

NEWS



MEMORABLE EXPERIENCE

One of the biggest trends of Shopper Marketing is to design a campaign that would create memorable experience and bond between the shopper and the brand. To do this, our clients frequently use a method called the **5 Senses Marketing**, which helps them to make their product stand out in stores by using media carriers and promo activities.

Promo activities are one of the most effective ways of in-store advertising. Sampling, for example, is widely used for the advertising of new products that shoppers do not yet recognize. By sampling, they may try, touch or smell a product for free and if the promo activity is done professionally, it can even be a very pleasant experience. In shopper marketing, crucial is the role of the hostesses.

Promo activities have evolved into retail chain's **Shop-in-shops**. This form of in-store advertising works with the given space very effectively where a small "shop" is built. It combines traditional POS carriers together with a promo activity of a new product.

We do not limit our promotion services to only in-store campaigns but also organize promotional activities outdoors. For example in Hungary, they also developed Ambient Department which offers promo activities in shopping centers and also a **Bicilight** and **Mobile Truck** that can be driven through the city with our client's advertisement.





POS MEDIA AND EMEA HAS PARTNERED UP

We consider the promo department a necessary element of our company. Therefore, we aim to become a number one promo and merchandising company in Europe. To reach our goal we have recently partnered up with an agency empea, which has been successfully providing promo and merchandising activities to FMCG and non-FMCG clients for 20 years. Together, we strive for the first position on the Czech and Slovak market within three years.

“The merger of both companies should strengthen their position in both markets and expand their activities mainly in the field of merchandising services in the Czech Republic. I believe that our close cooperation will improve the quality of all offered services for our clients,” says Dana Běloušková, Country Manager of POS Media Czech Republic.

In the Czech Republic, the POS Media service part was separated and will continue to operate under the brand name **empea CZ**. This change did not affect the personnel of either department. Empea CZ will join the best process of both companies.

QUICK NEWS

UKRAINE SIGNED AN EXCLUSIVE CONTRACT WITH ATB AND VARUS

After months of negotiation, our Ukrainian team proved that as a full-service agency they are a valuable partner to coordinate in-store campaigns for another 2 important retail chains in Ukraine. From now on they will be able to offer their clients POS campaigns at one of the biggest retail chains with 750 stores in more than 202 cities in Ukraine – ATB and in Varus that also belongs to the TOP 10 retailers with their 72 stores and more than 260.000 visits a day.

