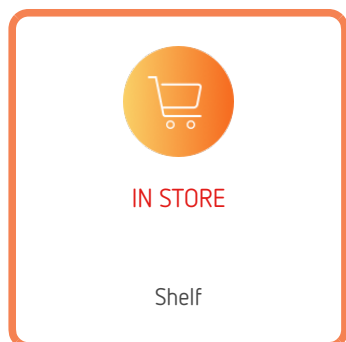


## Leaflet Holder + Stopper



- Information leaflets placed on the shelf in combination of a stopper small or medium
- Size stopper: 12x40 cm or 12x77 cm
- Placed on the shelf in front of the product

### Banner



### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

- One-page leaflets
- 150 leaflets per 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



BRAND POSITIONNING



EDUCATION

