

**SSD IPPS PLACED IN FIRST 1/3 OF STORE
BRING HIGHER CONTRIBUTION** FOR THE ENTIRE
CATEGORY VS. ONES PLACED IN OTHER AREAS
SSD VOLUME: +15%; VALUE +30%



TARGET PLACEMENTS
ON HIGH EFFECTIVENESS AREAS MAINLY:
**1ST ENTRANCE CORRIDOR/
2ND CENTRAL CORRIDOR/
3RD PROMO AREA**



FOOD
ADJACENCIES
DRIVE VALUE FOR
SHOPPERS AND RETAILERS
BASKET SIZE
LIFT FROM **5 TO 25%**



**MULTIBRAND
DISPLAYS**
CREATE A SIGNIFICANTLY
HIGHER SELL-OUT



NARTD
(MAINLY SSD)
IS A **HIGLY EXPANDABLE**
CATEGORY - IPPS
ARE DRIVING IMPULSE
PURCHASE