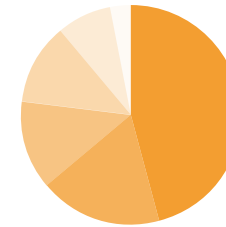


THE KIDULTS

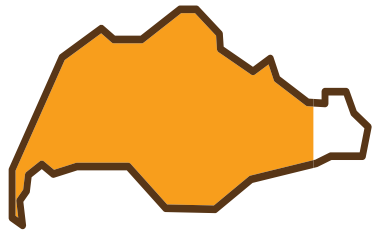


28.6%
Singaporeans
are aged 18 to 29¹.

The Millennials' Discretionary Spending²



Legend
 46% food & beverage
 18% shopping
 13% transport
 12% entertainment
 8% others (bills, etc.)
 3% medical

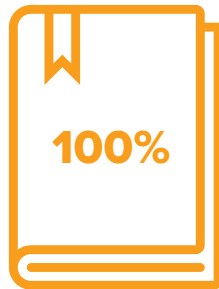


80%

of bus shelter coverage is owned by Clear Channel³.

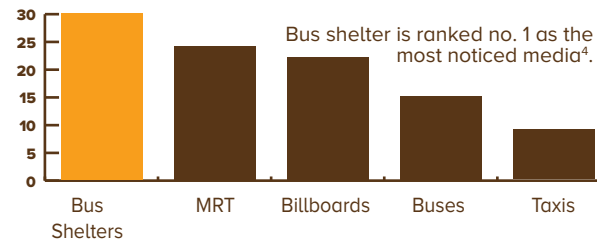
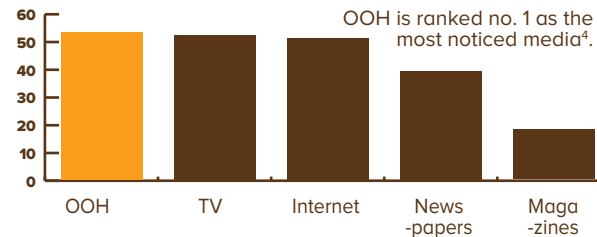
813

sites located within 1km from top studying spots³.



100%

Clear Channel's coverage amongst top studying spots². (locations include cafes, Changi Airport, libraries, universities, etc.)



7 OUT OF 10

respondents went to buy the product after seeing the ad⁴.

M18 ProxPax

The **M18** pack targets the tertiary students and young adults aged 18 to 29 years old using findings from Clear Channel's Research & Insights data and site placement in proximity of school campuses, universities, army camps and polytechnics.

Reach & Frequency⁵

65.5%
1+ Reach

16.1x
Average frequency

LEXI⁶

520,693
footfall

188,943
views

