

# Stopper mini 360°



- Communication 3D on the shelf
- Personalised cut-out

## Banner



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER



## Duration

4 weeks

## Media Booking

8 weeks

## Nice to know

- Formats:
  - 310 x 105 mm (flat - unfolded)
  - 140 x 105 mm (folded format = the one visible in the store)
- All-inclusive service (Production - Placement - Post reporting)
- Creation by the client

## Post reporting

Reportings are available 6 weeks after the end of the activation and available via an online platform. Request access to our Account Managers.

- KPI 1 - Reach per scope during activation period
- KPI 2 - Product Evolution
- KPI 3 - Brand Evolution
- KPI 4 - Category Evolution
- KPI 5 - Category Share Index

## Sample pictures

