

## Wobbler



IN STORE

Shelf

- Dynamic strip hung on the shelf
- Possibility to place it outside the category (cross-communication)  
i.e. : fresh cheese in the fish department

### Banner



### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

- Format: 11cm
- 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



## OBJECTIVES

CONVERSION



BRAND AWARENESS



EYE CATCHER

