

## Football on the forecourt

Puma recently sponsored highlights from the African Cup of Nations on Forecourt Media LED screens in forty fuel station forecourts. Throughout the day, the latest scores and team standings were updated in sixty-second clips, with highlights preceded and followed by a ten-second Puma ad featuring Cameroon, a Puma-sponsored team, and showcasing the latest Puma football boot and Puma "Welcome to Football" slogan. Says Andrew Kramer, MD of Forecourt Media, "We deliver a captive and receptive audience amounting to almost three million people every month. Our... screens... are viewed in otherwise unproductive dwell time and are well received. We are confident Puma will build greater brand awareness and add to its association with soccer."

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