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OAA News

Revenue Update



Alvern Media brings Tourism to the Forecourt

For the first time the tourism sector experienced Alvern's forecourt media touch-points. Visit Florida is aiming to attract more British tourists to the 'Sunshine State' following a four month national campaign on pump nozzles and DoorMedia(r).

Research conducted during the campaign found that 96% of respondents were involved in the decision making process when booking a family holiday, demonstrating the high relevance of the forecourt audience.



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Advertising Association

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