

# Quart de rond



- Transparent profiles with cardboard insert
- Size: 70 cm (7x10 cm)

## Banner



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



## Duration

4 weeks

## Media Booking

8 weeks

## Nice to know

- 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

