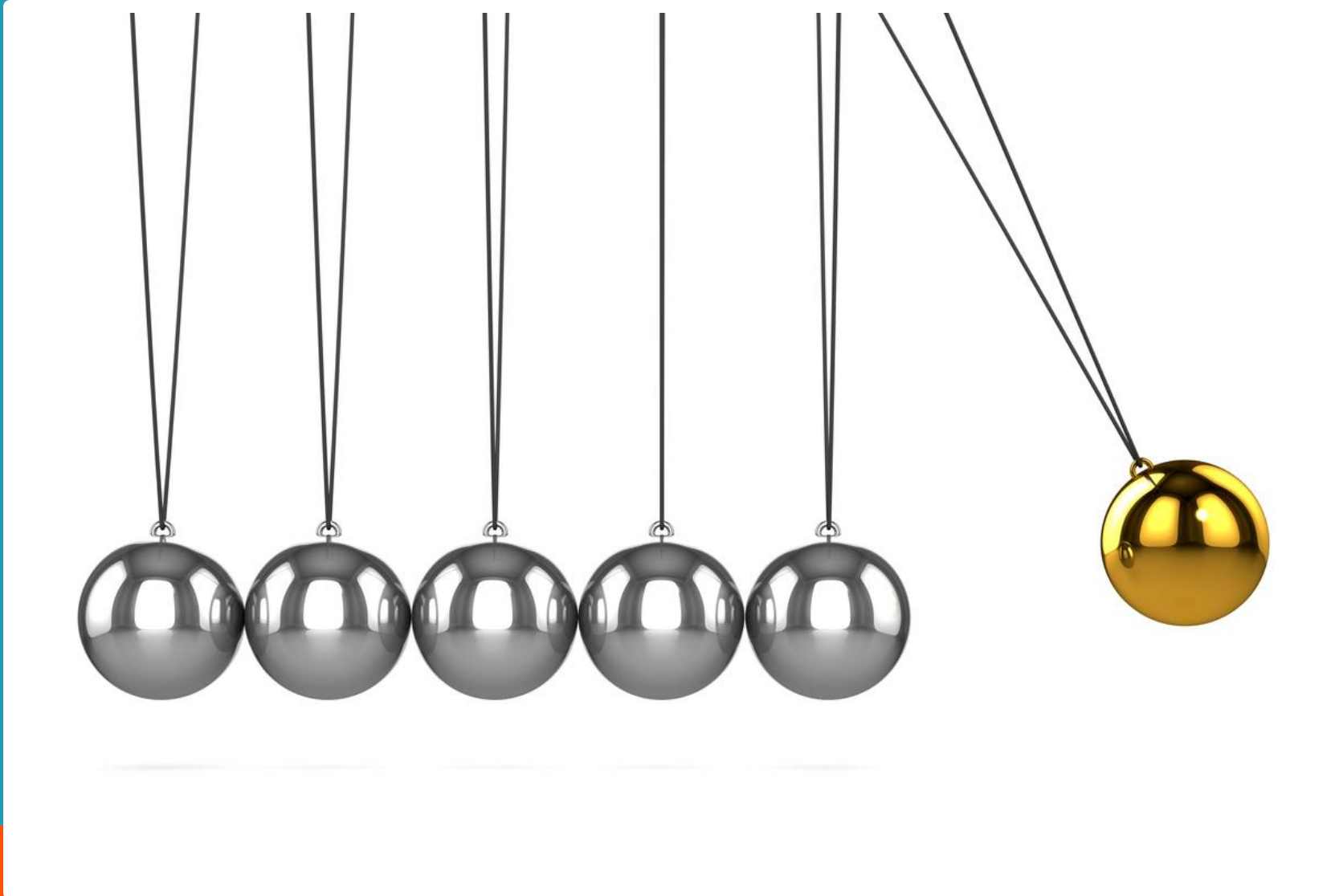


The beautiful Beyoncé shared that she has her own skin care line, and has been using her own anti aging cream to reduce lines and wrinkles for years! Her skin care company has been kept under wraps as to not effect her career, sources say.

"I've never had Botox injections. Those things are too dangerous. I don't want chemicals injected into my skin! I don't think other women should take that risk either," Jennifer says. "So I want to release this to the public. It's going to help women reverse the signs of aging with all natural ingredients. No more chemicals or going under the knife!"



