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Shell  
**V-Power**  
carburants super



29.11\$  
26492 Litres



# Fueling Stations DOOH Advertising

Capturing Attention Where It Counts



## Why Fueling Stations?

Fueling stations are one of the most effective environments for Digital Out-of-Home (DOOH) advertising. With consumers stopping multiple times a week and spending 3–5 minutes at the pump, advertisers gain a unique chance to deliver messages with undivided attention.

- Captive audience: Drivers are stationary, looking at the screen.
- High frequency: Repeat exposure with regular fueling habits.
- Mass reach: Tens of thousands of impressions per station per week.
- Trusted environment: Screens are positioned at the pump, in direct line of sight.



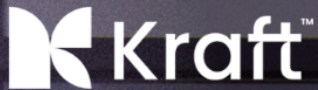
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## Benefits for Brands

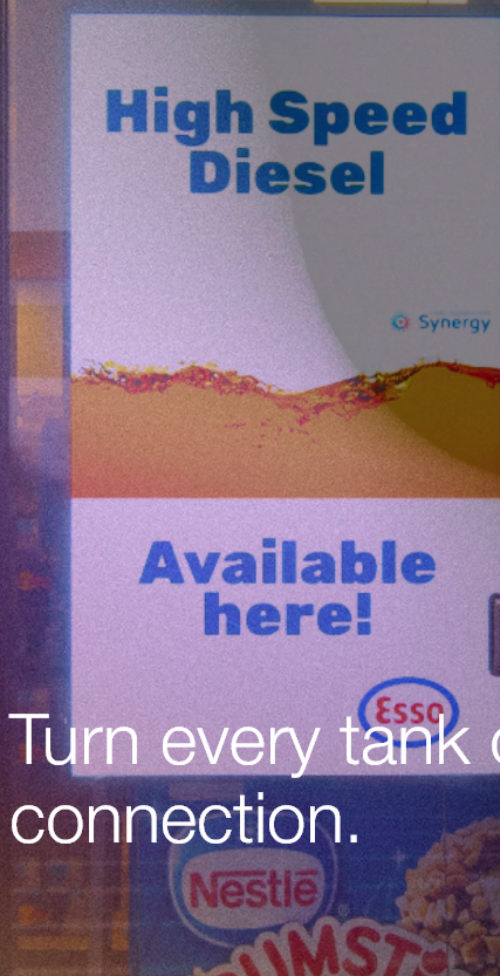
Our fueling station DOOH network connects your brand to decision-makers on the move—from local consumers to fleet operators and business owners.

- National scale, local precision: Run campaigns across hundreds of fueling stations or target specific regions.
- Timely messaging: Align ads with dayparts, promotions, or even weather triggers.
- Category relevance: Perfect for automotive, QSRs, retail, financial services, logistics, and CPG brands.
- Proven engagement: Studies show pump-top screens deliver recall rates up to 75% higher than roadside billboards.





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Turn every tank of gas into a brand connection.

## Kraft Media Group Advantage

At Kraft Media Group, we bring scale, precision, and accountability to fueling station campaigns.

- Access to 12.3M+ screens worldwide across 99 venue types, including gas stations.
- Advanced targeting by geography, behavior, and time of day.
- Transparent reporting with attribution tools measuring impressions, reach, and ROI.
- Flexible campaigns: 30, 60, or 90-day options to fit brand objectives.
- Managed service: Dedicated account managers guide planning, execution, and optimization.





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## Fueling Stations DOOH Ad Examples

