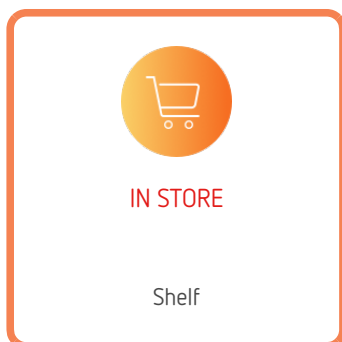


## Floor Sticker & Stopper medium



Catch the attention of the shopper by 'framing' your products from the ground to the shelf.

### Banner



### Duration

2 weeks

### Media Booking

8 weeks

### Nice to know

- 1 Floor sticker size: 70 x 35cm
- 1 Stopper medium: 12 x 77cm
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

### Post reporting

- 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

