

## Pack FW

Combi-pack 2 x Fridge door sticker and 1 x Wobbler

### Banner



### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

On-shelf communication on a range with a focus on a specific product (new product, relaunch, low rotator, etc.)

Ideal for shelves with doors (fresh or frozen)

### 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



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER

