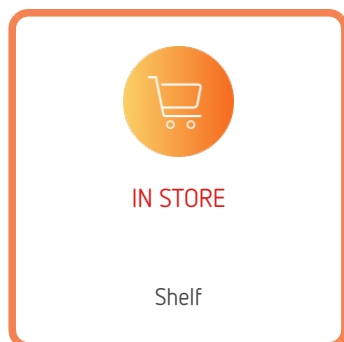


Floor Sticker & Stopper medium



Catch the attention of the shopper by 'framing' your products from the ground to the shelf.

Banner



Duration

2 weeks

Media Booking

8 weeks

Nice to know

- 1 Floor sticker size: 70 x 35cm
- 1 Stopper medium: 12 x 77cm
- 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

