


# Case study



Campaign title:	<b>American Express</b>	
Media distribution:	Nozzle Advertising Supermarket Forecourts	
Respondent Profile:	52.7% Male, 47.3% Female	
Recall & Awareness Research Results:	40% of respondents recalled advertising on the nozzles	
Campaign Feedback:	91% of respondents who recalled seeing the nozzle advertising unprompted, recalled either the correct company name, the product, or what was written on the advert as their 1st mention.	
	57% of respondents agree that the advertising fits with how they think about American Express.	

For further information, please contact the sales team:  
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