

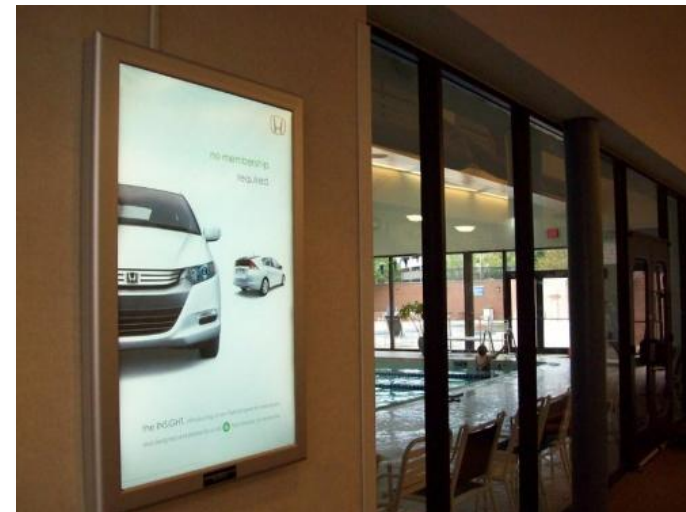
HCMN CASE STUDY: Honda Insight Hybrid

Components:

- Multiple Panel executions

Success Measurements:

- Ad recall rate of 65%.
- At the end of the campaign, nearly 75% of those surveyed had a very positive opinion of Honda, up nearly 20% from the pre-campaign benchmark study
- Nearly 40% of those surveyed had no recent awareness of any Honda Insight advertising outside their health club, despite a significant traditional TV, print and online campaign running prior to and concurrently with the HCMN program



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The Leader in Reaching Active People