



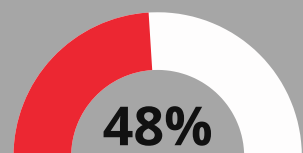
# SPOTLIGHT ON PRINT ADS

WHICH INDUSTRY SECTORS PERFORM WELL FOR KEY METRICS?

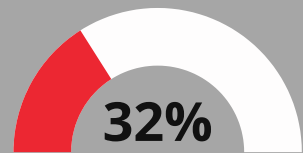
TAKEN FROM RAM'S UK & IRELAND DATABASE OF ALMOST 4,000 PRINT DISPLAY CASE STUDIES

## EMOTIONAL REACTION

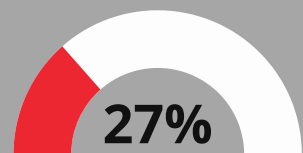
**PUBLIC INFORMATION ADS**



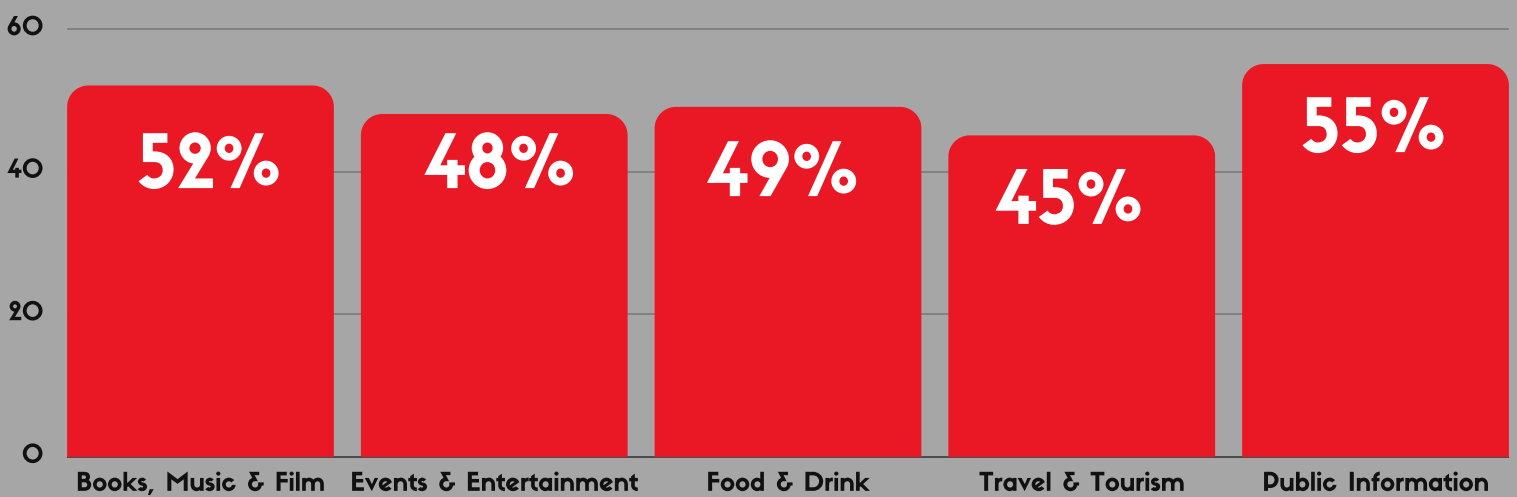
**BOOKS, MUSIC & FILM**



**EVENTS & ENTERTAINMENT**



## OVERALL IMPRESSION (LIKEABILITY)



## FRESH APPROACH (CREATIVITY)

**52%**

**EVENTS & ENTERTAINMENT**

**54%**

**BOOKS, MUSIC & FILMS**

**51%**

**FOOD & DRINK**

**FOR MORE INFORMATION**

Contact: Dianne Newman

dianne.newman@rampanel.com

Tel: +44 7476 904240