– D.F. Group

Perfumery & Cosmetics

Advertising Placement Catalogue

Tailored Solutions for your Brand



DF GROUP
shops & airports

2026/2027

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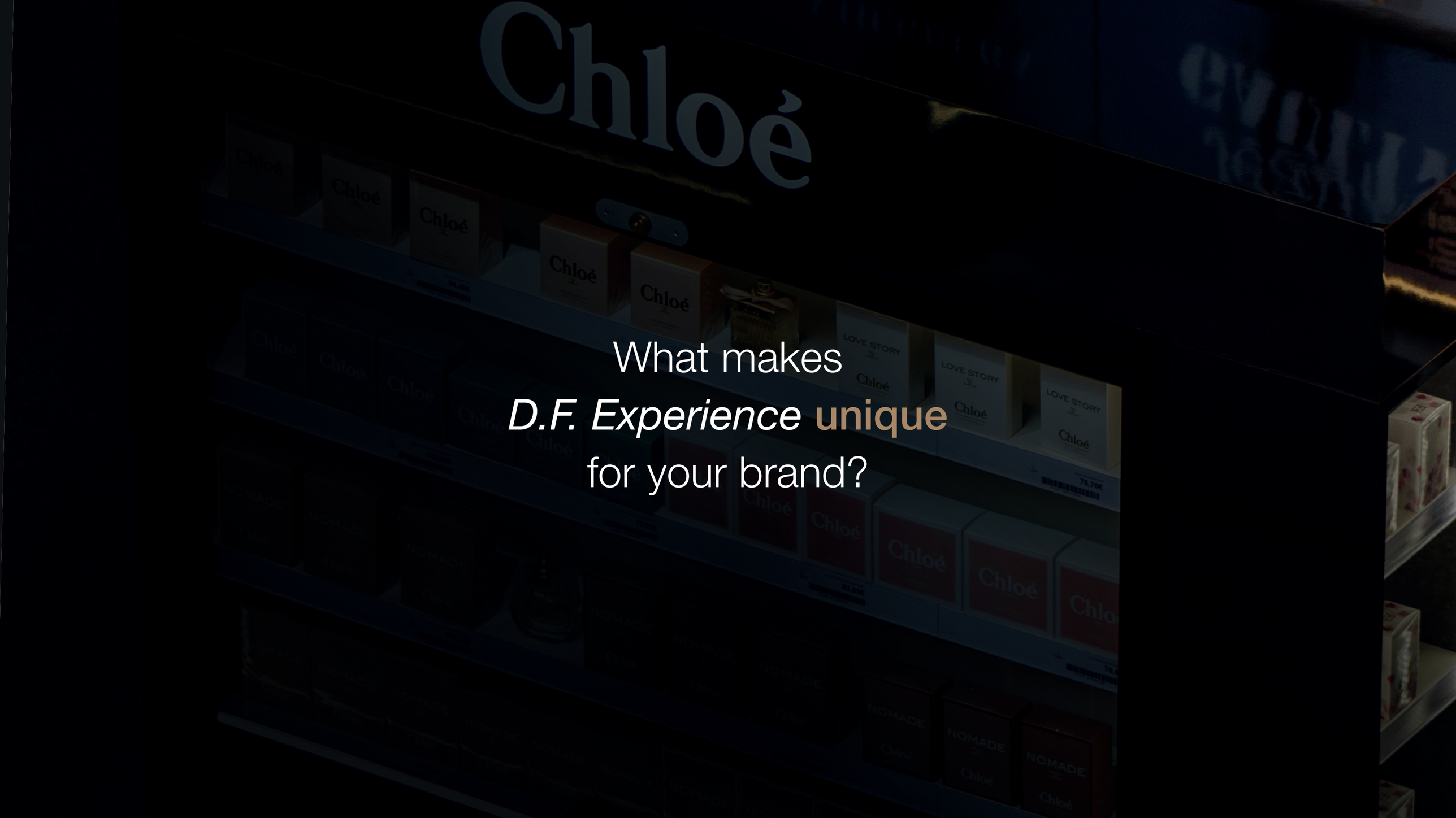
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What makes
D.F. Experience **unique**
for your brand?

