

6 sheets

What is it?

Use 6 sheets to make a strong first impression

This is often the first point of media contact that shoppers encounter on their visit to Sainsbury's

Key benefits

- Sainsbury's has invested in improvements resulting in enhanced positioning, new units and over 2,400 panels across Sainsbury's
- The creative is flexible and can be fully branded or be complemented with elements of the Sainsbury's look and feel
- Can target specific stores tailored to your campaign
- Campaign can also feature panels in proximity to convenience stores

Why use it?

Ideal for raising awareness of:

- Promotions
- New launches
- Events
- Corporate initiatives

Set-up

Live for
2 weeks
during Sainsbury's
promotional cycle

Booking lead time
6-8 weeks

Artwork lead time
4 weeks

