

# Digital Signage Check-Out



IN STORE

Digital Signage

## Banner



## Duration

1 week

## Media Booking

6 weeks

## Nice to know

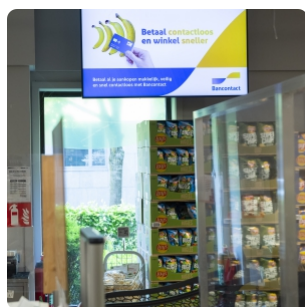
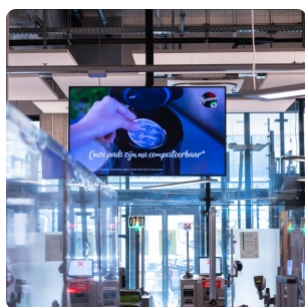
- The time of a TV spot is 6 secondes.
- SOT : 20%
- Format : Landscape

## 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

BRAND AWARENESS



CALL TO ACTION



BRAND POSITIONNING