THE D.F. EXPERIENCE METHOD

Five simple steps that will make easy your experience with us

1. BRIEFING

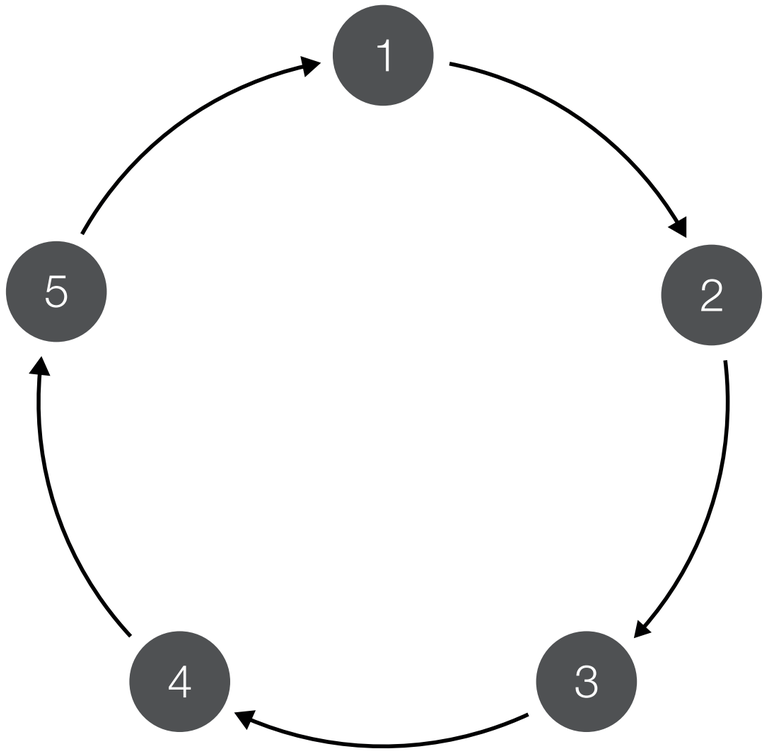
Understand your Brand and your needs with our marketing and sales department

