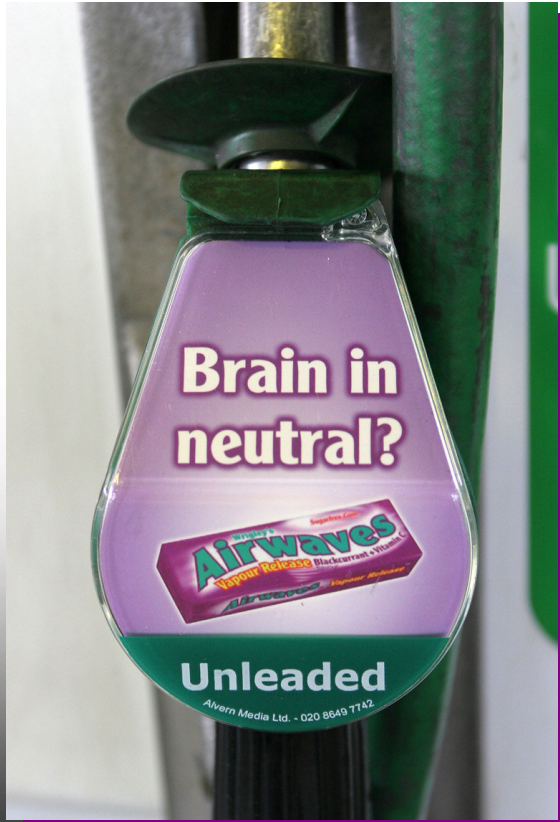


Case study



EPOS Data Results

Media Distribution: Nozzle advertising, Roadside & Motorway forecourts

Target Audience: Adults on the move suffering from colds / congestion

Campaign Feedback: Sales increases of up to 16%. Year on year comparisons show pump nozzle advertising delivering an increase in sales.

Campaign Periods: March / June / Nov / Oct 2004



AdNozzles



AdGates



AdBarriers



AdDoors