

## Stopper medium / maxi



- Communication perpendicular to the shelf
- Option with a cut out shape (Stopper Cut)
- Medium: 12 x 77 cm
- Maxi: 12 x 124 cm

### Banner



### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client
- Sales uplift: Av. 13-29%

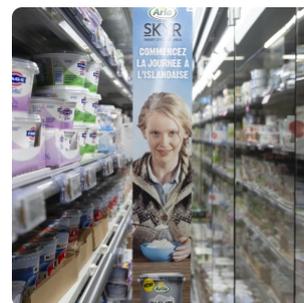
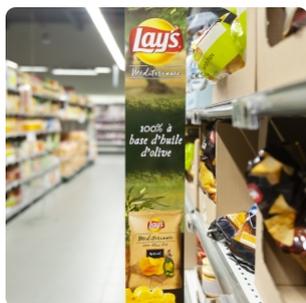
### Post reporting

Included in the price

- KPI 1 - Reach category
- KPI 2 - Penetration promoted product / range
- KPI 3 - % New Buyers of promoted product / range
- KPI 4 - Category turnover evolution
- KPI 5 - Promoted prod

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



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER

