

## Caddy Drive



IN STORE

Throughout the customer journey

This tool provides continuous advertising throughout the shopping trip and unbeatable exposure to a captive audience.

### Banner



### Duration

6 weeks

### Media Booking

8 weeks

### Nice to know

Campaign coverage: 40 % of caddy park

Choice between:

- Pack Small (7.000 caddy's)

or

- Pack Large (9.800 caddy's)

### 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

BRAND AWARENESS



CALL TO ACTION



EDUCATION

