

Regional Retail Media Offensive in Northern Germany: EDEKA Nord Partners with FRAMEN

Neumünster/Berlin, January 2026 – FRAMEN continues to expand its regional advertising business and has been awarded the exclusive regional sales mandate by EDEKA Nord for more than 600 digital advertising screens at the point of sale. The partnership marks the next step in FRAMEN's regional expansion – driven by clear market momentum: thousands of regional campaigns, hundreds of active advertisers, and a steadily growing mix of industries ranging from regional events and local services to products and municipal communication. The regional share of advertising revenue is increasing and is becoming a key growth driver within FRAMEN's DOOH business, underscoring the growing relevance of digital out-of-home advertising for local audiences in brick-and-mortar retail.

As early as 2023, FRAMEN and EDEKA Nord acted as first movers, piloting initial digital in-store campaigns with convincing results. In 2024, successful national and supra-regional implementations followed, delivering visibility, performance, and measurable impact for advertisers. Building on these proof points, the partnership is now entering its next phase: with the exclusive mandate, EDEKA Nord entrusts FRAMEN with the digital in-store advertising inventory for regional advertisers as well. This makes digital out-of-home advertising highly relevant for local brands, retailers, and producers in Northern Germany – right where purchase decisions are made.

“What used to be the store notice board is now digital in-store screens: FRAMEN represents strong growth in regional retail media sales. In this way, we are turning retail media into a sustainable growth driver for regional advertisers – directly at the point of sale.” – Ingo Rieper, Co-CEO of FRAMEN