

take-home barkers

What is it?

Excellent opportunity to educate shoppers about a product or range in a compelling way

Key benefits

- Take home barkers are used for products / ranges that need further explanation
- The barker can include branded content on both sides. Subject to Sainsbury's nomination and approval
- The barkers run in-line with Sainsbury's promotional cycles at all main stores where the product is ranged
- Take-home barkers are featured in a plastic dispenser in front of the hero SKU
- Barker ear is an additional POS element that slots into the barker dispenser for improved in-aisle visibility and standout
- The content must be relevant so that the shopper feels compelled to take it home



Set-up

Live for
min 3 weeks

Booking lead time
10 weeks

Artwork lead time
6 weeks