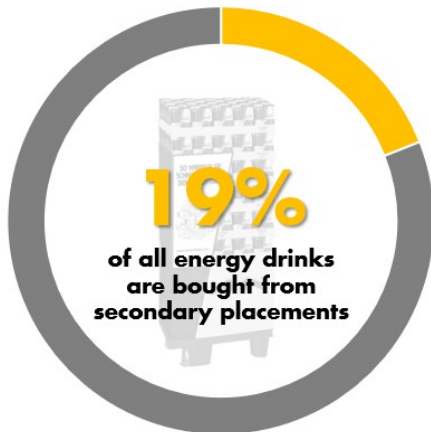


ADDITIONAL AMBIENT PLACEMENT

THINK SHOPPER

INTERRUPT SHOPPERS, INFLUENCE SHOPPING BEHAVIOUR



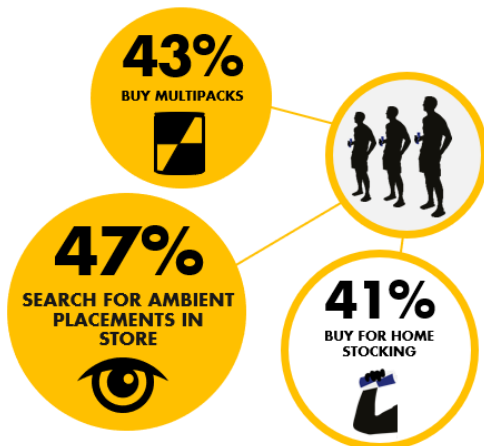
And **12%** of Red Bull shoppers buy Red Bull from an additional display at the end of the aisle.

UNPLANNED PURCHASES

SOURCE: Germany, Red Bull additional placement study, Plan+Impuls, 2018

CATEGORY INSIGHTS

THINK MULTI-PACKS; FOCUS ON HOME-STOCKING



Almost every **2nd** Energy shopper searches for displays in store.

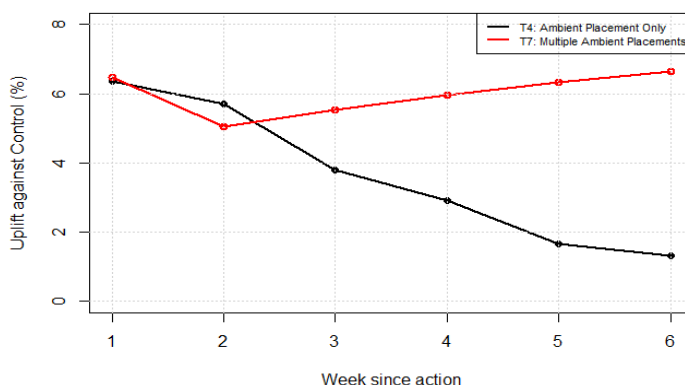
As ambient placements are mainly used for **HOME STOCKING; MULTI-PACKS** are highly relevant.

SOURCE: Germany, Red Bull additional placement study, Plan+Impuls, 2018

WHAT IT MEANS TO YOU

GAIN INCREMENTAL SALES USING MULTIPLE ADDITIONAL AMBIENT PLACEMENTS

Uplift: Test vs. Control per Week Radius



SOURCE: Store Level Data with PSA & Drive Audits Data

A single ambient display provides a **6.5%** uplift in the first week, which drops to a **1.5%** uplift by the 6th week after placement.

Multiple ambient displays provide a **6.5%** and **7.5%** uplift respectively.

HIGHER SALES = GREATER PROFITS

