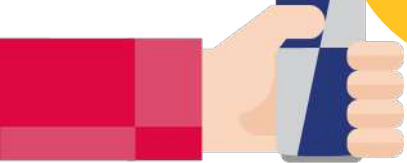


POINTS OF INTERRUPTION ARE KEY TO
DRIVING CONVERSION AND BOOSTING SALES.

INSIGHTS: WHAT DO WE KNOW?

15%

buy spontaneously
after seeing the
disruptive displays



**DISRUPTIVE DISPLAYS =
MORE SALES**

Disruptive Red Bull placements create
an average additional purchase
intent of +26%



**IN-STORE INTERRUPTION
HELPS CONVERT SHOPPERS**

Multiple points of interruption in-store
create awareness over time through
memory cues which help to convert
more shoppers into the category

17%

Of ED shoppers buy
from additional
displays in store



**SHOPPERS POSITIVELY LINK
RED BULL TO THE RETAILER**

70% of ED shoppers link our brand
activities to positive image gains for
the retailer

ACTION CHECKLIST: HOW DO WE MAXIMISE THE OPPORTUNITY?



✓ Be authentic and remarkable

Maximize visibility and brand awareness via integration of our distinctive brand assets



✓ Ensure easy product access

Make sure shoppers can access all SKUs offered – no product stacking formations



✓ Be clear with pricing

Ensure that the price can easily be seen by the shopper



✓ Cold Availability where possible

Build in a cooler to catch shoppers looking for chilled product