



| Expert in promotion

Toolbox 2025

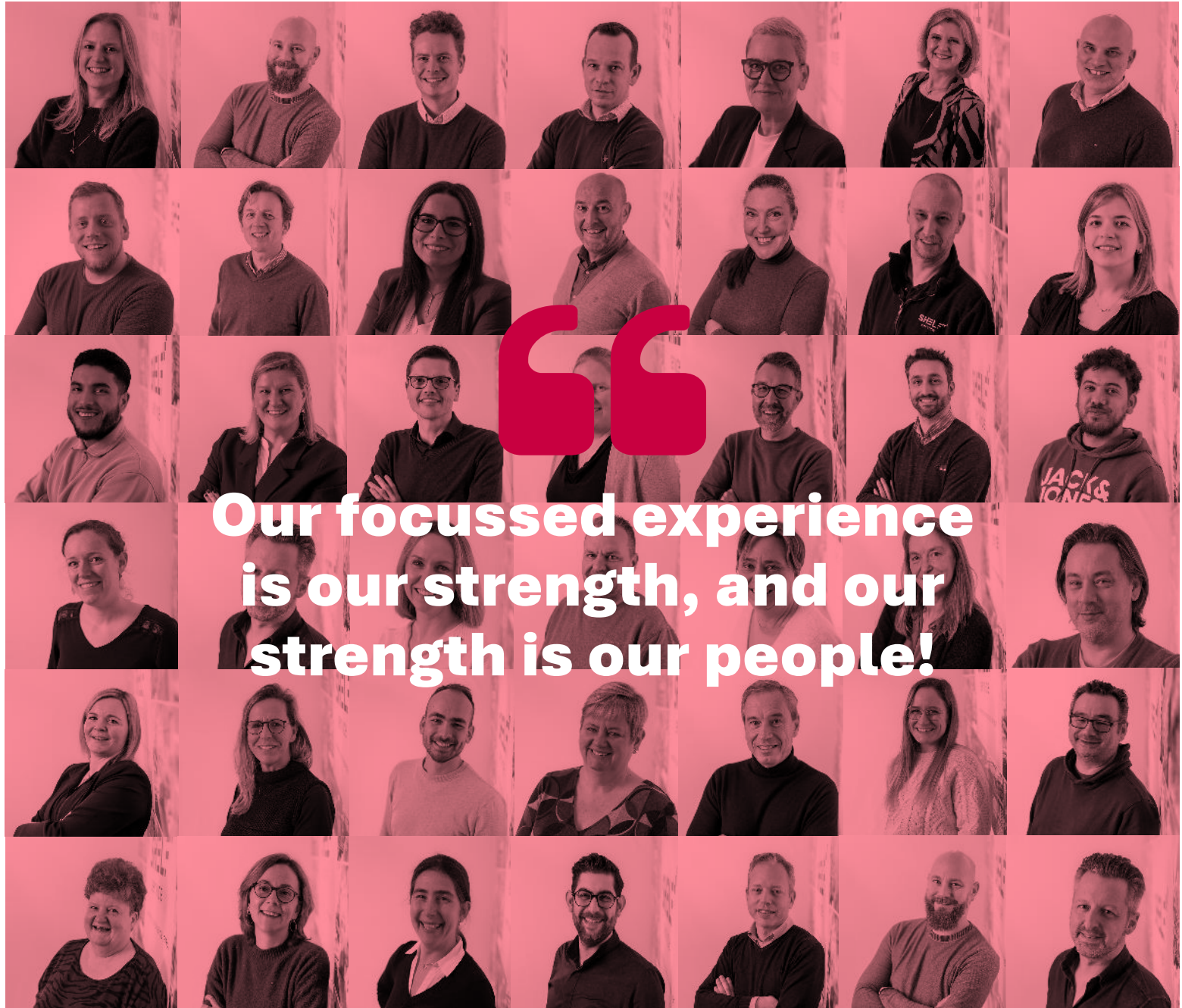




SHELF'S DNA



Customer Experience
Activator since 1991



OUR POSITIONING

For more than 30 years, Shelf Service has been providing integrated marketing solutions that allow both brands and retailers to reach consumers throughout the entire shopping journey.



