

# Leaflet Holder + Stopper



- Information leaflets placed on the shelf in combination of a stopper small or medium
- Size stopper: 12x40 cm or 12x77 cm
- Placed on the shelf in front of the product

## Banner



## Duration

4 weeks

## Media Booking

8 weeks

## Nice to know

- One-page leaflets
- 150 leaflets per store
- 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



## OBJECTIVES

CONVERSION



BRAND AWARENESS



BRAND POSITIONNING



EDUCATION

