

competition barkers

What is it?

Establish a point of difference at fixture, engaging shoppers and providing them with a further reason to purchase

Key benefits

- Prizes are flexible and can be either Nectar points or a physical prize/experience which must be exclusive to Sainsbury's and subject to Sainsbury's nomination and approval
- Competitions are advertised at the shelf edge by a barker which is a mixture of branded and Nectar creative
- Competitions must be supported with around the store/ at home media in order to drive shoppers to the fixture
- Shoppers enter by simply buying the product and swiping their Nectar card



Set-up

Live for
3 weeks

Booking lead time
8 weeks

Artwork lead time
6 weeks