– D.F. Group

Confectionary

Advertising Placement Catalogue

Tailored Solutions for your Brand

DF GROUP
shops & airports

2026/2027

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What makes D.F. Experience unique for your brand?
Advertising emplacement catalogue

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What makes
D.F. Experience **unique**
for your brand?

THE D.F. EXPERIENCE METHOD

Five simple steps that will make easy your experience with us

1. BRIEFING

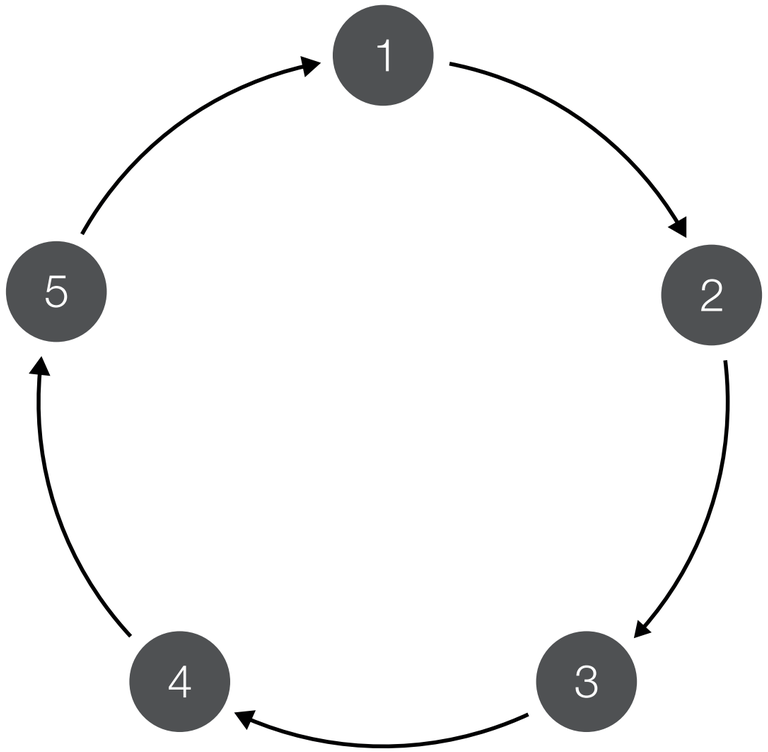
Understand your Brand and your needs with our marketing and sales department

