

POS Advertising



The advertising platform
with impact.

Young &... Performance for Products

—
**Facts &
figures**





Content

POS Advertising

Young&... Performance for Products

Facts & figures

CONTACT

Gabriela Sigg
Deputy Head of Coop Retail Media
Head of TDS
+41 (0)61 336 63 46

Marcel Sacino
Project Manager Coop Retail Media
+41 (0)61 336 63 56

Gizem Kücükgörmez
Project Manager Coop Retail Media
+41 (0)61 336 54 61

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

* Samples are not included in the service.



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

** 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