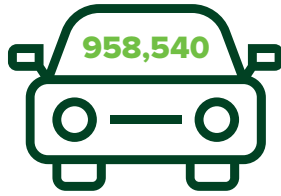


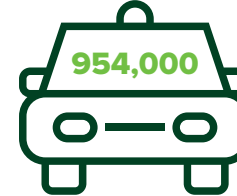
THE ROAD WARRIORS



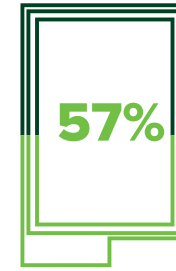
Motorists in Singapore as of 2018¹.



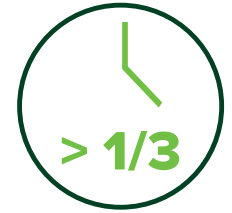
Bus commuters daily on an average basis¹.



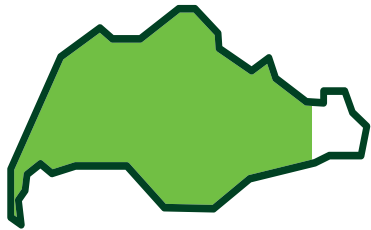
Taxi commuters daily on an average basis¹.



have seen ads by Clear Channel².



of the drivers spend 2 or more hours on the road³.



80%

of bus shelter coverage is owned by Clear Channel⁴.

2,900

sites capture the attention of people-on-the-go and drive top-of-mind recall during their daily commute⁴.

Bus shelter ad falls into the natural line-of-sight of drivers when²:



Dropping off passengers



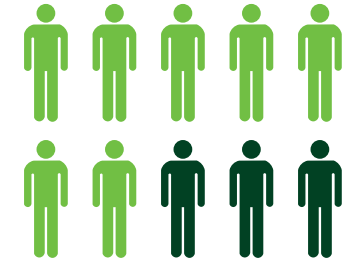
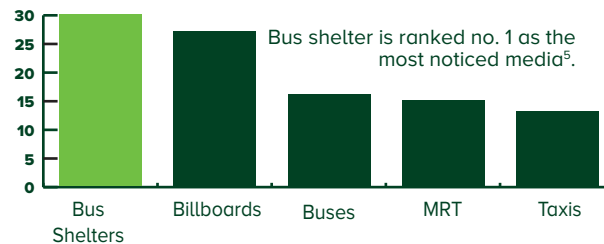
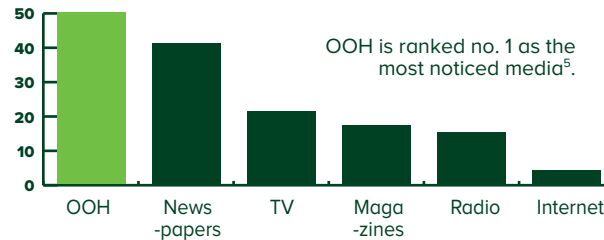
Caught in traffic jams



Visiting petrol stations



Entering/exiting expressways



7 OUT OF 10

respondents took action after seeing the ad⁵.

REV! ProxPax

Gain traction with commuters with the **Rev!** pack. This pack is crafted with poster sites placed around pick-up/drop-off points, arterial roads, petrol stations and major URA carparks. This generates frequency and serves as the last key point of contact closest to the point of purchase.

Reach & Frequency⁶

71.7%
1+ Reach

14.2x
Average frequency

LEXI⁷

567,180
footfall

155,226
views

