

# Price Tag



Insert around the product's price tag.

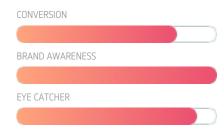
#### Banner







# **OBJECTIVES**



#### Duration

4 weeks

# Media Booking

8 weeks

#### Nice to know

Ideal for highlighting a new product, a flavour or a new packaging.

# 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



