

POS Advertising



The advertising platform
with impact.

Competition entry box

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figures**





Content

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CONTACT

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Competition entry box

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DESCRIPTION

Effective and targeted eye-catcher for ongoing competitions.
Reserved for key promotions and partner promotions.

SPECIFICATIONS

- Production of the prize draw box incl. pens by business partner.
- Maximum height, including header: 1.50m
- Delivery by business partner to Boost for distribution to points of sale by business partner.
- **EXTREMELY IMPORTANT:** The packaging of the individual prize draw box must not exceed 59 × 99 cm in its dimensions. Otherwise, the packages must be shipped as bulky goods, which generate additional transport costs that must be passed on to the business partner.

Competition forms

- Forms (A6 vertical format) can be printed by Coop and delivered to Boost. The printing costs are borne by the business partner.



PRICE*

CHF 10,500

DEPLOYMENT

- In the promotion
Important: The 2nd point of sale must be arranged and guaranteed with the category.
- Format B or larger, 325 Coop retail POS, national)

DEADLINES

- On request
- Lead time: 6 weeks
- Duration: 2 weeks

* includes placement of the prize draw box in the POS, stocking with competition forms, collection of the forms at the end of the competition, mailing of forms to business partners