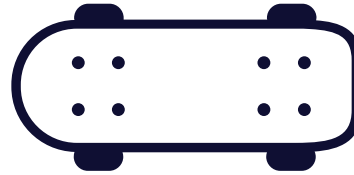


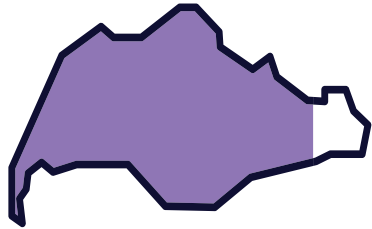
THE COOL KIDS



928,000
Singaporeans are aged 7 to 19¹.



6.5 hours
a day are spent using electronics by 12-year-olds².

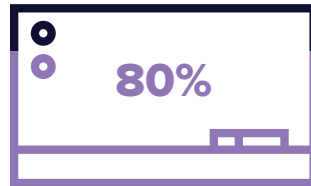


80%

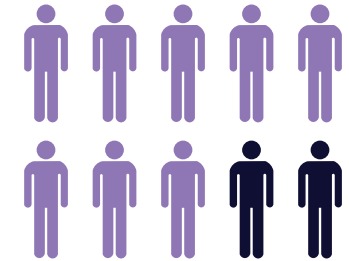
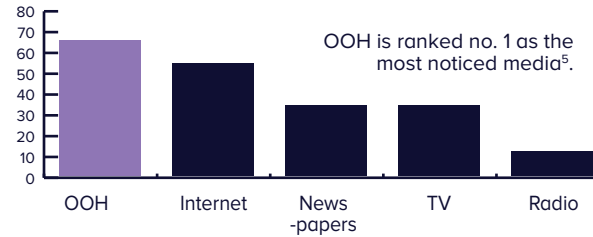
of bus shelter coverage is owned by Clear Channel³.

1,466

sites located within 1km from top tuition centres in Singapore³.

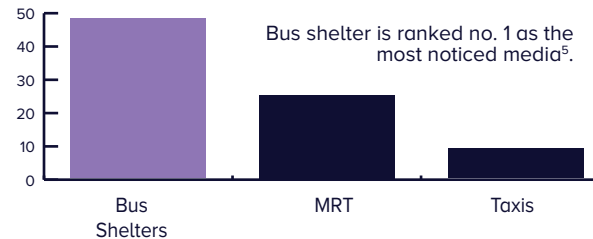


Clear Channel's coverage amongst tuition centres⁴. (locations include Apple Plus School, Berries World of Learning School, Essence Education Centre, I Can Read Learning Centre, etc.)



8 OUT OF 10

respondents were inclined to purchase the product after seeing the ad⁵.



PG ProxPax

The **PG** pack is aimed at teenagers and young adults where poster sites are located in environments in which they are mostly spotted at. This includes primary and secondary schools, junior colleges, ITEs and common hangout spots such as malls, sports complexes and cinemas.

Reach & Frequency⁶

64.9%
1+ Reach

12.9x
Average frequency

LEXI⁷

529,994
footfall

195,464
views

