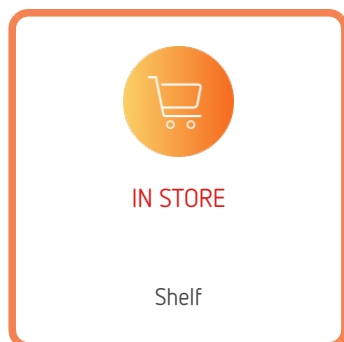


Stopper medium / maxi



- Communication perpendicular to the shelf
- Option with a cut out shape (Stopper Cut)
- Medium: 12 x 77 cm
- Maxi: 12 x 124 cm

Banner



OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



Duration

4 weeks

Media Booking

8 weeks

Nice to know

- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client
- Sales uplift: Av. 13-29%

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

