

Totem

A floor stand in stiff cardboard, placed in the department of the product


Banner



OBJECTIVES

BRAND AWARENESS

EYE CATCHER



IN STORE

Throughout the customer journey

Duration

2 weeks

Media Booking

8 weeks

Nice to know

- 154 cm
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

Post reporting

Included in the price

- KPI1 - Reach category
- KPI2 - Penetration promoted product/range
- KPI3 - % New Buyers of promoted product/range
- KPI4 - Category turnover evolution
- KPI5 - Promoted product/range turnover evolution

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

Sample pictures

