


Digital Signage Check-Out - External Brands & Services



TOOLS FOR EXTERNAL BRANDS & SERVICES

Instore

All screens at the check-out of the stores (177 screens in 63 SM stores).

Duration

1 week

Media Booking

6 weeks

Nice to know

- The time of a TV spot is 6 secondes.
- 1.440 broadcasting a day/screen
- SOT : 20%
- Format : Landscape

Sample pictures

OBJECTIVES

BRAND AWARENESS



BRAND POSITIONNING

