

# Stopper Small



- Communication perpendicular to the shelf
- Option with a cut out shape (Stopper Cut)
- 12 x 40 cm

## Banner



## Duration

4 weeks

## Media Booking

8 weeks

## Nice to know

- Option with a cut out shape
- 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

