

Wobbler



- Dynamic strip hung on the shelf
- Possibility to place it outside the category (cross-communication)

i.e. : fresh cheese in the fish department

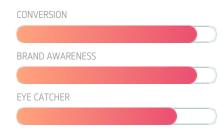
Banner







OBJECTIVES



Duration

4 weeks

Media Booking

8 weeks

Nice to know

- Format: 11cm
- 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







