

THE FAST FOOD JUNKIE



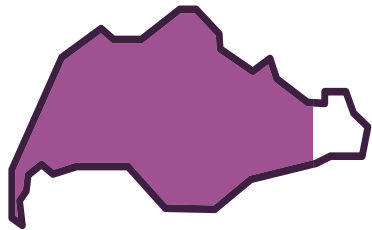
477
fast food outlets
in Singapore as
of 2016¹.



65%
of Singaporean adults eat
in fast food outlets when
not dining at home².

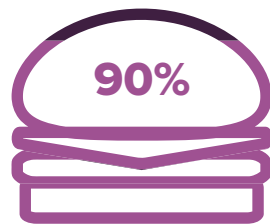


37%
of Singaporeans eat
out at least once or
twice a week³.

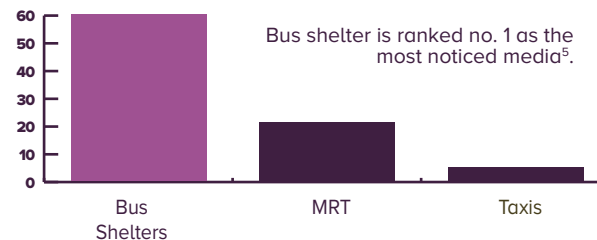
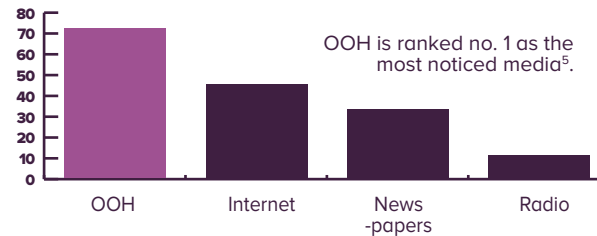


80%
of bus shelter coverage is
owned by Clear Channel⁴.

1,587
sites located within 1km of top fast food
outlets in Singapore.⁴



90%
Clear Channel's coverage amongst
top fast food outlets.
(outlets include Burger King, KFC,
McDonalds, Mos Burger, Subway, etc.)⁴



8 OUT OF 10

respondents went to buy the
product after seeing the ad⁵.

SuperValueMeal ProxPax

Effectively reach out to fast food consumers with the **SuperValueMeal** pack. Poster sites in this pack are situated outside and en-route to fast food joints and retail malls, influencing food choices and consumption decisions.

Reach & Frequency⁶

75.8%
1+ Reach

11.2x
Average frequency

LEXI⁷

568,638
footfall

174,578
views

