

Advertising on the go



The advertising platform
with impact.

DCP – Digital Collection Promotion

**—
Facts &
figures**





Content

Advertising on the go

DCP – Digital Collection Promotion

**Facts &
figures**

CONTACT

Nicole Bieri
Project Manager Coop Retail Media
+41 (0)61 336 70 74

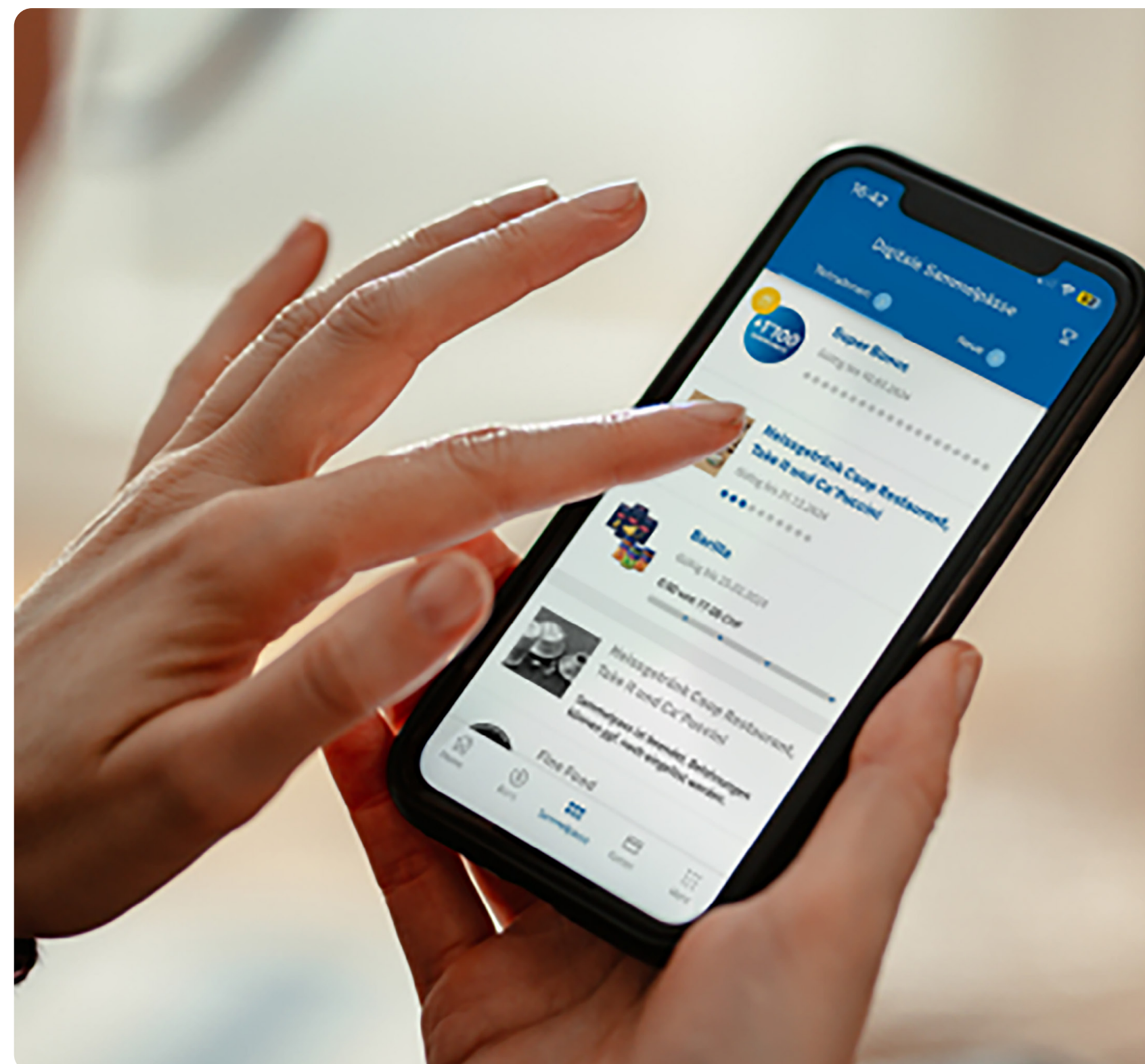
DCP – Digital Collection Promotion

Facts & figures

DESCRIPTION

The digital sales promotion measure for targeted customer retention and further development

In the case of digital collection passes, the customer receives digital value units in a determined campaign period (e.g. points, CHF) for the purchase of a certain product range and/or for a certain purchase amount. These value units are collected by the customer until one or more thresholds and/or collection stages have been reached. The customer then receives one or more rewards for his/her repeat purchases. Interaction takes place via app and web module on coop.ch and supercard.ch.



ADVERTISEMENT

It is recommended that further Coop Cross Impact instruments are integrated into the predefined advertising materials for advertising.

DCP – Digital Collection Promotion

Digital Collection Promotion

OVERVIEW OF SERVICES

Advertising media, national

- DSP standard application
- Full page in Coop press (1 issue)
- Shelf stopper B-format (2 weeks)
- Coop and Supercard HP banner (1 week)
- Supercard app banner (1 week)
- Incl. basic controlling

MODULE*

Small

Medium

Large

Duration

10 weeks

12 weeks

13 weeks

PRICE

CHF 82,000

CHF 87,000

CHF 92,000

DEADLINES

→ On request

* All modules in each case plus creation, rewards and special evaluations.