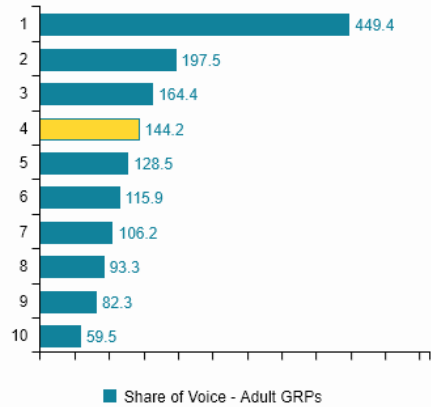
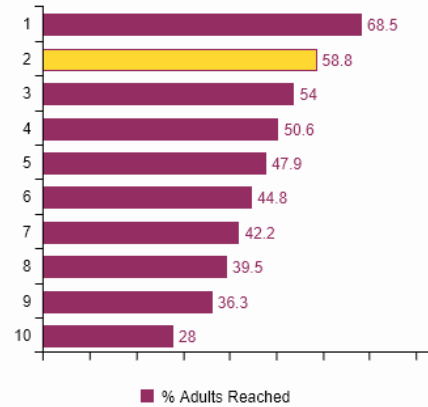


# HALFORDS/HALFORDS STORES – AVID TV REACH OVERVIEW

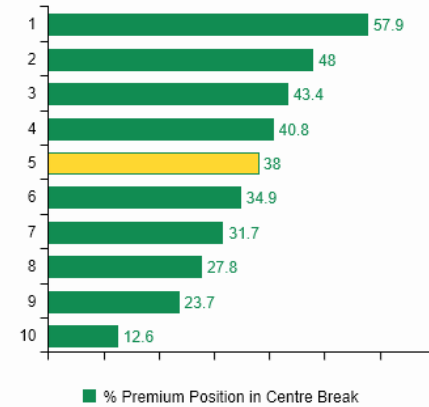
Share of Voice - Adult GRPs



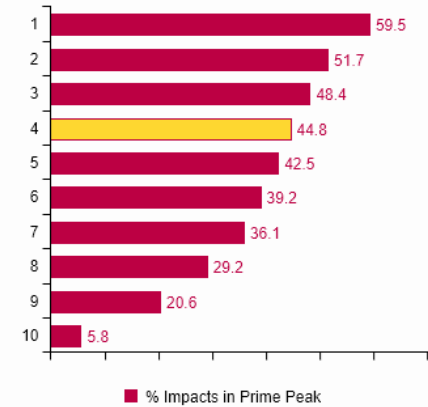
% Adults Reached



% Premium Position in Centre Break



% Impacts in Prime Peak



Relative measure of GRPs vs Reach for this brand in all weeks ( Halfords / Halfords stores )

