

# THE GROCERY SHOPPERS



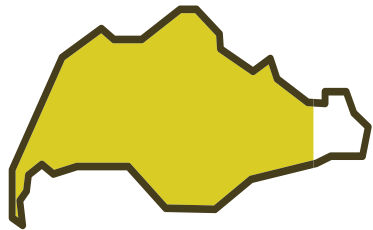
**271**  
supermarkets in Singapore as of 2016<sup>1</sup>.



**652**  
convenience stores in Singapore as of 2016<sup>1</sup>.



**37.9%**  
of an average Singaporean household's food and beverage expenditure goes to groceries<sup>2</sup>.



**80%**

of bus shelter coverage is owned by Clear Channel<sup>3</sup>.

**1,738**

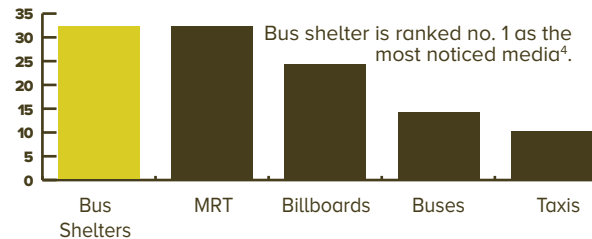
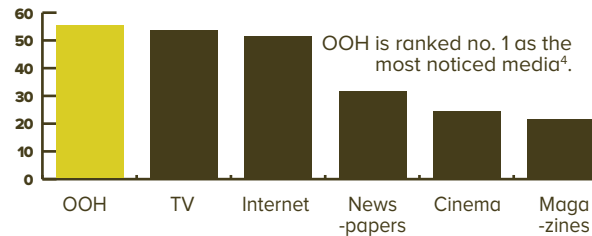
sites located within 1km from supermarkets in Singapore<sup>3</sup>.



Clear Channel's coverage amongst convenient stores. (locations include Cold Storage, Giant, NTUC, Sheng Shiong, etc.)<sup>4</sup>



Clear Channel's coverage amongst supermarkets. (locations include: 7-Eleven, Cheers, Caltex, SPC, etc.)<sup>3</sup>



**7 OUT OF 10**

respondents were inclined to purchase the product after seeing the ad<sup>4</sup>.

## SuperValueDeal ProxPax

The **SuperValueDeal** pack targets grocery buyers with an everyday routine. With poster sites located in and around supermarkets and convenience stores, this pack increases exposure for newly-launched products and maintains brand sustenance which heightens top-of-mind recall.

## Reach & Frequency<sup>5</sup>

**75.9%**  
1+ Reach

**13x**  
Average frequency

## LEXI<sup>6</sup>

**561,638**  
footfall

**194,496**  
views