2. PROPOSAL

Proposal according to your Brand volume and our volume of purchases

3. TRAINING TEAM

Training and consultancy with our specialist and prescriber in spirits and wines



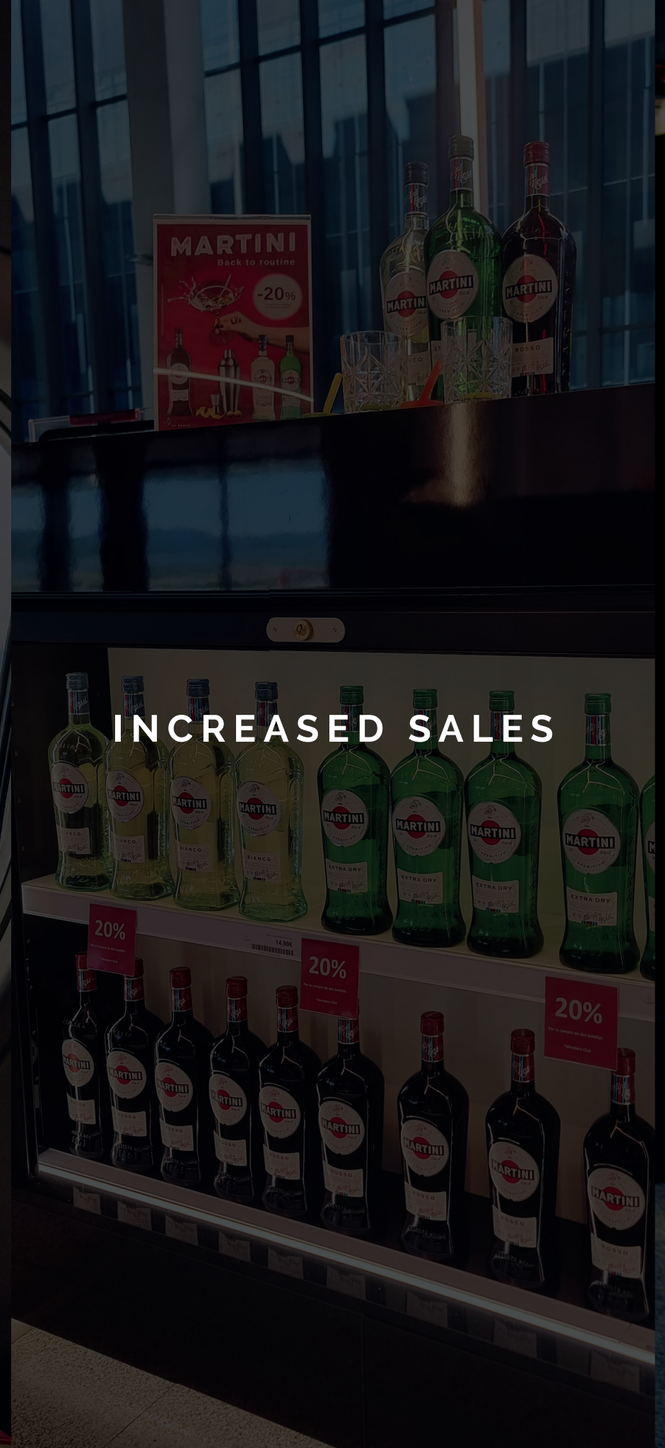
4. PRODUCTION / INSTALATION

After approving the simulation of the advertising site, the production and installation will proceed

5. CAMPAIGN REPORT

We will generate a marketing report with the data on how THE CAMPAIGN has done, creating a personalized report for your Brand


VISIBILITY


MARTINI
Back to routine
-20%
INCREASED SALES
20%
20%
20%


GIVENCHY
GIVENCHY
THE THRILL OF THE FORBIDDEN
STANDING OUT


BRING ON THE STORM
TAKE HOME A MORE INTENSE FLAVOUR AND A MUG
TALISKER
DARK STORM
SINGLE MALT SCOTCH WHISKY
NOVELTY AND RELEASES
Con tu compra llévate una taza de REGALO