DIGITALISATION



Processes
& facilities

DIGITALISATION



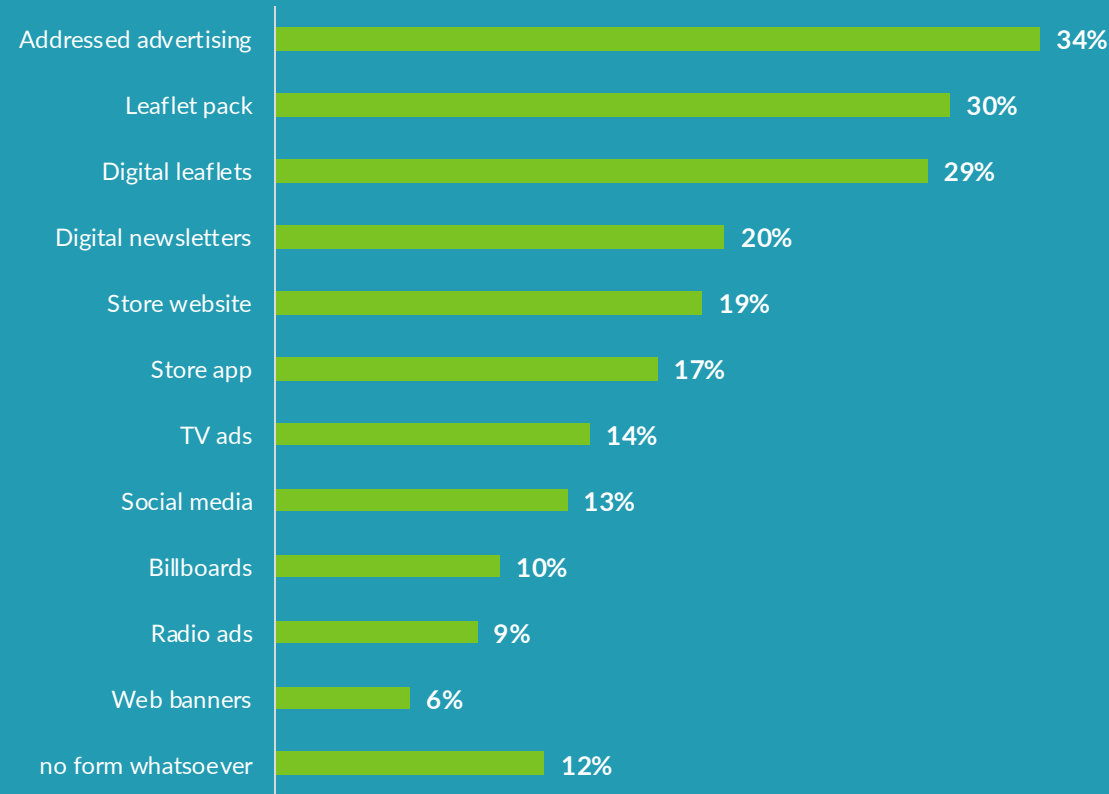
Media
& content



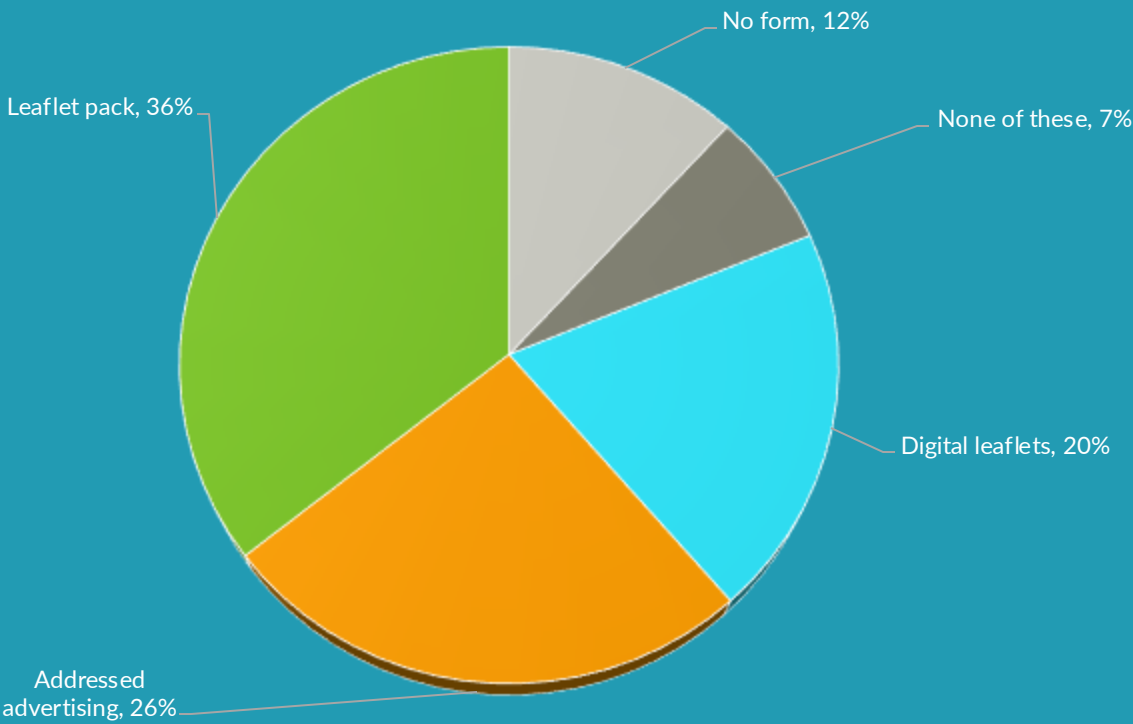
CONSUMERS

HOW TO REACH YOUR CONSUMER?

