

Case study



Campaign: Sara Lee – Ambi Pur

Media: Petrol Pump Nozzle Advertising

Distribution: National

Campaign Period: 2003 - 2005

Network: Roadside & Supermarket forecourts

Results:

The success of the campaign was measured by its ability to drive sales on the forecourt. EPOS data from two of the four major retailers showed impressive results with strong sales increases month on month.

The best set of retailer results showed sales for all variants increased by more than 100% month on month. Even the least successful chain boosted sales by more than 40%.

An additional benefit of the campaign was that Ambi Pur also boosted sales of its fragrance refill packs. At one retailer sales were up by more than 75%. The campaign achieved its goal of successfully targeting motorists and gave sales of Ambi Pur Car a turbo-boost.



AdNozzles



AdGates



AdBarriers



AdDoors