



Skoda targets diesel drivers at German petrol stations

Alvern Media and Skoda rolls out a Germany-wide campaign on petrol pumps and dispensers that targets diesel users who wish to change their car.

In September, the carmaker Škoda is targeting owners of diesel vehicles at the one place they regularly show up, petrol stations. Pump nozzles at over 500 stations in major urban areas covered with Skoda advertising.

The campaign's slogan is: "Trade your diesel for a new Škoda now." Featuring a variety of new Škoda models and detailed information on the Bye Bye Bonus of up to 6,000 euros, the motif is also shown to diesel customers on paper towel and glove dispensers.

"Car makers are currently creating incentives to motivate German drivers to switch to new, more efficient and greener cars," explains Thorsten Huneke, Sales Director DACH at Alvern Media. "In its campaigns on FillBoard, Škoda is showing how to address a target group in an ideal environment without wastage."

In Germany, more than 9,600 filling stations have been fitted with pump nozzle advertising, so over 2/3 of all stations. This is equivalent to 76 percent of total fuel sales.