

WISH FOR IT

WISH EVERY DAY!



Media Recall (Unaided)

34% of those who recalled seeing Montreal Aeropostale ad (N=133) would consider shopping from Aeropostale

Campaign:
Montreal Aeropostale

Category:
Clothing

Target Audience:
Adults aged 25 and above

Media:
Downtown Line - Platform screen doors and Wall mural

Duration:
December 2013

Base: N=500. Surveyed by Nielsen commissioned by Moove Media