THE ULTIMATE REFERENCE IN MARKETING ACTIVATION



As a pioneer in both on- & offline activation, Shelf Service is constantly working on innovating and developing new technologies with tailor-made solutions from design to implementation.





WHAT DO WE DO?

ATTRACT CONSUMERS' ATTENTION AT ANY POINT OF SALE:



Place brands and promotions in the spotlight

Giving special attention and visibility to brands and promotional offers



Increase loyalty through brand love

Creating a deep emotional connection between brands and consumers



Create an experience during the shopping journey

Making the process of shopping more engaging and memorable for customers

PRODUCT LINES



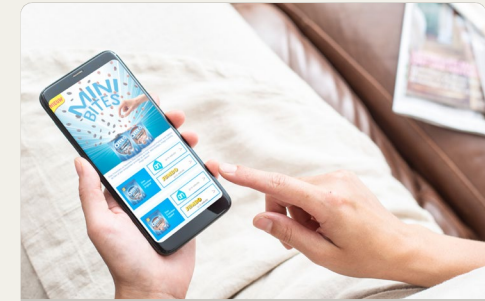
Coupons & savings



On-shelf



Instore media



Digital tools



Merch



Sampling



Kiosks



Second placement





Coupons & savings

Most appreciated promotional tool

- ▶ Flexibility of the implementation
- ▶ Simple mechanism
- ▶ Sales booster
- ▶ Positive perception: gift of the brand

Advantages

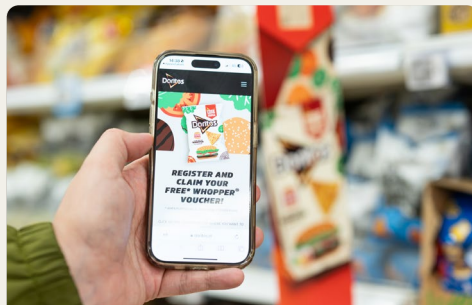
- ✓ Very high stopping power
- ✓ Brand switching
- ✓ Recruitment
- ✓ Sales uplift
- ✓ No value destruction
- ✓ Last minute sales in-store



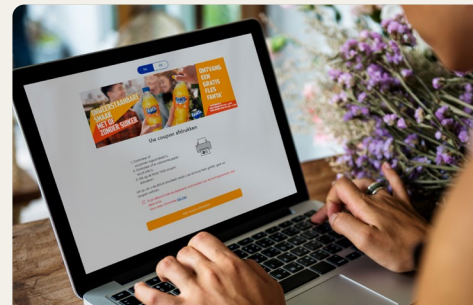
Coupons & savings



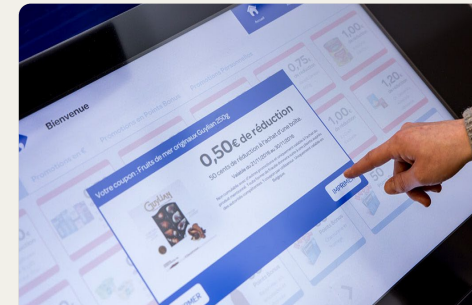
| **Cash Point**



| **Cashback**



| **E-coupon**



| **Cash Kiosk**



On-shelf

Increase your product's visibility and create a great customer experience

- ▶ Very eye-catching communication tool
- ▶ Last meter communication strategy
- ▶ Brings your product into the spotlight
- ▶ Great customer experience

Advantages

- ✓ High stopping power
- ✓ Tailor-made solutions
- ✓ Sales boost
- ✓ Highlights products on the shelf
- ✓ Brand engagement
- ✓ Brand awareness



On-shelf



| Divider



| Stopper



| Fridge sticker



| Tray



| Glorifier



| Tester



| Dispenser



| Tailor-made



Instore media

POS is a powerful media

- ▶ Last meter communication
- ▶ Right purchase moment
- ▶ Very high visibility
- ▶ Valued message
- ▶ Impulse buying