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



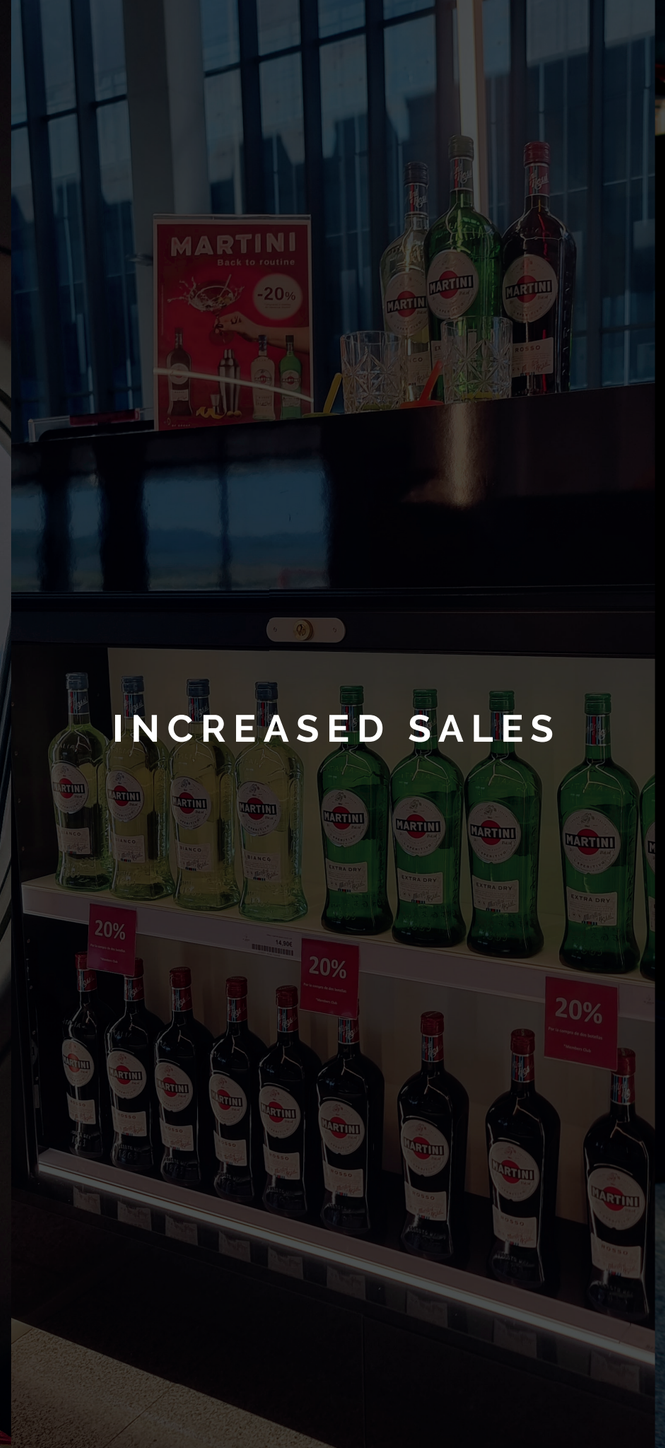
4. PRODUCTION / INSTALATION

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

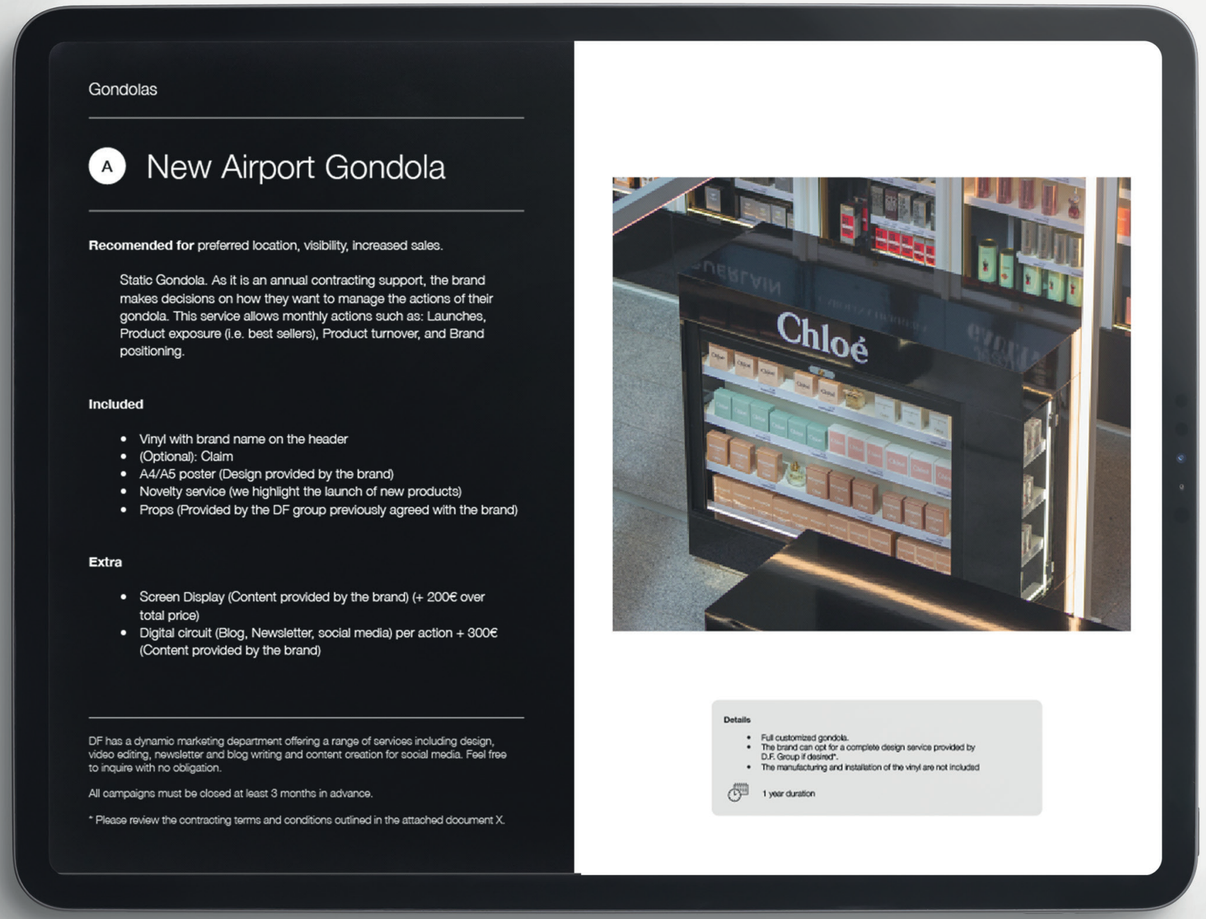
ACTIONS TAILORED TO YOUR BRAND

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 offer a diverse array of spaces where you can showcase your brand’s creativity, all tailored to meet your specific needs and align with your marketing objectives.