WE COVER YOUR NEEDS

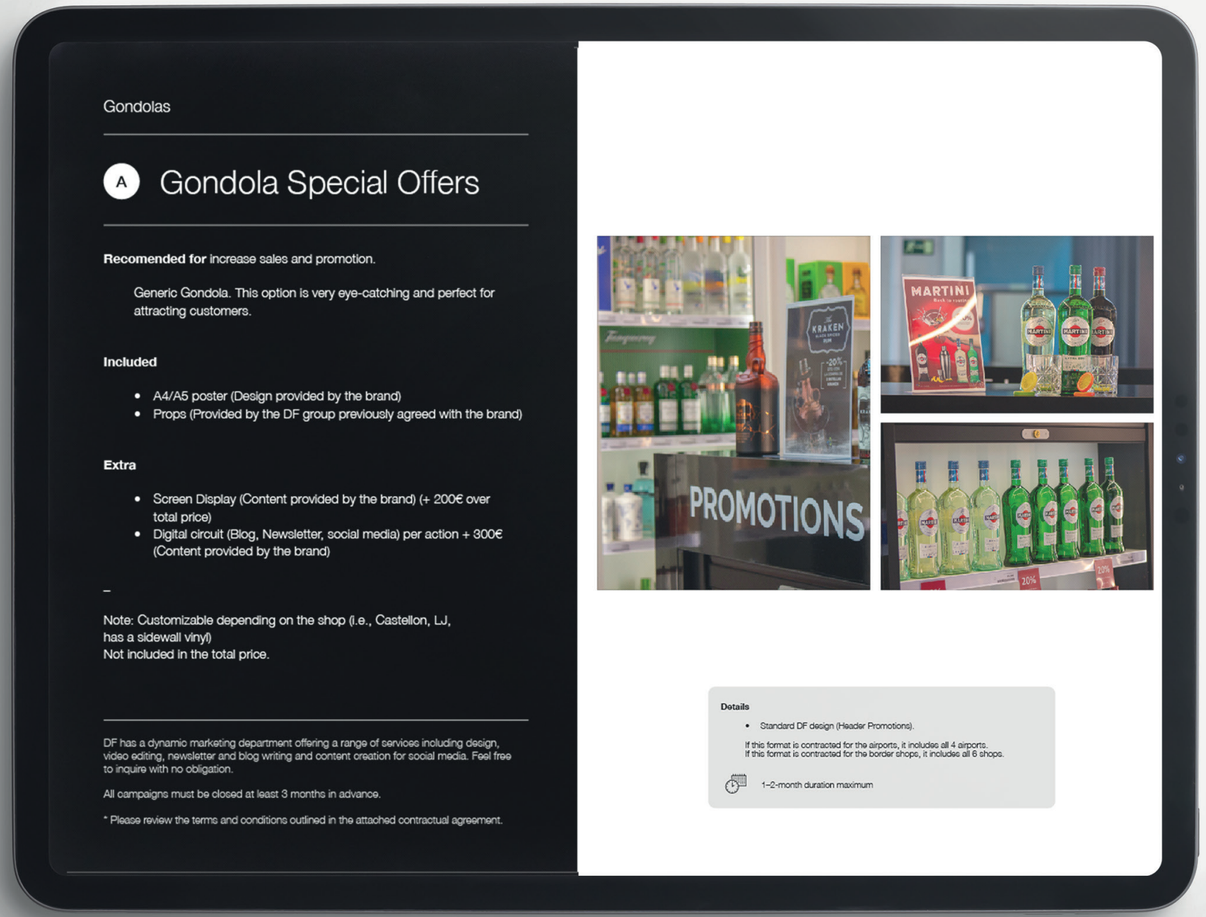
ACTIONS TAILORED TO YOUR BRAND

OUR CATALOGUE

From our catalogue of advertising placements in our stores, we will offer you different options that adapt to your Brand

MADE FOR YOUR BRAND

We cover your needs: product launches, visibility actions, promotions and much more



MODELS

We will give you personalized models of how your campaign would look like

CUSTOMIZED EMPLACEMENTS

We are open to new ideas, concepts and innovative campaigns that we will create especially for your product

Advertising Placement Catalogue

In our Advertising Placement Catalogue, we provide a diverse selection of spaces and media, both at the point of sale and digital platforms, where you can showcase your brand’s creativity. These fully customizable solutions are designed to meet your specific needs, allowing you to tailor every detail to perfectly align with your marketing and communication objectives.

Tailor Your Space to Your Goals

01 GONDOLAS

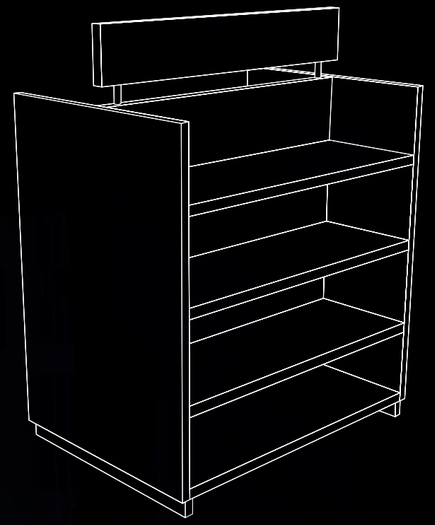
02 BACKWALLS

03 SPECIAL FORMATS

04 SCREENS

05 MARKETPLACE





01 Gondolas

We have designed a specialised furniture to showcase products in 360°. This design aims to provide optimal visibility and exceptional versatility, enhancing not only the products, but also maximising their impact. We offer the possibility of completely customising this furniture to adapt it to the specific needs of each brand. From reference selection to aesthetic design, we want to ensure that every detail is aligned with the brand’s display requirements and objectives.

A Brand Display Unit

Our furniture with your product.

