

Pack FW

IN STORE
Shelf

Combi-pack 2 x Fridge door sticker and 1 x Wobbler

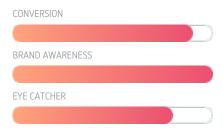
Banner







OBJECTIVES



Duration

4 weeks

Media Booking

8 weeks

Nice to know

On-shelf communication on a range with a focus on a specific product (new product, relaunch, low rotator, etc.)

Ideal for shelves with doors (fresh or frozen)

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

