

Stopper Small 360°

Communication 3D on the shelf - Personalised cut-out

Banner



Duration

4 weeks

Media Booking

8 weeks

Nice to know

Formats:

- 445 x 280 mm (flat - unfolded)
- 445 x 120 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



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER

