

Case study



Campaign title: Fiat – Grande Punto

Media distribution: Nozzle advertising: Roadside forecourts

Respondent Profile: 74% Male / 26% Female

Recall & Awareness Research: 41.4% of respondents recalled advertising for Fiat on the nozzles

Campaign Feedback: "Mediavest identified the forecourt as a particularly targeted environment as it hits the driving audience. In Addition, the nozzles provide the opportunity to communicate an offer at a time when the audience is particularly receptive to fuel saving and car finance offers."



AdNozzles



AdGates



AdBarriers



AdDoors