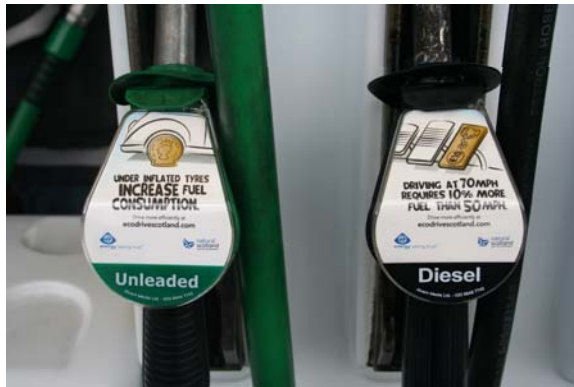


Case study



Campaign title: **COI - Eco-Driving Scotland**

Media distribution: Nozzle & DoorMedia® Advertising
Roadside / Supermarket

Respondent Profile: 57% Male, 43% Female

Recall & Awareness Research Results: 44% of respondents recalled the COI advertising on the nozzles and 40% on the forecourt shop door

Respondent Feedback: 81% of respondents said they would consider changing their driving habits if they could save money and/or the environment.



For further information, please contact the sales team:
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