An ideal solution for brands looking to maximize visibility with a cost-effective investment. This option offers **half-gondola placement**, giving your products a dedicated branded presence in-store, together with a customized side vinyl to communicate your key messages, brand claim and visual identity.

A smart and affordable way to strengthen brand positioning, increase visibility and create a strong impact at the point of sale.

Included

- Header with your logo
- Lateral side vinyl

Detail

- Customized design (Design provided by the brand)

Extra

- Screen Display (provided by the Brand) - one month duration video

–

Note: The manufacture and instalation of the vinyls are not included.

All campaigns must be closed at least 3 months in advance.

* Please review the terms and conditions outlined in the attached contractual agreement.





Availability

- This format is available in **Castellón, Zaragoza, San Sebastián, Cuneo and Panama**.
- The reserved space is yours to personalise, keeping in mind that the booking includes half of the gondola only.

Annual duration.

B 360º Brand Display

Our furnitures with your product.

We provide bespoke furniture for 360º display of your products, with dedicated spaces to showcase and promote your brand. This format stands out, as you have the complete piece of furniture to fully customise, which helps to increase sales and combat competition.

Included

- Your logo and your claim
- Full customisation of the gondola
- Signage provided by the brand
- Screen Display (Content provided by the brand) During the contracted period, changes as required by the brand

Detail

- Customized design (Design provided by the brand)

-

Note: The manufacture and instalation of the vinyls are not included.

All campaigns must be closed at least 3 months in advance.

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Availability

- This format is available in **Castellón, Zaragoza, San Sebastián, Cuneo and Panama**.

Annual duration

C Your Stand

Recommended for product launches and brand visibility.

This option is particularly advantageous for brands that have their own merchandise stands, as it enhances their brand presence within our store. Additionally, by showcasing their products in an environment that reflects their style and personality, a cohesive experience is created for customers, potentially deepening their emotional connection with the brand and ultimately driving sales.

Detail

- Furniture/Stand provided by the brand
- Merchandising provided by the brand
- Customized design (Design provided by the brand)

Extra

- Screen Display (Content provided by the brand)

-

Note: The manufacture and instalation of the vinyls are not included.

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Availiability

- This service is subject to space availability at the requested store locations
- Reserved spaces for your stand in a prime location within the store

Annual duration

D Static Backlit Castellon

Recomended for increase recognition, sales and promotions.

This specific placement is offered in Castellón only.

An additional visibility solution designed to strengthen your brand presence in-store and complement your main activation. Thanks to their backlit format, these displays naturally attract shoppers' attention, enhance the impact of your creative and help your brand stand out within the retail environment.

Detail

- Customized design (Design provided by the brand)

Extra

- Screen Display (Content provided by the brand)

-

Note: The manufacture and instalation of the vinyls are not included.

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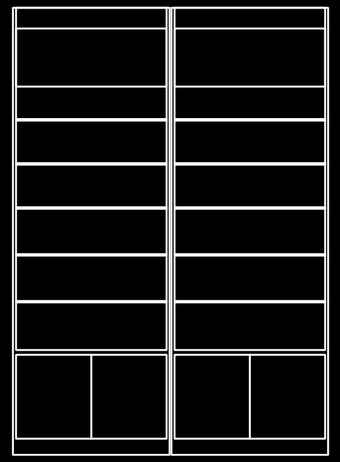


Availability

- Available in Castellón only
- Booking this visibility space applies exclusively to the selected placement. **The adjoining gondolas are not included** and remain available for separate booking.

Minimum 3-month duration





02 Backwalls

Our backwalls are much more than just shelves. They are display platforms designed to highlight your products and provide optimal visibility. Additionally, we offer the opportunity to customize these backwalls with exclusive signs for your brand.

A Full Display Backwall

Recomended for Immersive customer experience, engagement, brand reinforcement and positioning your brand.

This Backwall concept is a premium showcase with curated displays that respect the brands' narrative. It is only available for cellar and clothing.

Included

- Brand service (Adaptation of the planogram according to the needs of the brand, new vintages and new wine releases)
- Screen Display (Content provided by the brand)

Detail

- Customized design (Design provided by the brand)

-

Note: The manufacture and instalation of the vinyls are not included.

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Availability

- Available in Zaragoza, Castellón, San Sebastián and Cuneo

Annual duration



03 Special formats

Special formats at airports offer brands unique advertising opportunities to stand out and connect with a diverse and captive audience. These exclusive advertising spaces within airports provide a compelling platform for brands.

A Security Arches

Key Benefits:

- Strategic visibility in a high-traffic area: The security arches are located at the store entrance, ensuring excellent visibility for all customers entering, especially in stores where passing through the arches is mandatory.
- Direct and close customer interaction: Being a key access point, customers interact directly with the advertising space, allowing for immediate visual impact and greater brand recall.
- Priority placement before the shopping experience: This advertising space is the first thing customers see upon entering the store, positioning your brand as a key player from the start of their shopping journey and positively influencing their purchasing decisions.

Included

- All arches on the shop, both sides.

Detail

- Castellón - 4 arches
- San Sebastián - 7 arches
- Zaragoza - 8 arches
- Cueno - 6 arches
- Customized design (Design provided by the brand)

-

Note: The manufacture and instalation of the vinyls are not included.

All campaigns must be closed at least 3 months in advance.

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Availability

- Available Airports: Castellón, San Sebastián, Zaragoza and Cueno

Minimum 6-month duration

B Static Advertising

D.F. GROUP offers highly visible advertising spaces for passengers.

Static ads in airports are one of the most effective ways to capture consumer attention. This permanent advertising provides strong visual impact in high-traffic areas.

Recomended for high visibility, novelties.

I Castellón Boarding Area

- Passengers: 380k
- Destinations: (London, Manchester, Berlin, Brussels, Rome, Milano, Bologna, Dusseldorf, Porto, Dublin, Budapest,Katowice, Bucharest, Krakow, Cluj-Napoca, Madrid, Bilbao, Asturias, Bilbao, Palma de Mallorca).

-

Note: The manufacture and instalation of the vinyls are not included.

All campaigns must be closed at least 3 months in advance.

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Details

- Customized design (Design provided by the brand)
- Size: 165 cm x 306 cm / unit

Minimum 3-month duration

B Static Advertising

D.F. GROUP offers highly visible outdoor advertising spaces for both pedestrians and passengers.

Static ads at Zaragoza Airport offer a unique opportunity to connect with nearly 1 million passengers annually. Positioned in high-traffic areas, these permanent displays deliver a strong visual impact, ensuring your brand captures the attention of a diverse and engaged audience. With a continuous flow of travelers, this advertising format provides unbeatable exposure and reinforces your brand presence in a dynamic environment.

II Zaragoza Airport

- Passengers: 800k
- Destinations: (Paris, London, Milan, Rome, Brussels, Bucharest, Marrakech, Cluj-Napoca, Treviso, Gran Canaria, Tenerife, Santiago, Palma de Mallorca, Menorca)

-

Note: The manufacture and instalation of the vinyls are not included.

All campaigns must be closed at least 3 months in advance.

* Please review the terms and conditions outlined in the attached contractual agreement.



Details

- Customized design (Design provided by the brand)
- Size: 182x360cm / unit

Minimum 3-month duration

B Static Advertising AE

D.F. GROUP offers highly visible outdoor advertising spaces for both pedestrians and passengers.

Static ads at San Sebastián Airport offer brands a valuable opportunity to connect with nearly 500,000 passengers annually. Strategically positioned in high-visibility areas, these permanent displays create strong visual impact and help brands stand out throughout the passenger journey. With consistent exposure to both domestic and international travellers, this advertising format strengthens brand awareness and reinforces positioning within a premium travel environment.

III San Sebastián Airport

- Passengers: 500k
- Destinations: (Barcelona, Florence, Gran Canaria, London City, Madrid, Málaga, Menorca, Seville, Tenerife North)

-

Note: The manufacture and instalation of the vinyls are not included.

All campaigns must be closed at least 3 months in advance.

* Please review the terms and conditions outlined in the attached contractual agreement.



