



Campaign title: **IRN-BRU – Phenomenal**

Media distribution: DoorMedia® Advertising
Scotland only

Respondent Profile: 74% Male, 26% Female

Recall & Awareness 44% of respondents recalled
Research Results: advertising on the forecourt shop door



Additional Results:

15% of respondents purchased a soft drink at the forecourt shop

43% of respondents who purchased a soft drink bought IRN-BRU

56% of respondents consume soft drinks on the go once a week or more