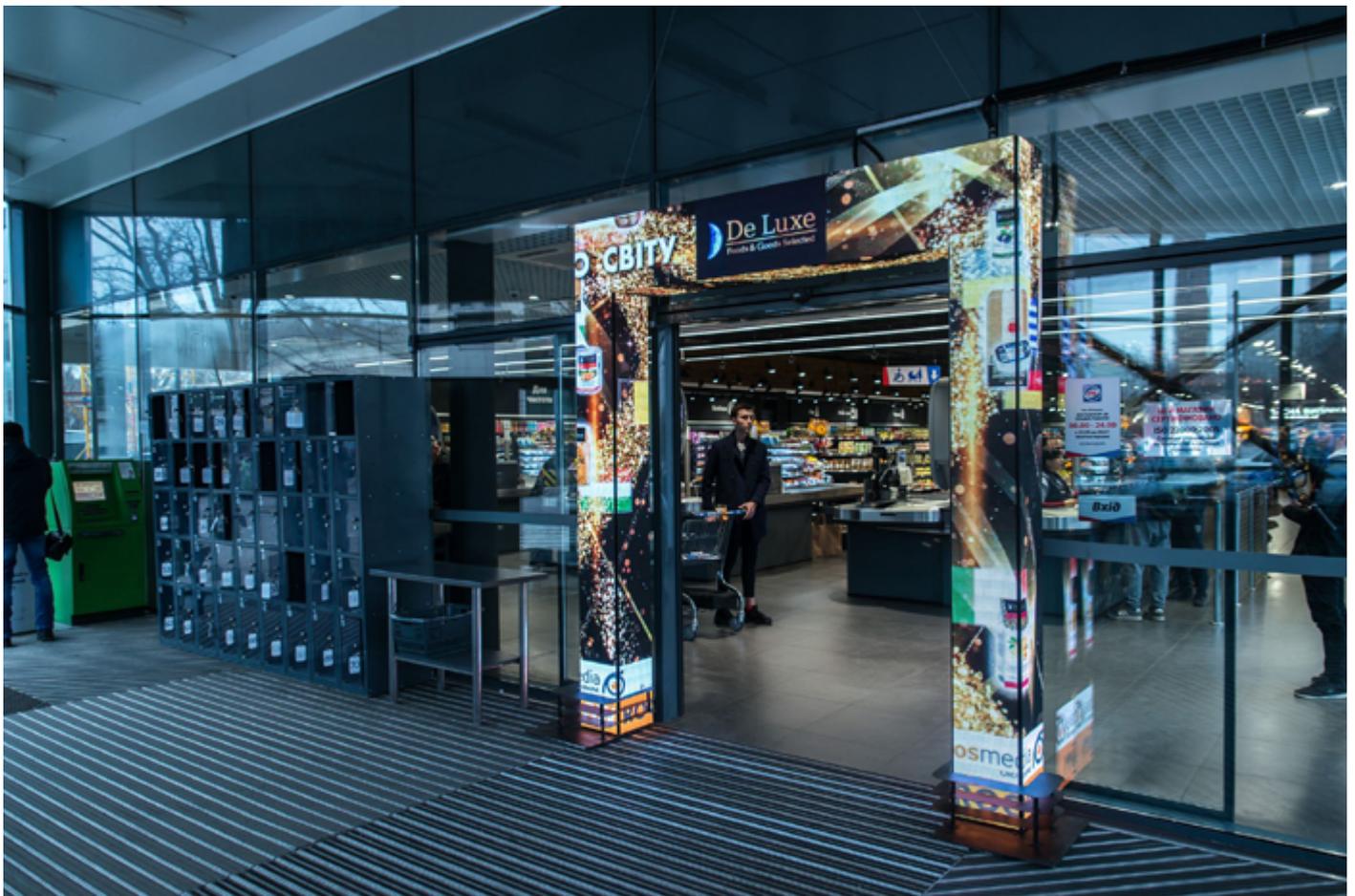


NEW DIGITAL ARCH

To win both retailers, POS Media Ukraine prepared a showroom with progressive media carriers to show their capabilities.

One carrier that created the biggest WOW effect was a Digital Arch consisting of metal construction and LED Screens that were playing eye-catching media content.

Lets put hand together for the UA creative and operations team for this impressive media carrier.



OPENING NEW OFFICE IN ROMANIA

We are happy to announce that starting from September 1st, we are opening a new office in Bucharest. POS Media Romania will be able to represent local and global brands at one of the biggest retail chains in the world, Carrefour.



PREMIUM DIGITAL TOTEM

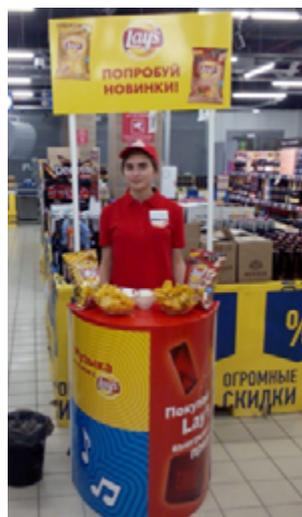
The Czech team has decided to follow new trends and technologies and create a brand new carrier that would have a premium look and bring all necessary functions that the client desires. As a result, they have decided to design a new carrier that would be easily rebranded, include a digital display and easily create a space to display client's products.



