

# Caddy Move



**IN STORE** 

Throughout the customer journey

Two-sided laminated communication on the shopping carts

### Banner





#### Duration

3 weeks

#### Media Booking

6 weeks

#### Nice to know

• Coverage: 40%

#7.050 caddy SM #9.800 caddy SM+AD

## Sample pictures









# **OBJECTIVES**

BRAND AWARENESS

CALL TO ACTION

CHANGE PERCEPTION