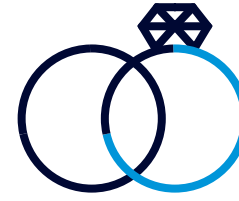


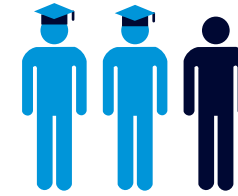
PMEBS



70% of the workforce are PMEBS or white-collared workers¹.



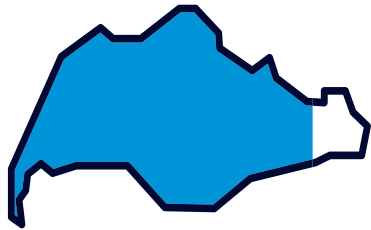
73.6% are married¹.



2 in 3 of the PMEBS are at least degree-holders¹.



36% of them earn more than S\$5K a month¹.



80%

of bus shelter coverage is owned by Clear Channel².

1,500

sites located within 1km from commercial buildings, business parks and industrial estates².

Median Travel Time³



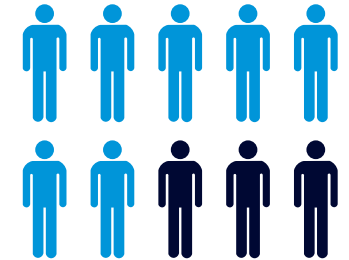
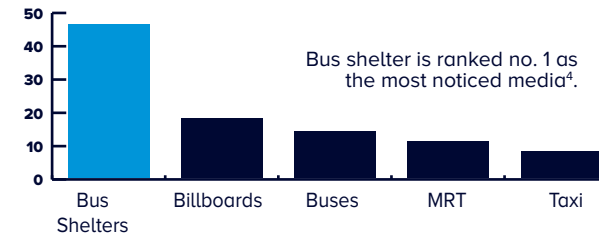
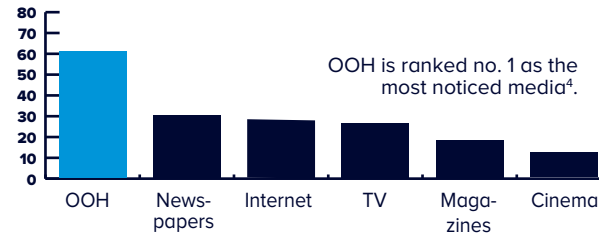
BUS & MRT
60mins

MRT
45mins



BUS
30mins

CAR
30mins



7 OUT OF 10

respondents were inclined to take action after seeing the ad⁴.

BAU ProxPax

The Business-As-Usual (BAU) pack is crafted to capture the attention of employed audiences who hold 9am-6pm jobs where poster sites are located in the CBD, near to Business Parks and Industrial Estates.

Reach & Frequency⁵

83.8%
1+ Reach

24.1x
Avg frequency

LEXI⁶

627,829
footfall

203,016
views

52%
males

48%
females

