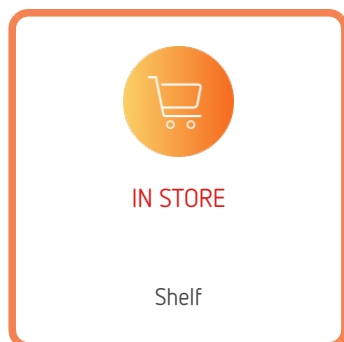


## Leaflet Holder + Stopper



- Information leaflets placed on the shelf in combination of a stopper small or medium
- Size stopper: 12x40 cm or 12x77 cm
- Placed on the shelf in front of the product

### Banner



### Duration

4 weeks

### Media Booking

8 weeks

### Nice to know

- One-page leaflets
- 150 leaflets per store
- 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



BRAND POSITIONNING



EDUCATION