Please note: this is a render

Details

- Only one unit availabe in this store
- Customized design (Design provided by the Brand)
- Size: 182x360cm

Minimum 3-months duration

B Static Advertising

D.F. GROUP offers a high-impact advertising space strategically located at the entrance of our Cuneo Airport store.

Static advertising at Cuneo Airport provides brands with a powerful opportunity to capture travellers' attention at a key point of the passenger journey. Positioned directly at the store entrance, this highly visible placement creates a strong first impression and gives your brand prominent exposure to passengers moving through the terminal.

Its large-format presence makes it an ideal solution to strengthen brand awareness, communicate key campaigns and drive visibility at the point of sale, creating an impactful connection with travellers before they enter the store.

III Cuneo Airport

- Passengers: 250k
- Destinations: (Cagliari, Palermo, Olbia, Casablanca, Katowice, Saint-Tropez, Sharm el Sheikh, Luxor & Cairo)

-

Note: The manufacture and instalation of the vinyls are not included.

All campaigns must be closed at least 3 months in advance.

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Details

- Customized design (Design provided by the brand)
- Size: Upon request

Minimum 3-month duration



04 Screens

This display circuit allows for a wide range of communication options, from product launches and promotions to the sharing of interesting facts, curiosities, and the strengthening of brand identity.

Screens

Our stores are equipped with a highly versatile display system that offers complete support for all brand initiatives. This display circuit allows for a wide range of communication options, from product launches and promotions to the sharing of interesting facts, curiosities, and the strengthening of brand identity.

The visibility and impact of these displays can vary depending on the season and the location of the store. Some media options include the display of screens while others may require additional payment.

The visibility and impact of these displays can vary depending on the season and the location of the store. Some media options include the display of screens while others may require additional payment.

- Castellón - 1 big sized screen
- San Sebastián - 2 screens
- Zaragoza - 3 screens
- Cueno - 1 big sized screen

-

Note: The visual content will be provided by the Brand.

All campaigns must be closed at least 3 months in advance.

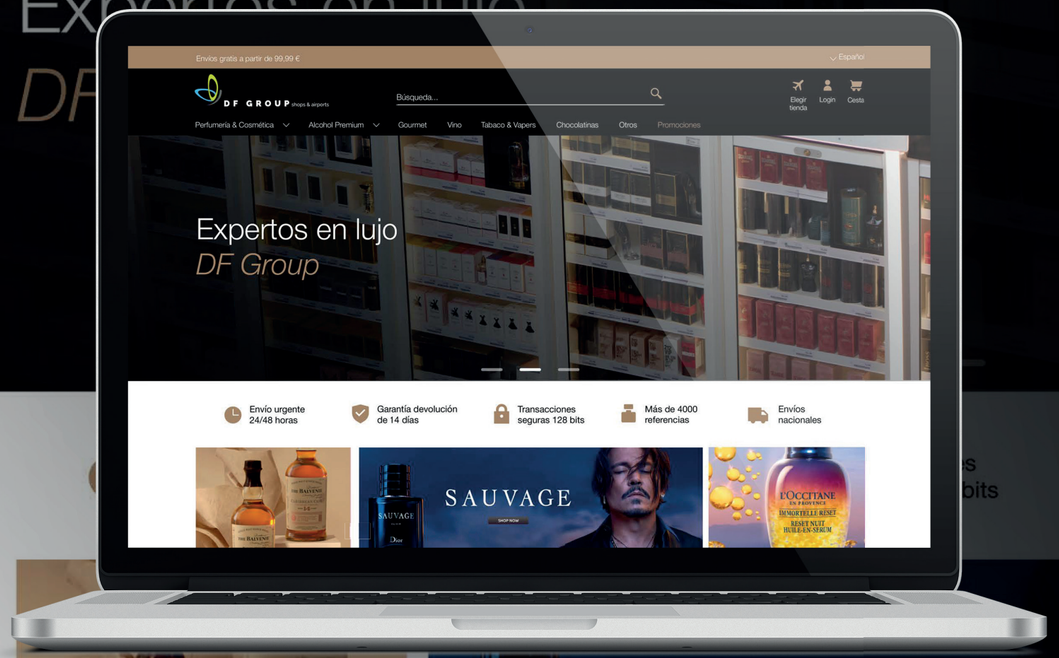
* Please review the terms and conditions outlined in the attached contractual agreement.



