

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 : 83 screens
 - Wine: 52 screens
 - Butchery: 96 screens
 - F&V: 93 screens
 - Fish: 99 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 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

CONVERSION



BRAND AWARENESS



CALL TO ACTION



TRIAL



CROSS/UPSELLING