Media of preference



Medium of preference

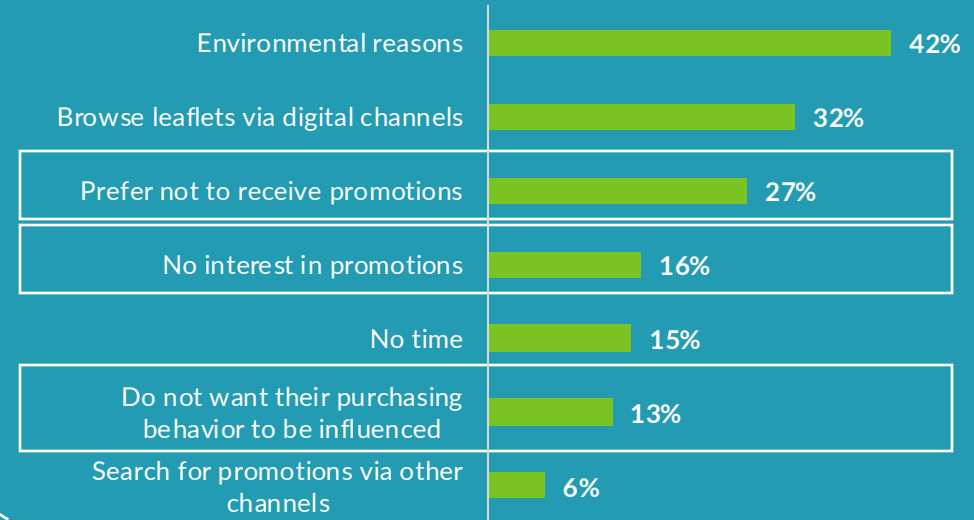


HOW TO REACH YOUR CONSUMER? WITH A LARGE REACH

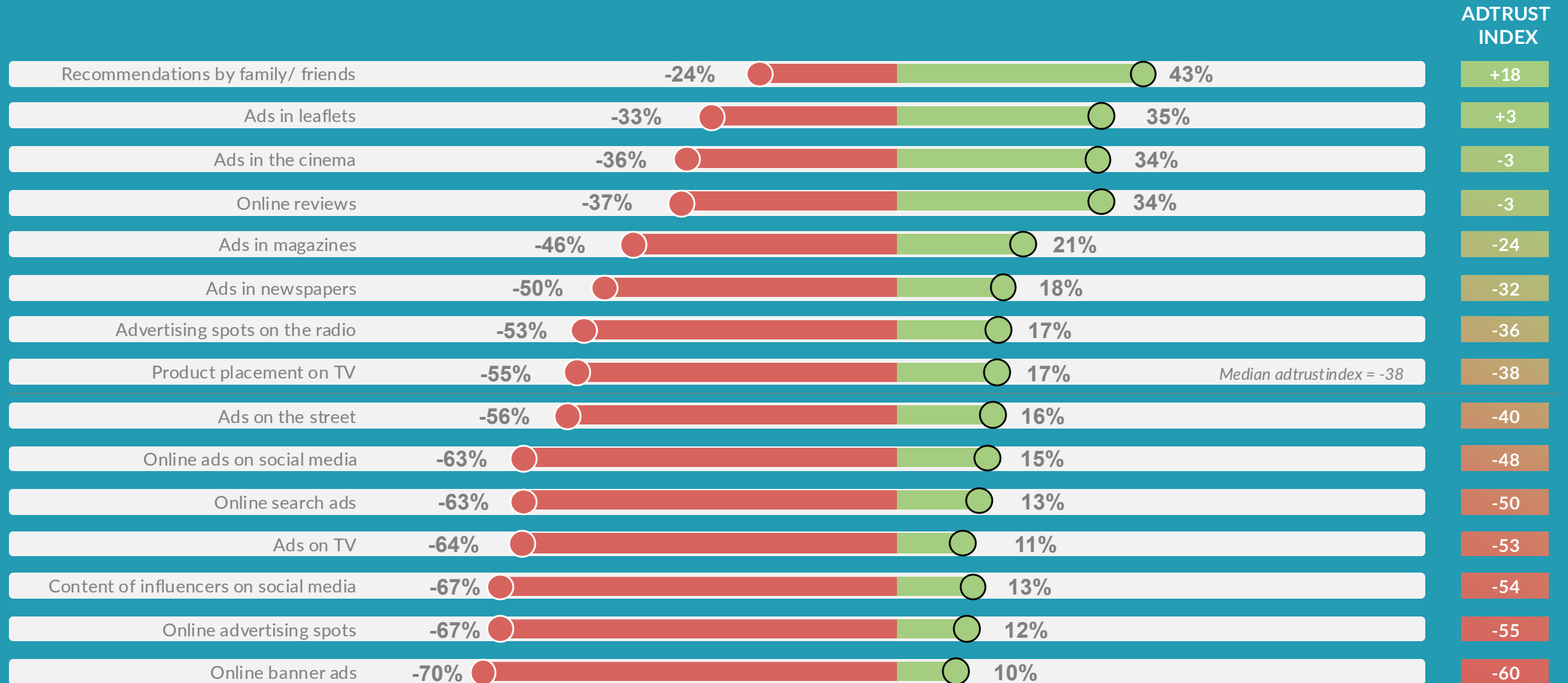
only **1/5**
of all Belgians has an no
pub sticker



Reasons



HOW TO REACH YOUR CONSUMER? WITH A TRUSTED MEDIA



HOW TO REACH YOUR CONSUMER? IN A BUNDLED LEAFLET PACK

- No strong preference about the day
- Grouped delivery
- A few days before the promo period begins

"ja, ik zou graag **alle folders op éénzelfde dag** in de week krijgen, dus in een bundel nu krijg ik vb op maandag de folder van tom & co, dinsdag de folder van aldi, woensdag de folder van aveve, etcetera het zou wel handiger zijn om alle folders van de aankomende week op één en dezelfde dag te krijgen => meteen zicht op éénzelfde moment welke promo's in welke winkel het "interessantst" zijn."

"liefst in het **weekend**, dan heb ik tijd om de wekelijkse lijst te maken en opzoek werk voor winkels die niet in folder zitten. Meestal begint Aldi/AH vanaf maandag, Colruyt/Lidl/Delhaize vanaf woensdag."

"De dag op zich maakt me niet uit. Ik vind het vooral belangrijk dat je de folder **goed op tijd** ontvangt, VOOR de promotieperiode begint. Het is niet fijn wanneer je bijvoorbeeld op dinsdag een folder ontvangt en de dag voordien de promotieperiode al begon, want dan kan je voor sommige aanbiedingen al te laat zijn. Idealiter de week voor de promoties starten (dus uiterlijk vrijdag de folder ontvangen voor promoties die vanaf de maandag erop starten)."

