

# entrance gates

## What is it?

Entrance gates provide brand presence at store entrance capturing customer's attention at the commencement of their shopping trip

## Key benefits

- Sainsbury's most noticeable and disruptive in-store media
- Currently gives the highest sales uplift within Sainsbury's media portfolio
- Subject to nomination and Sainsbury's approval

## Why use it?

**Ideal for raising awareness of:**

- Promotions
- New launches
- Events
- Corporate initiatives

## Set-up

**Live for 3 weeks during Sainsbury's promotional cycle**

**Booking lead time 10 weeks**

**Artwork lead time 6 weeks**

