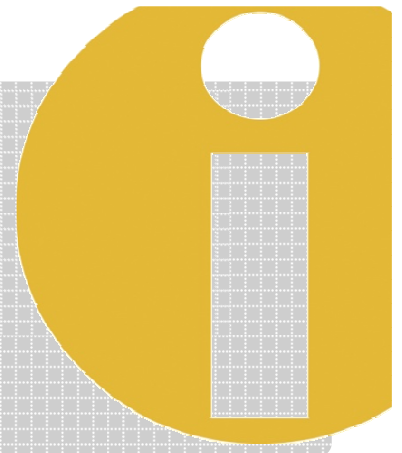


“...SPONTANEOUS AWARENESS ROSE FROM 13% TO 25% AND HIT 44%”



## Aller-eze UK

### OBJECTIVE:

Aller-eze wanted to alert consumers to the fact that Aller-eze was now available from pharmacies in both spray and drop form.

### BREAKDOWN:

The bulk of the campaign consisted of 3,300 bus supersides and 800 6-sheets in London. There were also ads on bus tickets around the country and a select number of sonic 6-sheets featuring real sniffles

- 3,300 x S-sides for four weeks
- 800 x 6-sheets for two weeks
- 10 x sonic 6-sheets for two weeks
- National bus ticket advertising for two weeks.



### OUTCOME:

The advertising gave the brand a strong high street presence, spontaneous awareness scores for Aller-eze doubled after the campaign and were even higher among those who could remember seeing the creative.

Prior to the activity only 2% of consumers named Aller-eze first when asked to name a hay fever or allergy relief product. After the campaign this had rising to 8% among those who could recall seeing the ads.

Total spontaneous awareness - all those who mentioned the Aller-eze brand - rose from 13% to 25% and hit 44% among consumers who could recall the campaign.



Source: [www.oaa.org.uk](http://www.oaa.org.uk) Outdoor Advertising Association