

Case study



Campaign Title: Tom Tom HD Traffic

Media Distribution: National Roadside Nozzles

Respondent Profile: 68% Male, 32% Female (Base 154)

Recall & Awareness: **34%** of respondents recalled advertising on the nozzles

Other Results: **46%** of respondents own/use a car navigation system

44% of respondents may consider buying a car navigation system for a gift



AdNozzles



AdGates



AdBarriers



AdDoors