

## **DTC Media launched**

### **DTC (Direct-to-Customer)**

Media is a vertical lightbox which stands in front of 7-11 store. It has 12 hours of lighting (from 18.00 to 06.00 hrs.).

The concept is that every customer who shops at 7-11 will see the ad first before entering the store. It can stimulate customers to buy things advertised on the DTC, or make the so-called 'impulse purchase' and can remember the brand as they see it almost every time they shops at the same store.



**The Rate Card  
DTC  
Bangkok Network**

- Size** : 0.95 x 1.90 m (width x height)
- Rate/Network** : B4,250/unit/week x 100 units x 8 weeks = B3,400,000
- Production Cost:** B2,800/unit
- Remarks** : Free production cost for every 8-week campaign
- : An extra layout will be charged at B5,000
- : Minimum order 100 posters or units per time x 8 weeks

The rate card for upcountry network is the same as that for Bangkok.

