

THE KOPI KAKIS



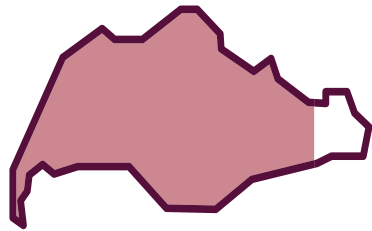
107 hawker centres in Singapore as of 2014¹.



4 in 5 Singaporean adults eat at hawker centres when not dining at home².



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

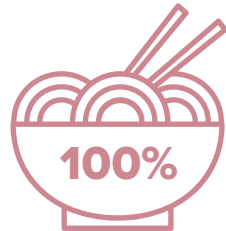


80%

of bus shelter coverage is owned by Clear Channel⁴.

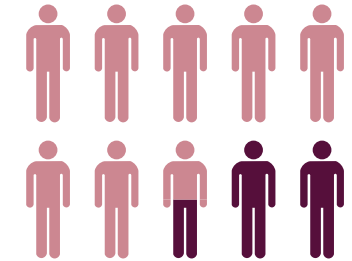
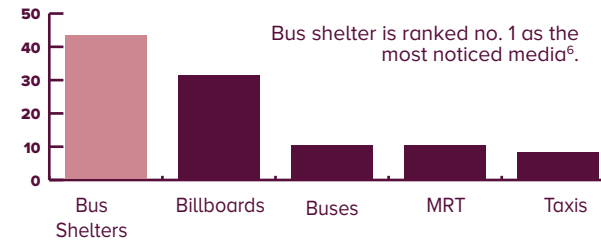
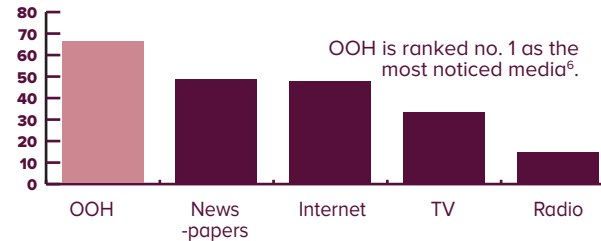
1,003

sites located within 1km from the most popular hawker centres in Singapore⁴.



100%

Clear Channel's coverage amongst top hawker centres. (locations include Chinatown Food Street, Chomp Chomp, Lau Pa Sat, Maxwell Road Hawker Centre, Old Airport Road, Tekka Centre, Tiong Bahru Market, etc.)⁵



7.5 OUT OF 10

respondents purchased the product after seeing the ad⁶.

Kopitiam Kakis ProxPax

Targeted at consumers who love their local fare, the **Kopitiam Kakis** pack is constructed with poster sites which are distributed within the vicinity of food courts, hawker centres and coffee shops in Singapore.

Reach & Frequency⁷

74.2%
1+ Reach

13.2x
Average frequency

LEXI⁸

468,332
footfall

142,395
views