EXTENSIVE PROMO CAMPAIGN FOR THE BRAND LAYS

Our esteemed client PepsiCo asked our POS Media Russia team to run a new product promotion of their new flavored potato chips – Tomato flavor and cheddar-cheese flavor. In order to bring the best results, the client approved a combination of outdoor as well as an in-store promo in two biggest cities Moscow and Saint-Petersburg.

The in-store promotion was realized in 30 locations and pretty promoters offered samples of both Lays flavored chips. The outdoor promotion that took place at the parking lot offered more activities for shoppers. They had a chance to try a FUN DANCE BATTLE with their friends or an animator, listen to the DJ playing in the big tent and taste delicious potato chips.



OUR WORK: RUSSIA



OUR WORK: RUSSIA



OUR WORK: UKRAINE



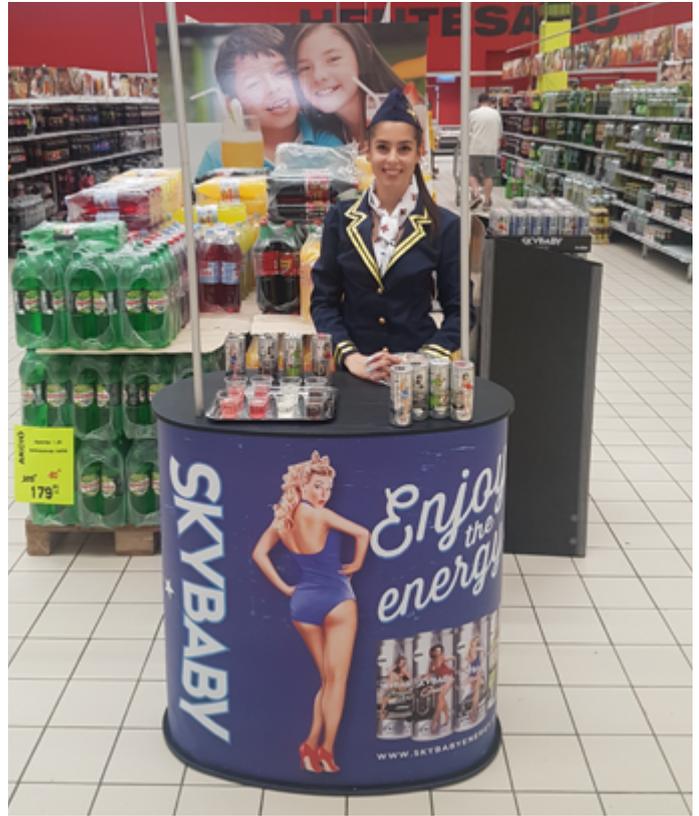
OUR WORK: HUNGARY



OUR WORK: HUNGARY



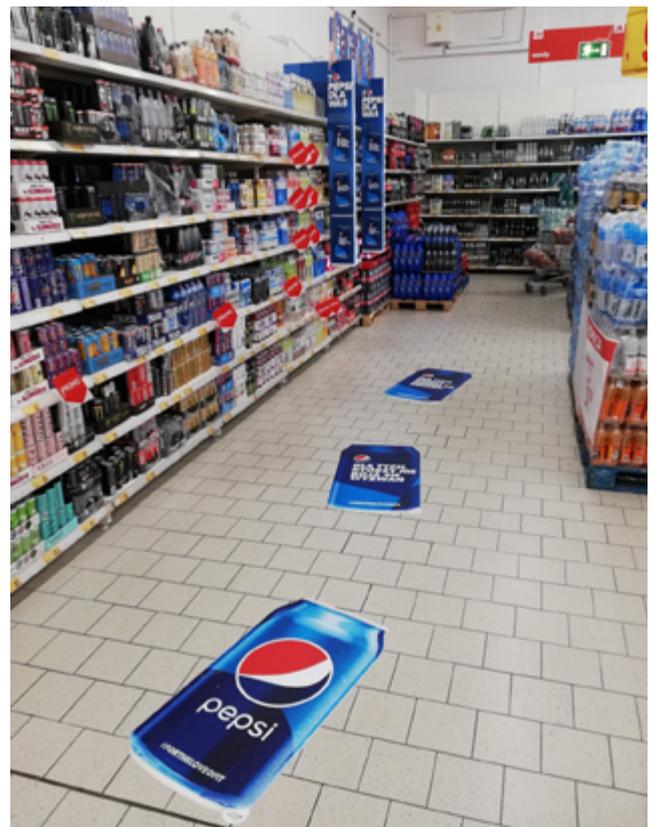
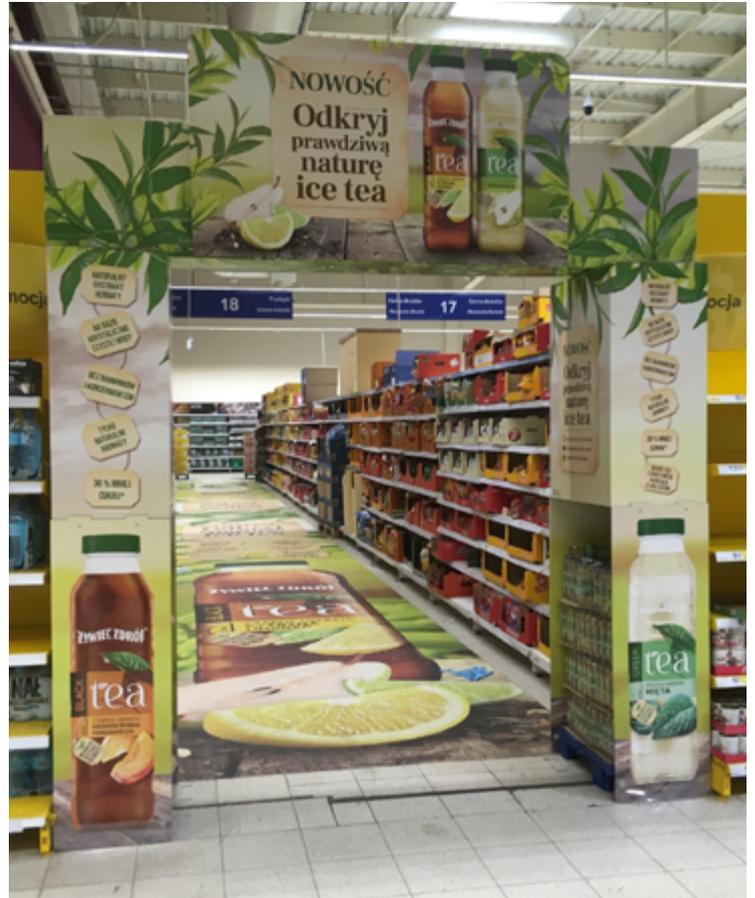
OUR WORK: HUNGARY



OUR WORK: POLAND



OUR WORK: POLAND



OUR WORK: CZECH REPUBLIC



OUR WORK: CZECH REPUBLIC



OUR WORK: CZECH REPUBLIC



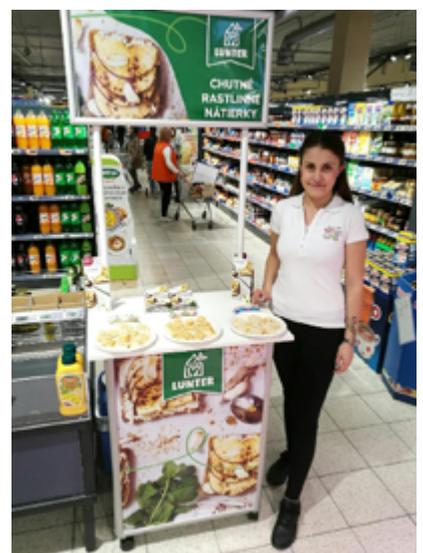
OUR WORK: SLOVAKIA



OUR WORK: EMPEA SLOVAKIA



OUR WORK: EMPEA SLOVAKIA



OUR WORK: DemoPower



OUR WORK: DemoPower

