



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.

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