

63% spontaneous advertising recall delivered for H&R Block

With tax season upon us, H&R Block launched a tailored creative campaign across a significant number of the Transaction Media national network of ATMs.

Exit interviews conducted outside a popular Eastern Suburbs venue provided insight into the powerful effect of an ATM captive engagement, and the benefits of a creative campaign designed to optimise the 'cash management' moment.

The results were very strong with

63% spontaneous advertising recall

91% brand recall for H&R Block

59% primary message recall.

What's more the overall response to the medium was positive. Comments included "It was while I was waiting so why not put advertising there" and "the advertiser gets good exposure so why not".



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