01 GONDOLAS

02 BACKWALLS

03 SPECIAL FORMATS

04 STATIC ADS

05 SCREENS

06 MARKET PLACE



01 Gondolas

In each of our gondolas, you will find an exhibition platform that stands out for its elegance and versatility. Meticulously designed and impeccably presented, these gondolas are strategically designed to attract the attention of your clients and provide an optimal visibility.

A Gondola

Recomended for preferred location, visibility, increased sales.

Static Gondola. As it is an annual contracting support, the brand makes decisions on how they want to manage the actions of their gondola. This service allows monthly actions such as: Launches, Product exposure (i.e. best sellers), Product turnover, and Brand positioning.

Included

- Vinyl with brand name on the header
- A4/A5 poster (Design provided by the Brand)
- Merchandising (Provided by the Brand)

Details

- Designs/Visuals provided by the Brand

Extra

- Screen Display (Content 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.

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



Details

- Brand on header
- Planogram adaptation based on the brand's needs, including top launches and new products

Annual duration

B Customized Gondola

Recomended for launches, visibility.

This specific gondola is ideal for showcasing new arrivals, top-selling products, and strengthening brand presence, thanks to its standout and highly eye-catching design.

Included

- Allows full customization
- Merchandising (Provided by the Brand)
- Screen Display (Content provided by the brand)

Details

- Design provided by the brand
- Videos must not exceed 15–20 seconds in length and must be without audio

-

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

- Full customized gondola
- Planogram adaptation based on the brand's needs, including top launches and new products

Minimum 3-months duration

B2 Rounded Gondola

Recomended for launches, visibility. Full Customization.

Some border shops have this type of round gondola.
It offers 360º visibility of the product and customisation.

Included

- Merchandising (Provided by the Brand)
- Screen Display (Content provided by the brand)

Details

- 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.

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



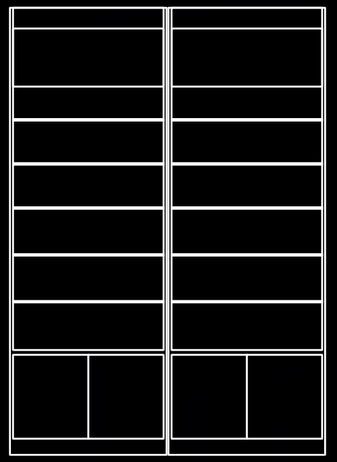


Details

- Only available in Portbou, Parfums, Cuneo
- Full customized gondola
- Planogram adaptation based on the brand's needs, including top launches and new products

Minimum 3-months 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 Backwall

Recomended for continuous visibility. Secure your brand positioning against the competition.

This Backwall is a premium showcase within our stores with curated displays that respect the brand's narrative.

Included

- Brand name on the header (Designs provided by the Brand)
- Merchandising (Provided by the Brand)
- Props (Provided by DF group previously agreed with the Brand)

Extra

- Screen Display (Content provided by the Brand)
- Vinyl footer (logo,claim,visual) (Designs 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.

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



Details

- Brand name on the header (Designs provided by the brand)
- Backwalls are available in all stores, with dimensions and configurations varying by location. Please contact our team for detailed information

Annual duration

B Customized Backwall

Recomended for immersive customer experience, elevate customer branding, engagement, and brand reinforcement.

Included

- Vinyl on the header (Designs provided by the Brand)
- Backwall Cabinet (design provided by the Brand)
- Vinyl footer (logo,claim,visual) (Designs provided by the Brand)
- Novelty service (we highlight your novelties)
- Props (Provided by DF group previously agreed with the Brand)
- Brand service (Adaptation of the planogram according to the needs of the Brand)
- Screen Display (Content provided by the Brand)

Note

- The manufacturing and installation of the vinyl are not included

-

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

- Full customisation
- Backwalls are available in all stores, with dimensions and configurations varying by location. Please contact our team for detailed information

Minimum 6-months 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
- Jonquera - 4 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.

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



Details

- Customized design (Design provided by the brand)
- Available Airports: Castellón, San Sebastián, Zaragoza and Cueno
- Available Shops: Jonquera

Minimum 6-months duration

B Novelty Corner

La Jonquera is a destination for tourists looking for exclusive products before crossing the border. The area is known for attracting an audience that values premium brands, interested in unique shopping experiences.

