



Campaign title: **BMW: Efficient Dynamics**

Media distribution: Nozzle & DoorMedia® Advertising
National Roadside & Motorway

Respondent Profile: 77% Male, 23% Female

Recall & Awareness Research Results: 49% of respondents recalled advertising on the nozzles
31% of respondents recalled advertising on the door
78% of respondents consider fuel efficiency when buying a car.

