

Case study



Client: Frijj

Period: 1 month: Q1

Network: National Tesco

Epos Results:

25.8% sales uplift during month of advertising

21% uplift post advertising (4 week period)

Recall & Awareness Research:

Methodology: Exit Interviews of fuel buyers

Sample: 217 respondents over 4 forecourts

57% consumer recall of Frijj on the nozzles



AdNozzles



AdGates



AdBarriers



AdDoors