

Tester

Support placed in the isle as self testing

Banner



Duration

2 weeks

Media Booking

8 weeks

Nice to know

- Placement - Post reporting by MMD
- Provision of products to be tested
 - SM: ± 150 products
 - SM+AD: ±380 products
- Creation and production by the client
- No refill

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 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

