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Land Rover Dealerships Discover Effectiveness of Alvern Media

Flexibility and proximity were critical to the effectiveness of the first campaign to be run by Land Rover dealerships on Alvern Media forecourt sites in May. Booked by the Zone Outdoor team at Kinetic, the campaign encompassed 112 dealerships advertising on 304 Alvern sites. Each dealership promoted its own creative and selected on average three forecourts in closest proximity to its business.