Recomended for high visibility, perfect for novelties.

Info

- Only available in La Jonquera
- Advertising here connects your brand with a binational audience, mostly Spanish and French, accustomed to the consumption of luxury products
- This placement structure is not only functional, but also aesthetically appealing

Included

- Full customisation (Design provided by the Brand)
- Merchandising/POS material (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.

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



Details

- Planogram adaptation based on the brand's needs, including top launches and new products

Minimum 6-months duration

C Customized Area

Recomended for brand visibility, consolidation of campaigns.

Info

- Advertising here connects your brand with a binational audience, mostly Spanish and French, accustomed to the consumption of luxury products.
- This space reinforces the brand identity within the shop, highlighting the image of the product/campaign.

Included

- Full customisation (Design provided by the Brand)
- Merchandising/POS material (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.

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



Details

- Customized design (Design provided by the Brand)
- Only a limited number of these placements are available. Please check availability with the DF team

Minimum 3-months duration

D Backlit

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.

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

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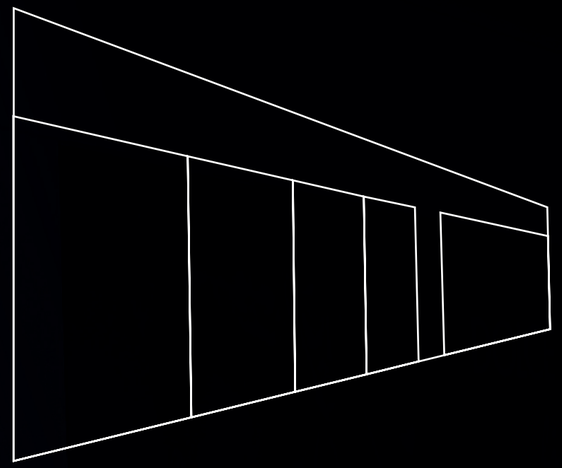


Availability

- 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-months duration





04 Static Ads

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.

A Static Advertising AE

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 Airport / 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.

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



Details

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

Minimum 3-months duration

B Static Advertising AE

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-months duration

C 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

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

Minimum 3-months duration

D Static Advertising AE

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.

IV 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.

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



Details

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

Minimum 3-months duration

A Static Advertising BR

La Jonquera is a strategic hotspot for travelers crossing the border. Positioned along the N-2, our store and static ads are highly visible to constant international traffic, ensuring maximum exposure and connecting your brand with thousands of travelers every day.

Recomended for mass exposure, influence on decision-making, visual consistency.

I Jonquera Outdoor Front-Facing

- Daily traffic of 30,140 passenger vehicles (both directions) via AP-7/A9 crossing, with an average of 2.61 passengers per vehicle (78,700 people per day).

-

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: 6x3 metres

Minimum 3-months duration

B Static Advertising BR

La Jonquera is a strategic hotspot for travelers crossing the border. Positioned along the N-2, our store and static ads are highly visible to constant international traffic, ensuring maximum exposure and connecting your brand with thousands of travelers every day.

Recomended for mass exposure, influence on decision-making, visual consistency.

II Jonquera Outdoor Side-Panel

- Daily traffic of 30,140 passenger vehicles (both directions) via AP-7/A9 crossing, with an average of 2.61 passengers per vehicle (78,700 people per day).

-

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)
- Individual size: 287x287cm
- Double size: 575x287cm

Minimum 3-months duration

C Static Advertising BR

La Jonquera is a strategic hotspot for travelers crossing the border. Positioned along the N-2, our store and static ads are highly visible to constant international traffic, ensuring maximum exposure and connecting your brand with thousands of travelers every day.

Recomended for mass exposure, influence on decision-making, visual consistency.

III Jonquera Indoor



Please note: this is a render

-

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: Upon request

Minimum 3-months duration

D Static Advertising BR

Parfums is DF Group's satellite store in La Jonquera, specialised in fragrances and beauty. A dedicated retail space designed to offer brands focused visibility within a key cross-border shopping destination.

Recomended for mass exposure, influence on decision-making, visual consistency.

