



Campaign Title	The Gilder Group
Media distribution	Nozzle advertising: Roadside / Supermarket forecourts
Campaign Feedback	“The nozzles are an effective way for the Gilder Group to run a proximity campaign which is communicated to a captive audience. It also allows me to reach the right people in a cost effective and timely manner.

In August the Gilder Group advertised on the pump nozzles as part of a multi-media campaign including press and radio. That month, the VW website had 16,000 hits on the model advertised, 8,000 of which came from Gilder Volkswagen.

Alvern has enabled the Gilder Group to position itself as the dealer group of choice for the region.”

John Scotting of the Gilder Group, Yorkshire has been using Alvern Media for the last few years booking up to eight campaigns annually for VW and Audi.

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