

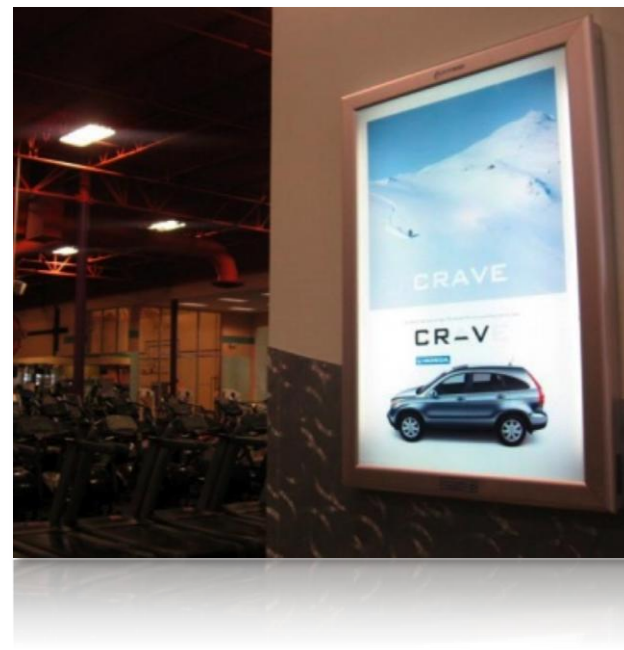
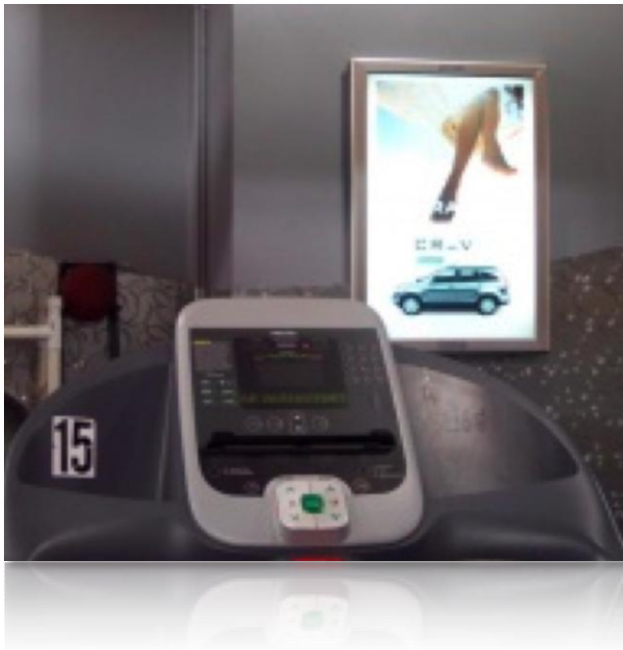
HCMN CASE STUDY: Honda CR-V

Components:

- Multiple Panel executions

Success Measurements:

- Ad recall rate of 76%
- Nearly 40% of those surveyed had no recent awareness of any Honda CR-V advertising outside their health club, despite a significant CR-V traditional TV and print campaign running concurrently with the HCMN program



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The Leader in Reaching Active People