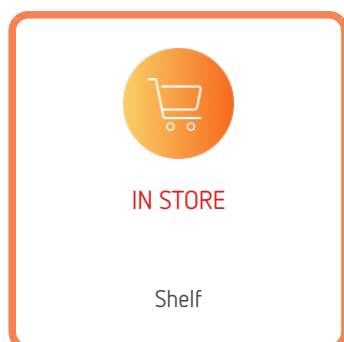


## Stopper small



- Communication perpendicular to the shelf
- Option with a cut out shape (Stopper Cut)
- 12 x 40 cm

### Banner



### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

- Option with a cut out shape
- 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

