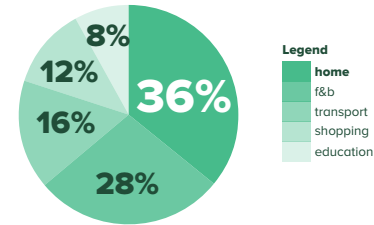


THE CF(AMILY)O



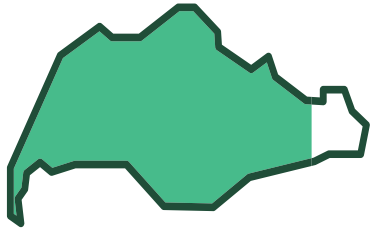
of a family's monthly household budget is spent on groceries¹.

Average Split of Monthly Household Budget¹



4 in 10

Singapore consumers less than satisfied with online shopping experiences despite a jump in spending².



80%

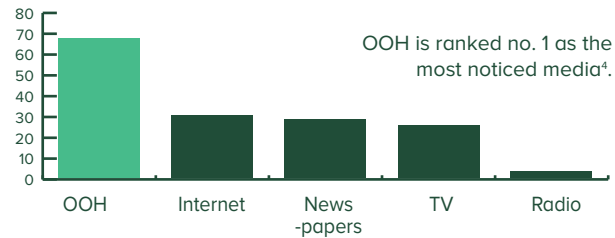
of bus shelter coverage is owned by Clear Channel³.

1,818

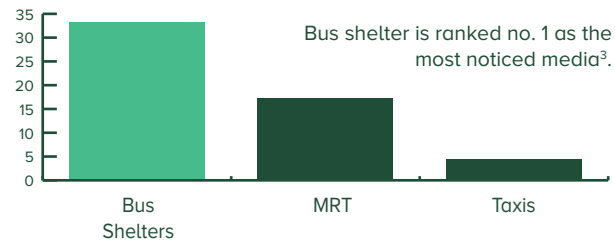
sites located within 1km from clinics, hospitals, grocery stores and pre-schools³.



Clear Channel's coverage amongst childcare centres³.
(locations include: Choa Chu Kang, Bukit Timah, Pasir Ris, Bishan, Bukit Batok, Seng Kang, Clementi, Sembawang, Hougang, Woodlands, etc.)



OOH is ranked no. 1 as the most noticed media⁴.



Bus shelter is ranked no. 1 as the most noticed media³.



7 OUT OF 10

respondents went to buy the product after seeing the ad⁴.



109%

of audience has returned to the Yummy Mummy environment as of Feb 2021⁵.

Yummy Mummy ProxPax

The **Yummy Mummy** pack targets the domestic and affluent CF(amily)O young moms who enjoy splurging on themselves and their families. The sites within this pack are situated in the proximity of pre-schools, hospitals, supermarkets and convenience stores.

Reach & Frequency⁵

64.7%
1+ Reach

12.3x
Average frequency

LEXI⁶

1,186,527
footfall

100,740
views

OutSmart Pin⁷



Audience Reach
Grocery Store Visitors, Working Parents

Places of Interest
Grocery Stores, Office Areas