

POS Advertising



The advertising platform
with impact.

FSP – Floor-Space Promotion

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**Facts &
figures**





Content

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CONTACT

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DESCRIPTION

FSP is the ideal tool to promote your image and strengthen your brand at the POS. Offers maximum flexibility and customization of your brand presence directly at the point of sale.

FSPs are staged independently by you. You supply the infrastructure, organize the construction and dismantling, and provide the staffing for the on-site promotion.

Utilize FSPs to make your presence at the POS as flexible as you are.

- Present your product range
- Integrate interactive elements
- Create an attractive customer advantage by handing out coupons or giveaways
- Organize themed activities
- Book your preferred sales outlets
- Sampling possible

A presence across a large area with an “event feel” will allow you to:

- increase product sales
- promote your image and strengthen your brand

PRICE*

CHF 1,200 per POS/week

CHF 1'400 per megastore/week

DEADLINES

- **Lead time:** at least 20 weeks
- **Running time:** 1 week

* The rates (per POS and format) are applicable from January up to and including November. In December, the rates are doubled for each sales outlet. Discounts will not be granted, excl. VAT