

Caddy Move



IN STORE

Throughout the customer journey

Two-sided laminated communication on the shopping carts

Banner



Duration

6 weeks

Media Booking

8 weeks

Nice to know

Campaign coverage: 40 % of caddy park

Choice between:

- Pack Small (7.000 caddy's)

or

- Pack Large (9.800 caddy's)

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

BRAND AWARENESS



CALL TO ACTION



CHANGE PERCEPTION

