

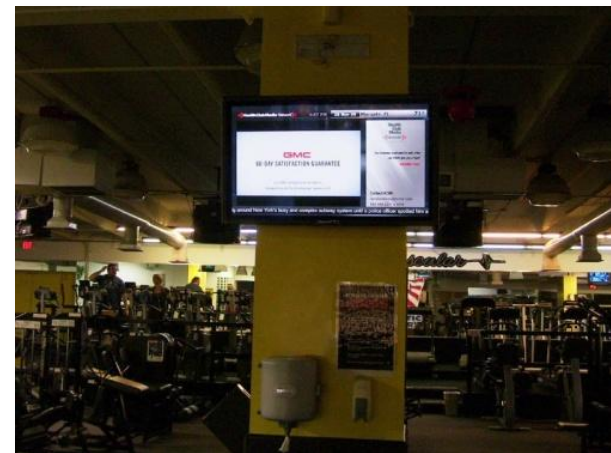
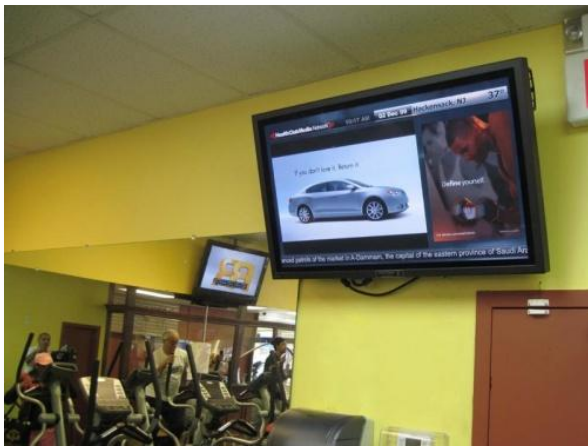
HCMN CASE STUDY: General Motors

Components:

- :15 spots played on HCMN's proprietary digital screens 6x/hour.

Success Measurements:

- 54% ad recall
- GM Opinion Scores rose more than 30% from pre to end campaign research survey waves.
- Approximately one in every three members surveyed indicated they would likely purchase or lease a new vehicle in the next two years, substantially higher than client expectation.



(((Health Club Media Network™)))

The Leader in Reaching Active People