Advantages

- ✓ Traffic generation
- ✓ High visibility
- ✓ Long exposure time
- ✓ Non-intrusive communication
- ✓ Campaign reminder
- ✓ Brand support value



Instore media



| **Vision Totem**



| **Vision Drive**



| **Vision Move**



| **Vision Floor**



| **Vision Line**



| **Vision Door**



| **Vision Gate**



| **Vision scale**



| **Distri+**



Digital tools

Relay your campaign through digital assets

- ▶ Extend your target audience
- ▶ Create added value
- ▶ Propose a renewed experience

Advantages

- ✓ Recruitment of new customers
- ✓ Customizable and user friendly
- ✓ Easy set-up
- ✓ Drive to Store of traffic & volume
- ✓ Powerful customer experience
- ✓ Consumer engagement for brand loyalty



Digital tools



| **Cashback**



| **E-coupon**



| **Gamification**



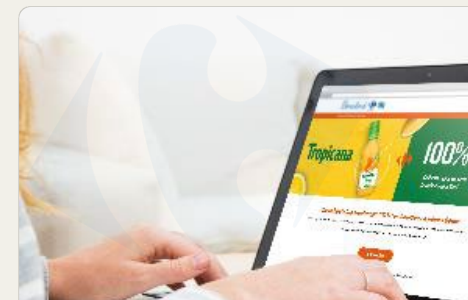
| **Contest**



| **Shopperbot**



| **Click & Buy**



| **Bonusland**



Merchandising

Your partner for field expertise and perfect store execution

- ▶ Active in 2.500 POS/week
- ▶ 120 merchandisers and up to 300 freelancers
- ▶ Flexibility and cost efficiency
- ▶ Latest IT and reporting tools

Advantages

- ✓ Unique positioning: retailers and brands
- ✓ All-in one BeNeLux partner
- ✓ Dedicated multi-sector field expert
- ✓ Critical operational mass
- ✓ Real time online reporting



Merchandising



| **Audit**



| **Logistics**



| **Operational**



| **Sales drive**



| **Technical**



Sampling

Offer a sample and let people discover your product

- ▶ Positive brand image building
- ▶ Strengthen the experience around your product
- ▶ Right place, right people and right time!

Advantages

- ✓ Critical mass management
- ✓ Generate traffic to the POS
- ✓ Can be combined with other (in-store) activations
- ✓ No promotion teams required
- ✓ Great targeting of audiences



Sampling



**Network
sampling**



Sampling bag



Vision bag



Kiosks

Elevate your instore marketing with our cutting-edge kiosks

- ▶ Reinforces brand identity
- ▶ Real-time updates
- ▶ Interactive experience

Advantages

- ✓ Enhances shopping experience
- ✓ Increases customer satisfaction and engagement
- ✓ Collects valuable data
- ✓ Drive impulse purchases
- ✓ Increasing customer satisfaction and engagement



Kiosks



| **Loyalty kiosk**



| **Digital signage**



| **Event kiosk**



Second placement

Boost sales with strategic in-store placement

- ▶ Maximizes your products visibility
- ▶ Cross-selling opportunity
- ▶ Enhanced brand awareness

Advantages

- ✓ Strategic place to stimulate impulse purchase
- ✓ Great way to make your promotion stand out
- ✓ Effectively targeting specific shopping behaviors
- ✓ Can help clear inventory faster
- ✓ Eco-friendly



Second placement



Mr. Flexx display



Vision Fridge



Answers all your POS needs and
strengthen your relationship with your
customers in store and beyond



- ✓ N°1 in-store activator
- ✓ The ultimate reference
- ✓ Critical mass
- ✓ Creative think tank
- ✓ Focus on innovation
- ✓ Sustainable vision
- ✓ Quality people
- ✓ Result-based solutions



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THANK YOU !

Let's create impact for your brands together !

Connect with shoppers throughout their shopping journey, thanks to a large variety of communication tools and digital assets in-store and beyond.