

Case study



Recall & Awareness Results

Media Distribution: Nozzles & DoorMedia®, Roadside Forecourts

Respondent Profile: 58.4% Male, 41.6% Female

Recall: 45% of respondents recalled advertising for Visit Florida on the forecourt

Respondent Feedback:

96% of respondents said that they were involved in the decision making when booking holidays for themselves and any family members.

74% of respondents may consider Florida as a future holiday destination.

80% of respondents have taken at least one holiday abroad in the last year.



AdNozzles



AdGates



AdBarriers



AdDoors

Tel: 020 7233 9777

www.t4media.co.uk