

Digital Signage Category



IN STORE

Tv & radio

Screens available in Bakery, Butchery, Fish, Wine and Fruit&Vegetables department 400 screens in total in 76 stores.

Banner



Duration

1 week

Media Booking

6 weeks

Nice to know

- The time of a TV spot is 6 secondes
- 1.440 broadcasting a day/screen
- SOV: 20%
- Only advertisement relevant with the category
- Category available:
 - Bakery : 85 screens
 - Wine: 51 screens
 - Butchery: 85 screens
 - F&V: 92 screens
 - Fish: 87 screens

OBJECTIVES

CONVERSION



BRAND AWARENESS



CALL TO ACTION



TRIAL



CROSS/UPSELLING



Sample pictures

