


Digital Signage Entrance - External Brands & Services



TOOLS FOR EXTERNAL BRANDS & SERVICES

Instore

A national coverage of over 178 screens in Supermarkets and Affiliated stores divided in multiple clusters:

4 clusters:

- Full parc SM+AD
- ½ parc SM+AD
- All SM
- All AD

Duration

1 week

Media Booking

6 weeks

Nice to know

- National coverage
- Format: 55 inch - portrait
- Message: 6 seconds
- Multiple creations possible
- Share of time : 20%
- Broadcasting: 720x/screen/day
- List of the stores available

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

CONVERSION



BRAND AWARENESS



EYE CATCHER



CALL TO ACTION



ENGAGEMENT / CONSIDERATION

