

Summer 2009



Alvern's summer campaign gives media agencies their passport to forecourt advertising

"69% of UK Adults who have seen Petrol Nozzle Advertising in the last week have been on holiday in the last year. This equates to **9.8 million** potential holiday makers." (TGI, 2009)

Forecourt media is particularly relevant for travel and tourism clients by targeting an affluent adult audience who are likely to go on holiday.

To highlight this relevance Alvern Media sent out passport holders containing inserts from previous travel and tourism campaigns to key media contacts.

The passport holders were considered "intriguing" and "would come in very handy" as media planners enjoyed their summer holidays.

