

Case study



Campaign title: IRN-BRU – Phenomenal

Media distribution: AdDoor Advertising
Scotland only

Respondent Profile: 74% Male, 26% Female

Recall & Awareness 44% of respondents recalled
Research Results: advertising on the forecourt shop door

Additional Results:

15% of respondents purchased a soft drink at the forecourt shop

43% of respondents who purchased a soft drink bought IRN-BRU

56% of respondents consume soft drinks on the go once a week or more



AdNozzles



AdGates



AdBarriers



AdDoors