"Vrijdag zou voor mij een ideale dag zijn omdat ik in het weekend meestal ga winkelen. Maar eigenlijk maakt het niet uit als ik ze maar **iedere week** ontvang."

"j'aime en **milieu de semaine** pour bien indiqué mes promos à acheter lors de mes "grosses" courses de fin de semaine."

HOW TO REACH YOUR CONSUMER? IN A BUNDLED LEAFLET PACK



Paper band
25%



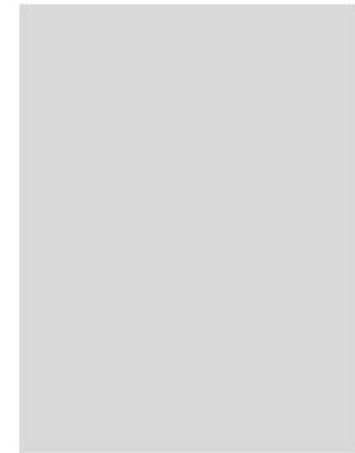
Plastic band
10%



Full plastic
20%



No packaging
23%



No preference
23%



BD MEDIA STRATEGY



1. PERCEPTION VS REALITY



2. LEGISLATION



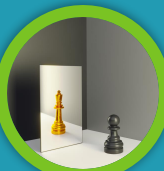
3. MEASURING TO KNOW

PERCEPTION VS REALITY

A gift in the letterbox

Sensitization – Activation – Feel good

BD MEDIA

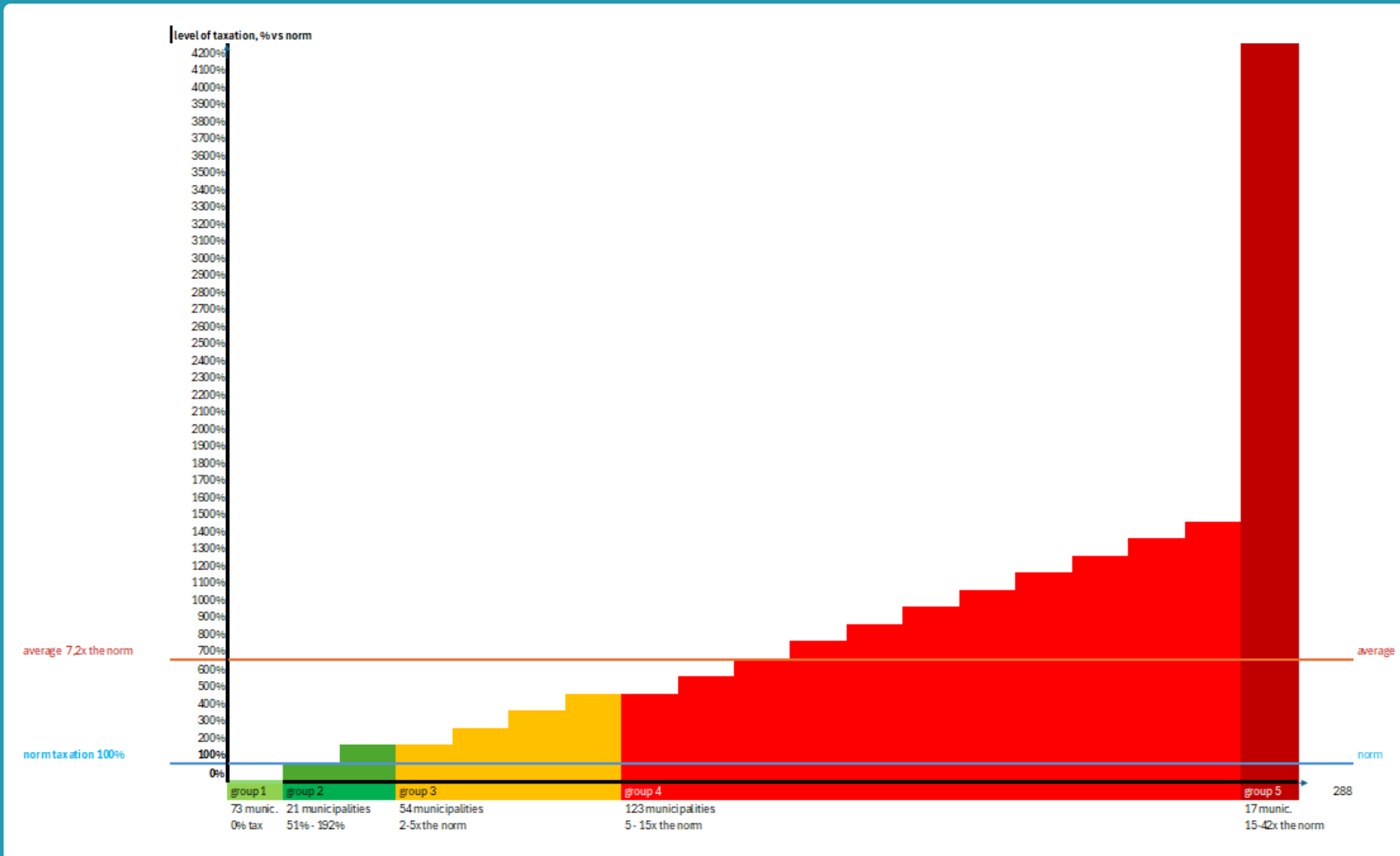


LEGISLATION



