

MAGNUM GOLD?!

50%
of respondents recalled
seeing Wall's Magnum advertisement
without any prompting.

Good as Gold



Campaign
Wall's Magnum Gold Ice Cream

Category
Dessert

Media Type
NEL Dhoby Ghaut Station
(Mega Pillar, Escalator Crown,
Overhead banner & Wall Mural)

Target Audience
People aged 15 and above

Duration
1st May 2010 – 16th June 2010



Base: 250 respondents. Surveyed by Consumer Probe commissioned by Moove Media