

# trolley and basket advertising

## What is it?

Trolley media allows suppliers to display a totally branded advertisement around store as the media literally travels with the customer throughout their shopping journey

## Key benefits

- Flexible format – opportunity for multiple creative to be used
- Can target specific stores tailored to your campaign
- Promotional messaging can be used to fulfil your primary campaign objective – whether to maximise sales or generate brand awareness
- Panels are fitted on the inside and outside ensuring high visibility for both the holder and surrounding shoppers
- Trolley posters come in two formats – deep and shallow – aimed at targeting different shopper profiles
- Trolley media is available in 400+ stores (average of 115 posters per store)
- Basket posters are available in 125 stores, majority in convenience
- Basket advertising is the only branded advertising opportunity within convenience stores



## Set-up

Live for  
minimum 3 weeks

Booking lead time  
6-8 weeks

Artwork lead time  
4 weeks