IV Parfums Border Shop

- Daily traffic of 30,140 passenger vehicles (both directions) via AP-7/ A9 crossing, with an average of 2.61 passengers per vehicle (78,700 people per day).
- A strategic location connecting Spain and France

-

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: 6x2,5 metres

Minimum 3-months duration

E Static Advertising BR

As the final stop before crossing the border, Portbou is a strategic location with high international traffi c. Advertising here ensures exclusive visibility and connects your brand with travelers moving between two major European markets.

Recomended for mass exposure, influence on decision-making, visual consistency.

V Portbou Border Shop

- Over 1.3 million annual cross-border traveller movements
- A strategic location connecting Spain and France, with additional seasonal traffic driven by tourism to Portbou and the Costa Brava.

-

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: 165 cm x 306 cm

Minimum 3-months duration



05 Screens

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.

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.

We offer three contracting options to choose from:

A. Airport Displays (8 screens total)
B. Screens in border stores (4 screens)
C. Screens in airports and border stores (10 screens total)

-

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

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

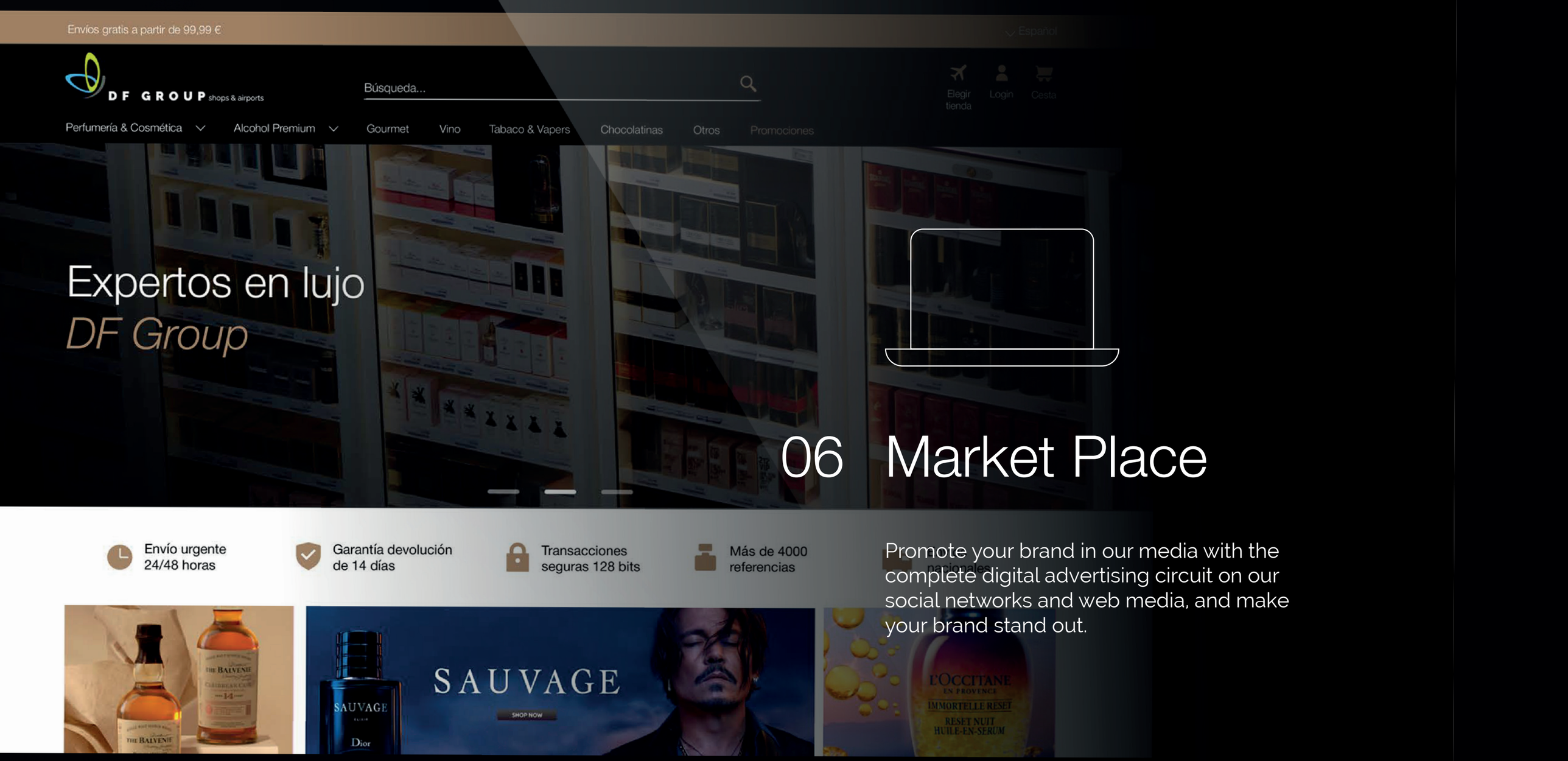
* Please review the terms and conditions outlined in the attached contractual agreement.



