

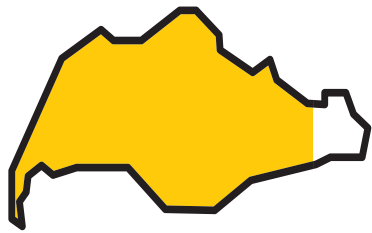
THE F-A-B (F&B)



60%
of Singaporeans eat out at least 4 times a week¹.



25.1%
of Singaporeans' monthly income is spent on food and beverages².



80%

of bus shelter coverage is owned by Clear Channel³.

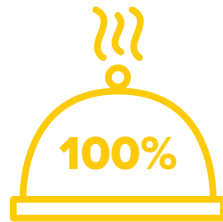
1,500

sites located within 1km from watering holes and restaurants³.



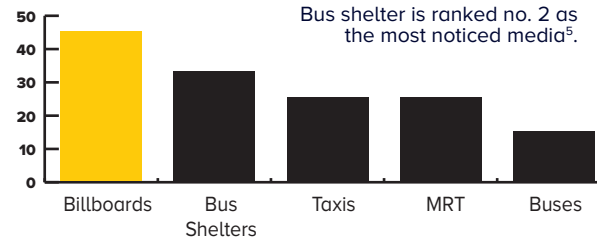
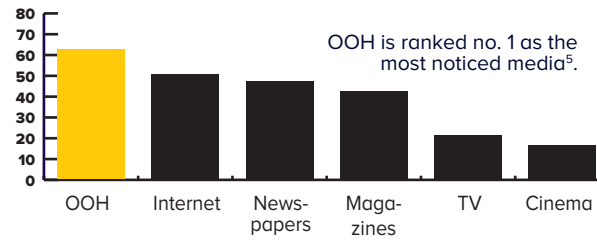
85%

Clear Channel's coverage amongst top drinking spots. (locations include Arab St., Bugis, Chinatown, Clarke Quay, Dempsey Hill, Jalan Besar, Orchard Road, Tiong Bahru, the CBD and the East Coast)⁴



100%

Clear Channel's coverage amongst top dining spots. (locations include Bukit Timah, Dhoby Ghaut, Jurong, Orchard Road, Serangoon, Tampines, the CBD and the East Coast)⁴



7 OUT OF 10

respondents showed interest after seeing the ad⁵.

Happy Hours ProxPax

The **Happy Hours** pack is built within en-route proximity to watering holes and restaurants in Singapore. This maximises exposure and influences purchase behaviour where consumers are most receptive and are in a state of mind to spend.

Reach & Frequency⁶

72.6%
1+ Reach

13.2x
Average frequency

LEXI⁷

570,622
footfall

179,593
views

