

# Digital Signage Shop&Go



## Fact sheet:

- Number of POS: 161, whereof 11 are well located in high traffic roadway stations
- Over 800,000 consumer contacts per week, with peaks in July and August
- Your spot is broadcasted 720 times a day.

### Banner



### Duration

1 week

### Media Booking

8 weeks

### Nice to know

- National coverage
- Mostly put on top of the Panos counter, so high visibility and attention
- Format: 43 inch
- Format: Landscape
- SOV: 10%
- Message: max 12 secondes
- Broadcasted in a loop of 5 messages (4 Shop&GO/Q8 + 1 branded message)
- Specific rules for communication apply

### 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 category (Total Reach)

KPI 2 - % New Buyers of promoted product/range (New Buyers Ratio)

KPI 3 - Category turnover evolution (Category Ratio)

KPI 4 - Promoted product/range turnover evolution (Promoted Product Ratio)

### Sample pictures



## OBJECTIVES

BRAND AWARENESS



EYE CATCHER



CALL TO ACTION



TRIAL



CROSS/UPSELLING

