

POS Advertising



The advertising platform
with impact.

Young &... Performance for Products

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**Facts &
figures**





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CONTACT

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Content

Young&... Performance for Products

Young & urban

DESCRIPTION

Meet your young target group at eye level and impress them with your sample product. Two mobile and dynamic brand ambassadors. Select the best time of day for your product (morning/afternoon/evening: 3 hours). High frequency locations where your target group spends time in the town centre or at the railway station. Up to 1,200 samples per POS

OVERVIEW OF SERVICES*

- Planning from A–Z
- Promoters by special profile
- Web-based training for promotion staff
- Distribution of samples and transparent sampling bags at the POS
- incl. staff costs
- photo report



PRICE**

Young & Urban S 30–69 POS
CHF 28'680 to 75'524
CHF 956 per day/POS

Young & Urban M 70–109 POS
CHF 71'280 to 97'119
CHF 891 per day/POS

Young & Urban L 110–160 POS
CHF 89'430 to 130'080
CHF 813 per day/POS

DEADLINES

- ➔ **On request**
- ➔ **Lead time:** 8 weeks
- ➔ **Duration:** 1 week (Thu–Fri, Mon – Wed), 3 hours

*Samples are not included in the service.

** excl. VAT

Young&... Performance for Products

Young & happening

DESCRIPTION

The platform that hits the mark with visitors to festivals, concerts and events. Choose your event and benefit from the top frequency in the nearby Coop points of sale. Gives you a presence without expensive sponsorship.

OVERVIEW OF SERVICES*

- Planning from A–Z
- Promoters by special profile
- Web-based training for promotion staff
- Distribution of samples and transparent sampling bags at the POS
- incl. staff costs
- photo report



PRICE**

CHF 151 per promoter/hour/point of sale

Number of POS and promoters depending on event

DEADLINES

➔ On request

* Samples are not included in the service.

** excl. VAT