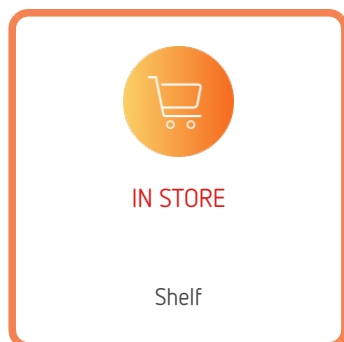


Wobbler



- Dynamic strip hung on the shelf
- Possibility to place it outside the category (cross-communication)
i.e. : fresh cheese in the fish department

Banner



Duration

4 weeks

Media Booking

8 weeks

Nice to know

- Format: 11cm
- 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