Details

- 15/20 second videos maximum. No audio.
- Very direct messages (promotion, novelties, corporate values)

*Depending on agreement with brand and specific campaign



06 Market Place

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.

Market Place

Promote Your Brand with a Banner on Our Website

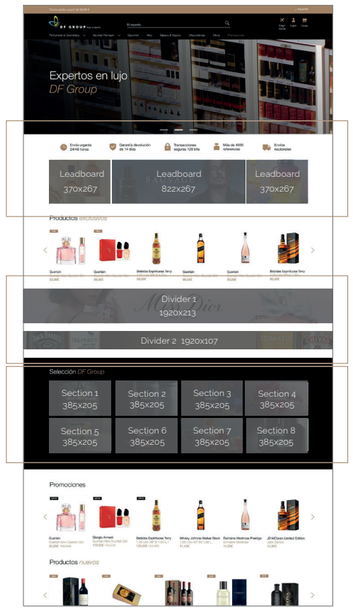
Boost your visibility and reach a highly engaged audience by placing a banner on our website. You'll increase brand awareness, drive traffic to your site, and connect with potential customers. It's an effective way to showcase your products or services to a targeted audience.

-

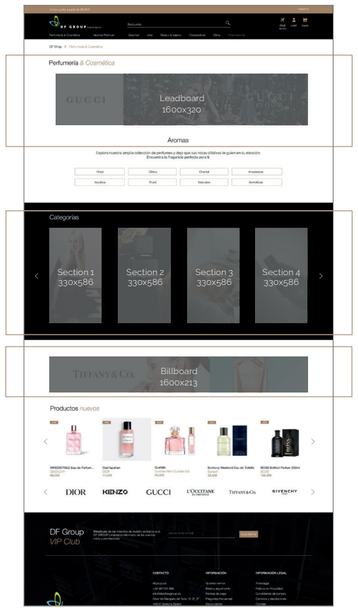
Note: The visual content will be provided by the Brand.

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

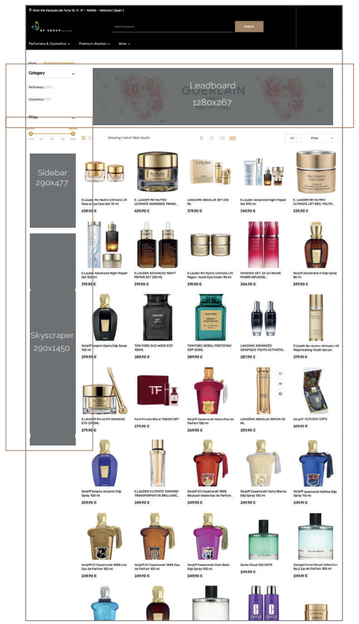
* Please review the terms and conditions outlined in the attached contractual agreement.



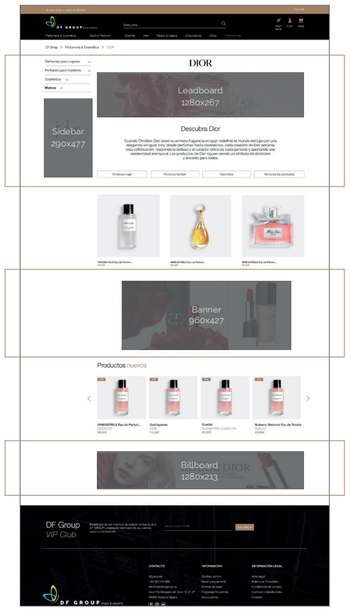
Home Page



Category banners



Catalogue Page



Brand's Page

Details

- Different categories of banners according to your needs (Generic banner, Brand page, Leading category banners, etc.)
- Publication aligned with brands 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

DF GROUP
shops & airports

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46002 Ciutat Vella, Valencia (Spain)