

Case study



Campaign title: American Express

Media distribution: Nozzle Advertising
Supermarket Forecourts

Respondent Profile: 52.7% Male, 47.3% Female

Recall & Awareness Research Results: 40% of respondents recalled advertising on the nozzles

Campaign Feedback: 91% of respondents who recalled seeing the nozzle advertising unprompted, recalled either the correct company name, the product, or what was written on the advert as their 1st mention.

57% of respondents agree that the advertising fits with how they think about American Express.



AdNozzles



AdGates



AdBarriers



AdDoors