LEGISLATION

Denunciation of the disproportionate and complex tax policy



EXTRA SERVICE OFFER

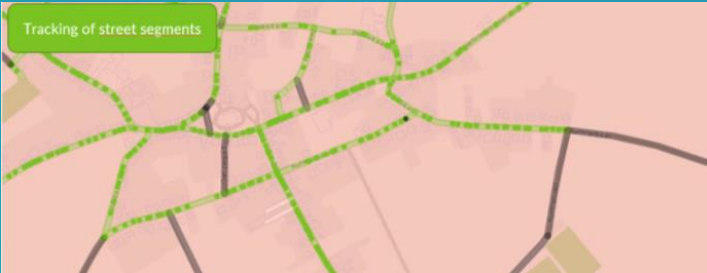
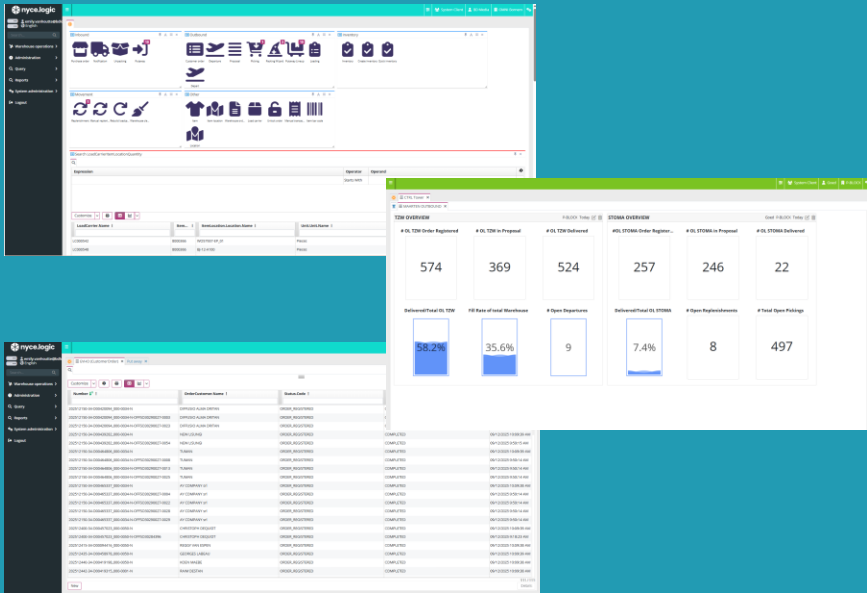


Tax management offer

Partnership Sevens



MEASURING TO KNOW: COMPLETE FLOW



Warehousing

Production

Distribution



MEASURING TO KNOW: COMPLETE FLOW





1. PERCEPTION VS
REALITY



2. LEGISLATION



3. MEASURING TO
KNOW

BD Media's mission is to be the trusted reference in door-to-door communication, helping our customers reach and activate their target audiences through reliable Belgian media.

We achieve this by partnering with them across their entire unaddressed communication journey.



Questions?
Let's connect!

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