

# Digital Signage Check-Out - External Brands & Services



## TOOLS FOR EXTERNAL BRANDS & SERVICES

Instore

All screens at the check-out of the stores (177 screens in 63 SM stores).

### 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.

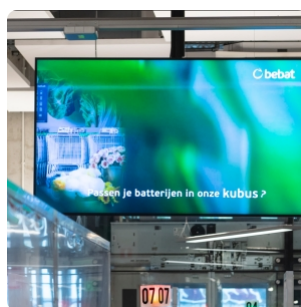
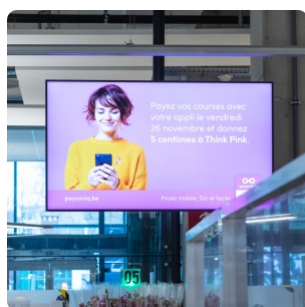
KPI 1 - Reach category (Total Reach)

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



BRAND POSITIONNING

