

TDS – Tasting, Demonstration, Sampling

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**Facts &
figures**



Content

POS Advertising

TDS – Tasting, Demonstration, Sampling

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CONTACT

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DESCRIPTION

TDS, the ideal tool for publicizing your product and pushing sales.

With up to 700,000 visible impressions and 90,000 qualified leads, it is the most commonly used POS medium in Switzerland.

- Personal advice and active presentation
- High visibility at first-class, high-footfall locations throughout Switzerland
- A fun way to activate your brand with a digital wheel of fortune at the POS
- Advertise with emotions, where the purchasing decision is made
- Traffic, involvement and activation

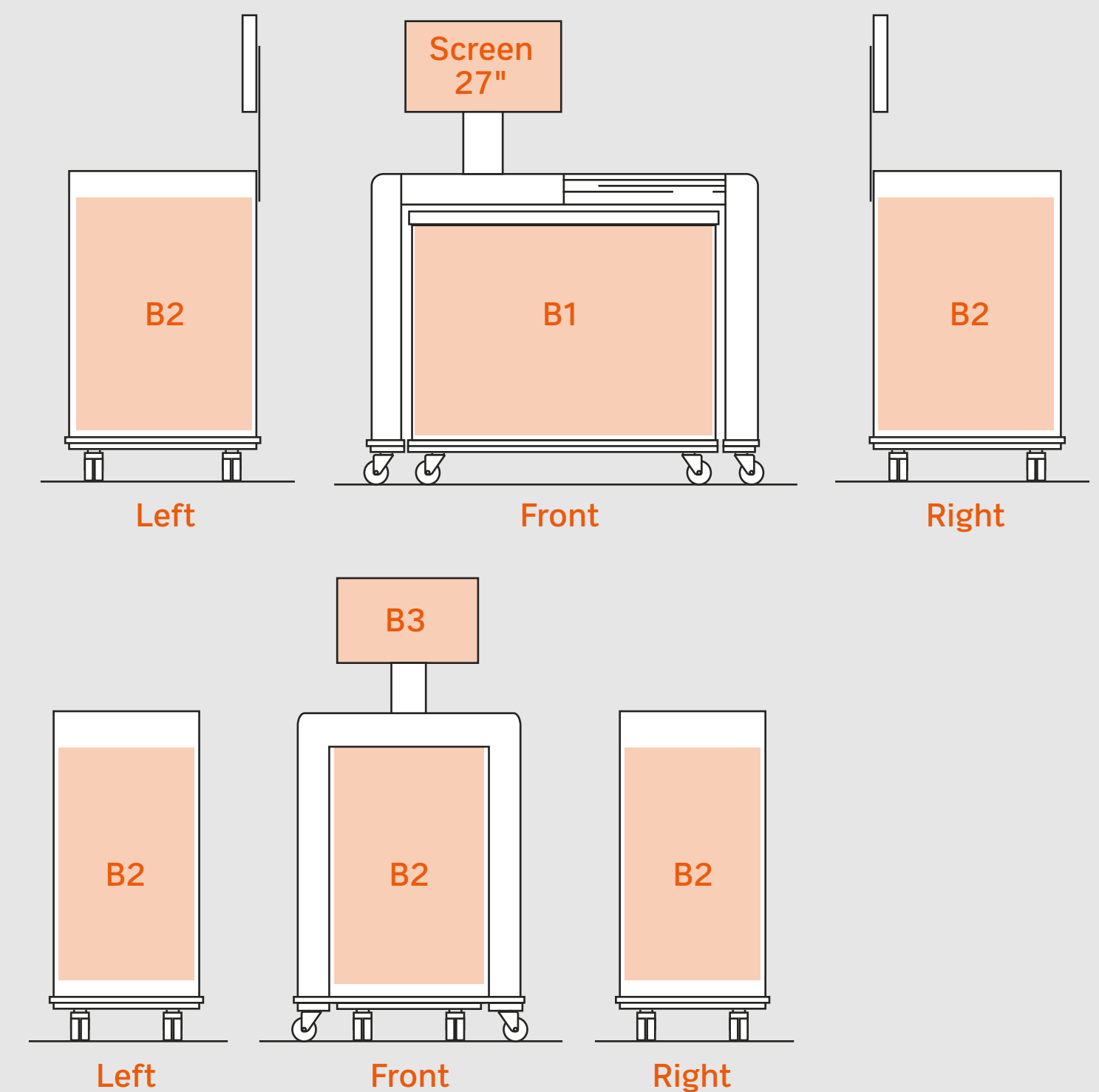


Wheel of fortune



Sampling Tower

ADVERTISING SPACES



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OVERVIEW OF SERVICES*

- Planning from A–Z
- Promotion personnel according to special profile
- Training of promotion staff (in person, by video or via e-learning)
- Distribution of the promotional material in the POS
- Promotional stand with infrastructure
- Personnel costs 8.5 hrs incl. setup
- Detailed final report with sales evaluation and recommendation

DEADLINES

➔ **Lead time:** 18 weeks before publication

* Not included in the scope of supply are printing of advertising materials, tasting and demonstration products, consumable materials, coupon privileges during the promotion and free samples.

** excl. VAT

TASTINGS/DEMONSTRATIONS

Objective: Present and explain product, increase awareness and range, win first-time, test and repeat buyers, boost sell-offs.

Module	Number of POS	Duration
Tasting S	30–69 POS	2 days, 1–3 weeks
Tasting M	70–129 POS	2 days, 1–3 weeks
Tasting L	130–180 POS	2 days, 1–3 weeks
Tasting exclusive	35–42 MS POS	2–3 days, 1 week

SAMPLING

Objective: Generate contact, increase awareness and range, win first-time, test and repeat buyers.

Module	Number of POS	Duration
Sampling S	30–69 POS	1 day, 1–3 weeks
Sampling M	70–129 POS	1 day, 1–3 weeks
Sampling L	130–200 POS	1 day, 1–3 weeks
Sampling S ½	30–69 POS	½ day, 1–3 weeks
Sampling M ½	70–129 POS	½ day, 1–3 weeks
Sampling L ½	130–200 POS	½ day, 1–3 weeks

PRICE**

per day / POS	total
CHF 705 to 776	CHF 42,300 to 107,088
CHF 645 to 716	CHF 90,300 to 184,728
CHF 601 to 695	CHF 156,260 to 222,400
CHF 677 to 795	CHF 50,890 to 93,870

PRICE**

per day / POS	total
CHF 673 to 713	CHF 20,190 to 49,197
CHF 648 to 677	CHF 45,360 to 88,752
CHF 593 to 633	CHF 77,090 to 113,940
CHF 450 to 495	CHF 13,500 to 34,155
CHF 425 to 470	CHF 29,750 to 60,630
CHF 370 to 415	CHF 48,100 to 74,700