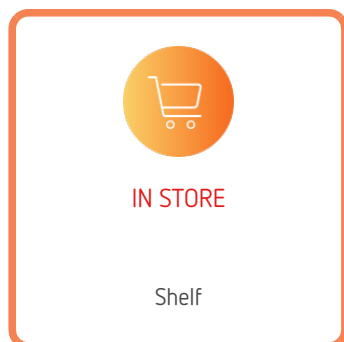


## Stopper mini 360°



- Communication 3D on the shelf
- Personalised cut-out

### Banner



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

- Formats:
  - 310 x 105 mm (flat - unfolded)
  - 140 x 105 mm (folded format = the one visible in the store)
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

### 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.

KPI 1 - Reach category (Total Reach)

KPI 2 - % New Buyers of promoted product/range (New Buyers Ratio)

KPI 3 - Category turnover evolution (Category Ratio)

KPI 4 - Promoted product/range turnover evolution (Promoted Product Ratio)

### Sample pictures

