

# Wobbler



- Dynamic strip hung on the shelf
- Possibility to place it outside the category (crosscommunication)

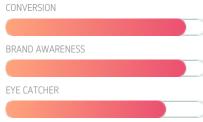
i.e. : fresh cheese in the fish department

#### Banner









**OBJECTIVES** 

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

# Sample pictures







