

# IN-STORE THIS MONTH

CZ HU PL SK UA TR FR SP BE UK

05/2012

## BEVERAGES SEASON STARTS

Beverages season comes together with summer. Last month POS Media managed several campaigns for alcoholic and soft drinks from the biggest advertisers in this segment.

On the following pages you can find creative in-store advertisement solutions in the main European retail chains. From the variety of advertising media we would like to highlight eye-catching full brand of shopping trolleys or very popular pallet design.



# FROM THE VISUAL TO THE STORE



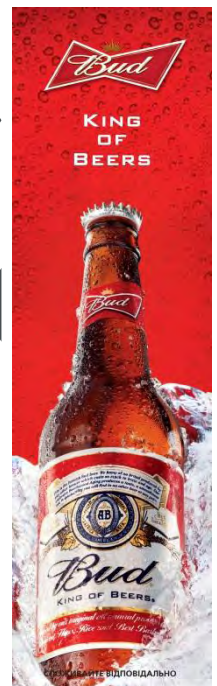
**Rytíři Multipack**  
Shopping Trolley Brand,  
Trolley Advertisement,  
Entrance Gate,  
Pallet Design  
Retail chain: Tesco



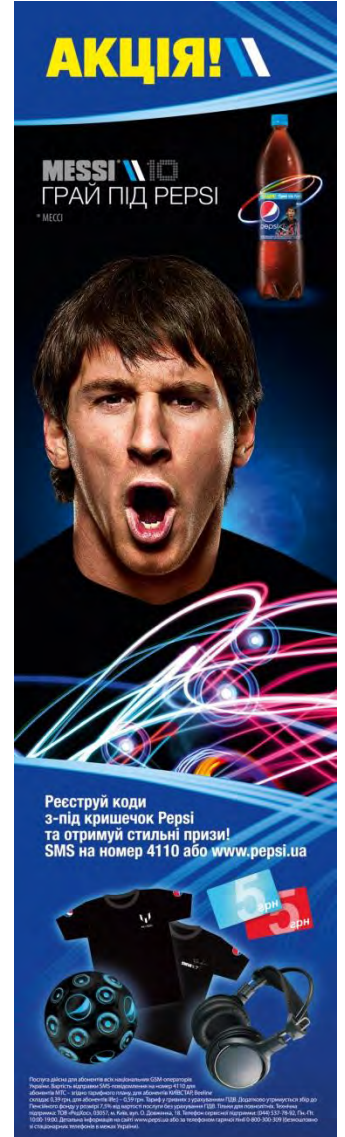
**Browar Łomza**  
Shelf Stopper  
Retail chain: Real



**Bud**  
Shelf Stopper, Entrance Gate  
Retail chains: Novus, Silpo,  
Tavria V



# FROM THE VISUAL TO THE STORE



Sandora

Pepsi

Shelf Stopper, Entrance Standing Door, Pallet Decoration, Safety Box  
Retail chains: Novus, Silpo, Real, Tavria V, Amstor

UA

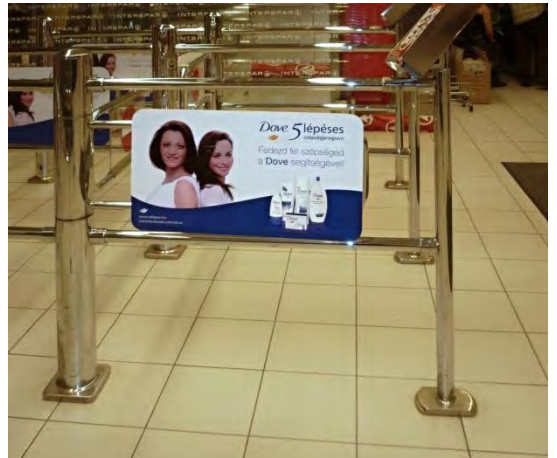
Růžová vína

Mini Stopper, Entrance Sleeve  
Retail chain: Tesco

CZ



# FROM THE VISUAL TO THE STORE



**HU**

**Dove**  
Shelf Stopper, Leaflet, Entrance Sleeve, Mini Stopper  
Retail chains: Interspar, Tesco

**TR**

**P&G Prima**  
Trolley Pop-up  
Retail chain: Carrefour



**gsk** GlaxoSmithKline

**SK CZ**

**Sensodyne Repair & Protect**  
Shelf Stopper, Floor Graphic, Entrance Gate, Entrance Sleeve  
Retail chains: Tesco, Ahold



# FROM THE VISUAL TO THE STORE



**Milka**  
Entrance Gate, Shopping Trolley  
Advertisement  
Retail chains: Interspar, Tesco



WRIGLEY'S

**Orbit**

Entrance Gate,  
Exit Gate,  
Client Separator  
Retail chain: E.Leclerc



**Glade**

Entrance Gate,  
Retail chain: Carrefour



# FROM THE VISUAL TO THE STORE



**Green Blend**  
Shelf Stopper  
Retail chain: Furshet



**Flora**

Shopping Trolley Advertisement, Shelf Stopper  
Retail chains: Ahold, Tesco, Kaufland



**Balconi**  
Shelf Talker, Mini Stopper  
Retail chains: Ahold, Tesco



# FROM THE VISUAL TO THE STORE



**Duck Maxi**  
Shelf Stopper  
Retail chain: Tesco  
**PL**

**P&G**  
**Dreft**  
Shopping Trolley  
Advertisement  
Retail chains:  
Real, Tesco

**PL**



**Bonduelle**  
Standing Frame Advertisement,  
Floor Graphic, Shelf Stopper  
Retail chains: Ahold, Tesco

**CZ**



# TOP CAMPAIGN **PL**

NESCAFÉ Classic **DZIEŃ ZACZYNA SIĘ NA DOBRE** NESCAFÉ Classic **DZIEŃ ZACZYNA SIĘ NA DOBRE**



**Client:** Nestlé  
**Campaign:** Nescafé Classic  
**In-store media:** External Door, Shelf Stopper, Floor Graphic, Shelf Strip, Billboard  
**Retail chains:** Tesco, Real





TOP CAMPAIGN CZ SK



**Client:** Nestlé  
**Campaign:** Mixle Pixle  
**In-store media:** Floor Graphic, Shelf Stopper, Top Card  
**Retail chains:** Ahold, Tesco

