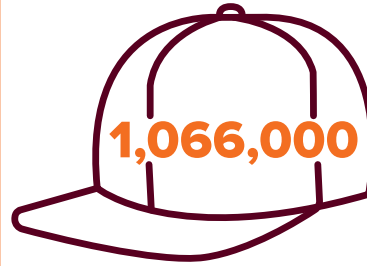
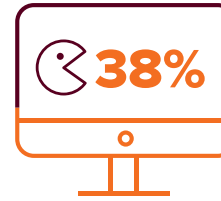


THE CENTENNIALS

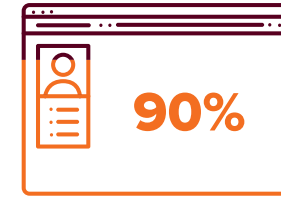
(born 1996 and later)



of the youth (aged 15 to 34) are Singapore Residents¹.



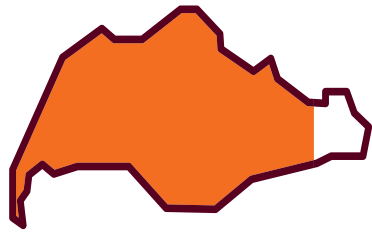
play online games¹.



use a social networking site on a daily basis¹.



buy things online¹.



80%

of bus shelter coverage is owned by Clear Channel².

1,600

sites located within 1km from youth recreational hotspots².

Usual Modes Students Take To Travel To School³

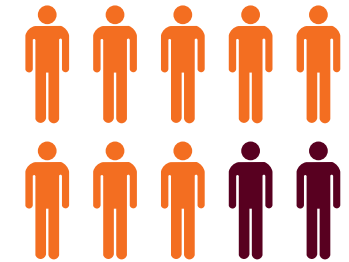
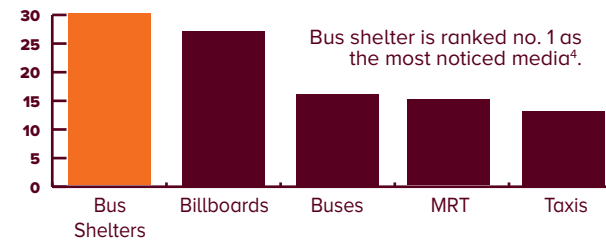
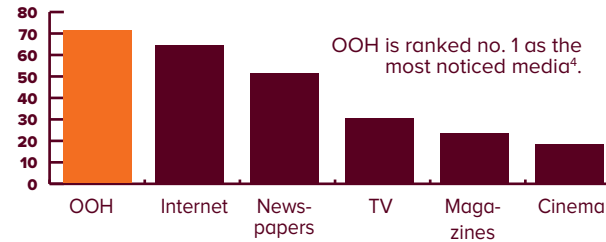
39.3%
secondary school students



46%
diploma + professional qualification



54.4%
university students



8 OUT OF 10

respondents were inclined to purchase the product after seeing the ad⁴.

WIWYA ProxPax

When-I-Was-Your Age (WIWYA) targets young adults that fall between the ages of 15 and 24. This pack is positioned in the natural habitat of this audience with poster sites concentrated in and around educational institutes and other youth recreational hotspots like malls, cinemas, gaming hubs and community clubs.

Reach & Frequency⁵

58%
1+ Reach

8x
Average frequency

LEXI⁶

625,909
footfall

200,182
views

