

# Case study



**Campaign title:** COI - Eco-Driving Scotland

**Media distribution:** Nozzle & DoorMedia® Advertising  
Roadside / Supermarket

**Respondent Profile:** 57% Male, 43% Female

**Recall & Awareness Research Results:** 44% of respondents recalled the COI advertising on the nozzles and 40% on the forecourt shop door

**Respondent Feedback:** 81% of respondents said they would consider changing their driving habits if they could save money and/or the environment.



AdNozzles



AdGates



AdBarriers



AdDoors