

## Fridge door stickers

A glass door completely decorated with 2 stickers  
(fresh and frozen departments)

### Banner



### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

- Ideal to highlight 1 product or a range
- Size: (2x) max 40 cm x 12 cm
- Cut of your choice
- 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



Generate extra  
visibility on a  
product range on  
the shelf

## OBJECTIVES

CONVERSION



BRAND AWARENESS

