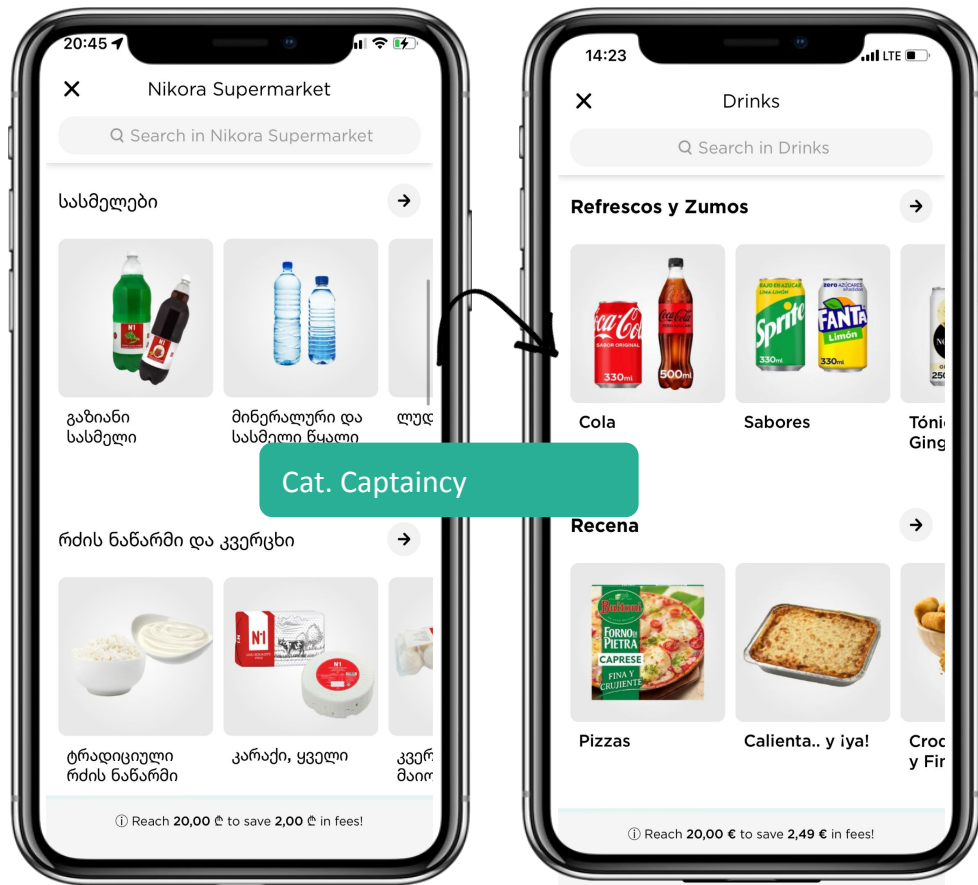


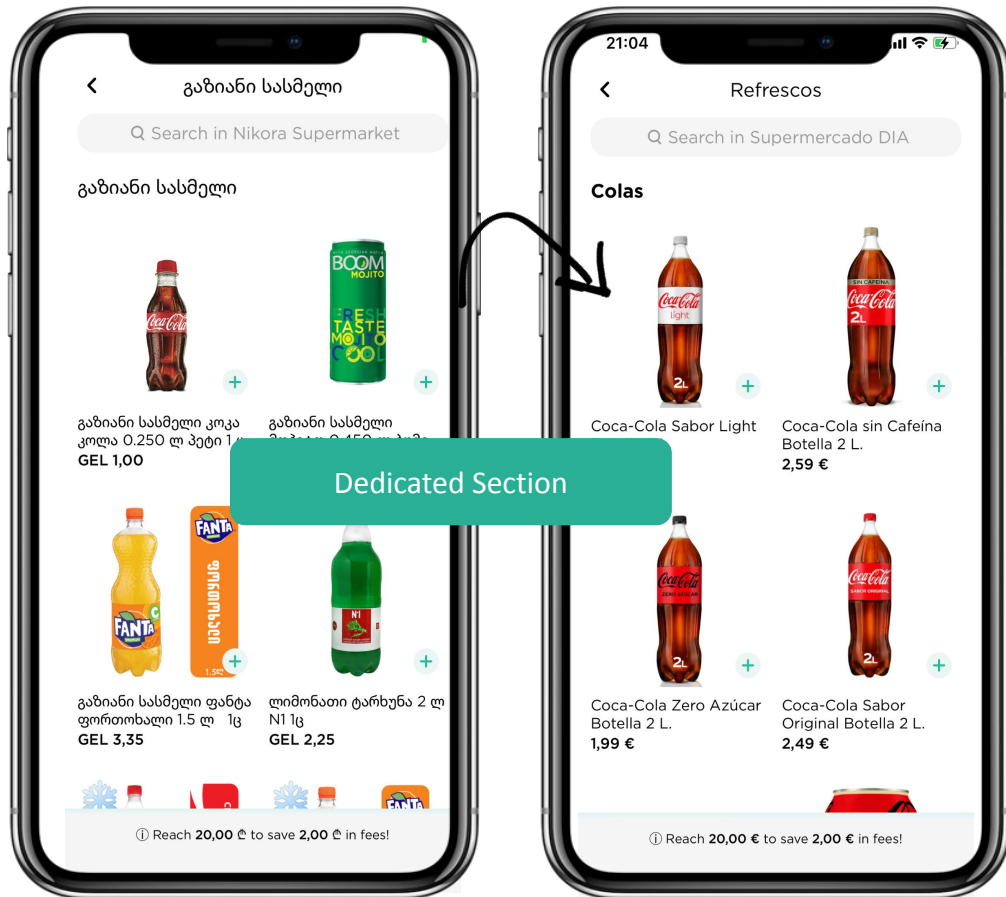


Coca-cola x Glovo



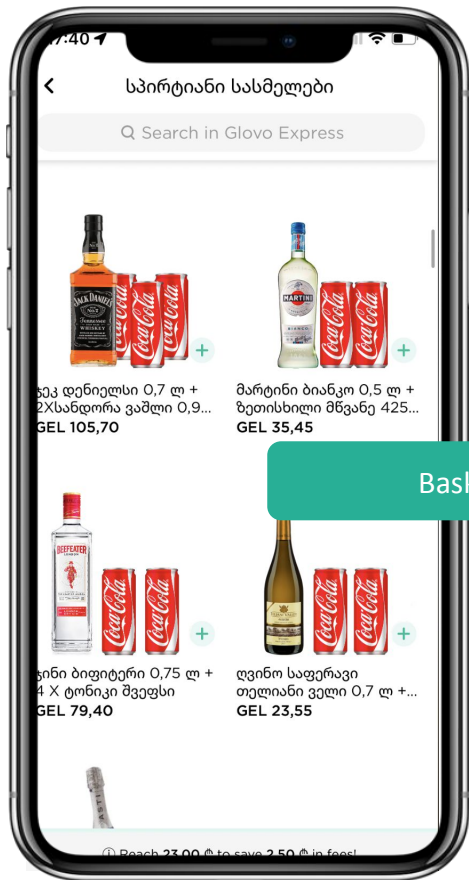
A Category Captain is **the brand that will have special visibility & positioning of X category.**

It is defined based on the categorization at collection level



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- To increase AOV



Upselling

Add in basket offer

