

Maxi Truck



STORE EXPERIENCE

Tasting - Outdoor

- All-in package
- Min. 25 activations
- Selection out of 75 qualified stores

Duration

Min. 25 activations

Media Booking

12 weeks

Nice to know

All-inclusive

- Min. 25 activations
- Max. 1 activation/day
- Selection out of 75 qualified stores
- 2 ambassadors/hostess / 7 hours
- Degustation material included
- Fully Branded
- Extra cost = mirrors and awning

Post reporting

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

KPI1 - # Adressed persons

KPI2 - # Tasting

Sample pictures



OBJECTIVES

CONVERSION



TRIAL



CROSS/UPSELLING

