

Digital Signage Shop&Go

Digital screen inside the 147 Shop &Go at Q8 petrol stations (1 screen per shop)



IN STORE

Tv & radio

Banner



Duration

1 week

Media Booking

8 weeks

Nice to know

- National coverage
- Mostly put on top of the Panos counter, so high visibility and attention
- Format: 43 inch
- Format: Landscape
- SOV: 10%
- Message: max 12 secondes
- Broadcasted in a loop of 5 messages (4 Shop&GO/Q8 + 1 branded message)
- 720 broadcasting/day
- Specific rules for communication apply

OBJECTIVES

BRAND AWARENESS



EYE CATCHER



CALL TO ACTION



TRIAL



CROSS/UPSELLING



Sample pictures

