

new information barkers

What is it?

New information barkers offer the opportunity to communicate brand benefits at the fixture, which is critical to gaining informed trial



Key benefits

- Excellent opportunity to educate shoppers about new launches at the point of consideration and purchase
- Attract shopper attention by creating great standout at fixture
- Allows to include unique selling points/beneficial facts
- Product is considered new within 12 weeks from launch date

Set-up

Live for
minimum 3 weeks
Available in all stores

Booking lead time
8 weeks

Artwork lead time
6 weeks