

Case study



Campaign title:

Visit Florida

Media distribution:

Nozzle & DoorMedia® Advertising
Roadside Forecourts

Respondent Profile:

58.4% Male, 41.6% Female

Recall & Awareness
Research Results:

45% of respondents recalled
advertising for Visit Florida on the
forecourt

Respondent Feedback:

74% of respondents may consider
Florida as a future holiday destination.

80% of respondents have taken at least
one holiday abroad in the last year.

96% of respondents said that they were
involved in the decision making when
booking holidays for themselves
and any family members.

For further information, please contact the sales
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