


# Caddy Drive



**IN STORE**

Throughout the customer journey

This tool provides continuous advertising throughout the shopping trip and unbeatable exposure to a captive audience.

**Banner**



**Duration**

6 weeks

**Media Booking**

8 weeks

**Nice to know**

Campaign coverage: 40 % of caddy park

Choice between:

- Pack Small (7.000 caddy's)
- or
- Pack Large (9.800 caddy's)

**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

