



Campaign title

Frijj

Media distribution

Nozzle advertising: 351 Tesco forecourts

Recall & awareness research

57% of Respondents recalled the advertising for Frijj on the Petrol Pump Nozzles.

Respondent profile

48% Male / 52% Female
53% aged 17-44

Sales uplift

Frijj saw a sales uplift of 25.8% during the month of campaign.

For further information, please contact the sales team: 020 8649 7742
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