

Digital Signage Category



IN STORE

Digital Signage

Banner



Duration

1 week

Media Booking

6 weeks

Nice to know

- The time of a TV spot is 6 secondes
- Format: Portrait & Landscape
- SOV: 20%
- Only advertisement relevant with the category
- Category available:
 - Bakery : 81 screens
 - Wine: 43 screens
 - Butchery: 87 screens
 - F&V: 91 screens
 - Fish: 90 screens

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 per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

Sample pictures



OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



TRIAL



CROSS/UPSELLING

