



CIRCLEGRAPHICS

7Up

Agency/Customer: CCO Dallas/Ft. Worth

Brand/Advertiser: Dr. Pepper Snapple Group - 7Up

Product: Eco-Flexx 2.0 (93 14' x 48' units, 1 14' x 36' unit); Eco-Posters; PSV Perm Snipes (to change out the retailers in each market every 4 weeks)

Location: Dallas and Fort Worth

Campaign Run: 12 weeks (starting 10/1/2010)