Details

- 15 second videos max.
- Very direct messages (promotion, novelties, corporate values)

*Depending on agreement with brand and specific campaign





05 Marketplace

Promote your brand in our media with the complete digital advertising circuit on our social networks and web media, and make your brand stand out.

Marketplace

Promote Your Brand with a Banner on Our Website

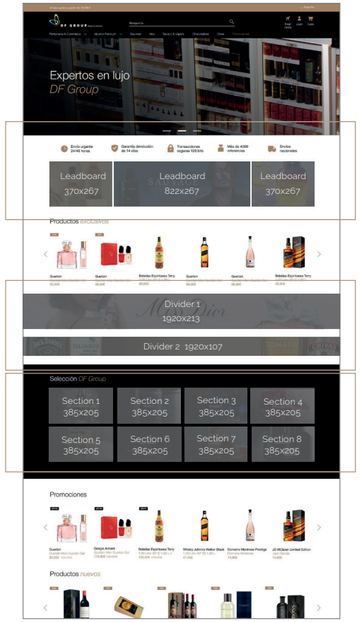
Boost your visibility and reach a highly engaged audience by placing a banner on our website. You'll increase brand awareness, drive traffic to your site, and connect with potential customers. It's an effective way to showcase your products or services to a targeted audience.

-

Note: The visual content will be provided by the Brand.

All campaigns must be closed at least 3 months in advance.

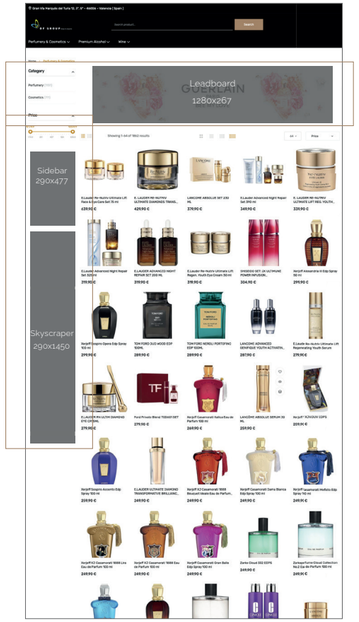
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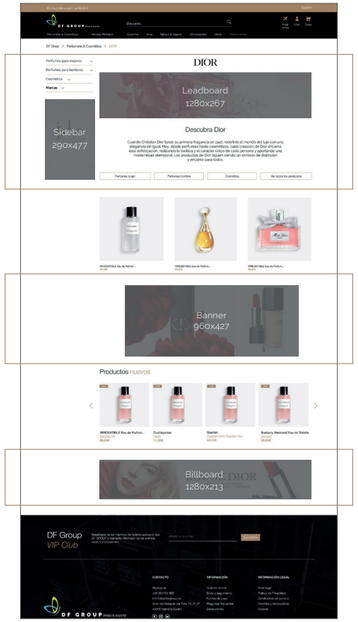
Home Page



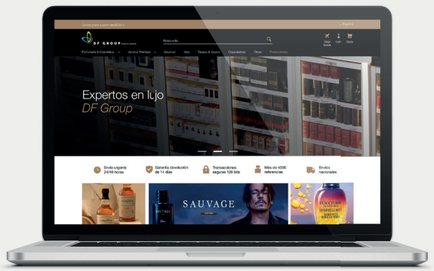
Category banners



Catalogue Page



Brand's Page



Marketplace

Details

- Different categories of banners according to your needs (Generic banner, Brand page, Leading category banners, etc.)
- Publication aligned with brand needs, such as new product launches, promotions, news, etc.
- Different formats (static or dynamic, animated...)

*Depending on agreement with brand and specific campaign

Do you want your experience to become reality?

For more information on tariffs and order forms, please refer to the attached documents



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shops & airports

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