


# Caddy Drive - External Brands & Services



**TOOLS FOR EXTERNAL BRANDS & SERVICES**

Instore

This tool provides continuous advertising throughout the shopping trip and unbeatable exposure to a captive audience.

**Duration**

---

3 weeks

**Media Booking**

---

8 weeks

**Nice to know**

---

- Coverage: 40%
- #6.500 caddy SM
- # 9.900 caddy SM+AD

What's new? The steering bar is now equipped with an NFC tag. Customers can retrieve current offers, videos, enter a game or a contest, and much more.

**Sample pictures**

---

## OBJECTIVES

BRAND AWARENESS



CALL TO ACTION



EDUCATION

