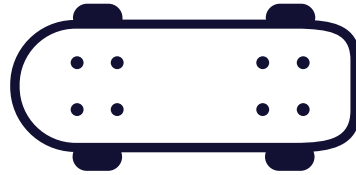


# THE COOL KIDS



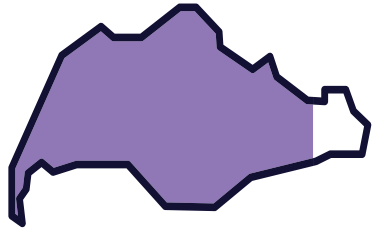
**531,540**  
Singaporeans  
are aged 20 to 29<sup>1</sup>.



**6.5 hours**  
a day are spent  
using electronics  
by 12-year-olds<sup>2</sup>.



Millennials  
**biggest**  
savers during Covid-19  
pandemic<sup>3</sup>.

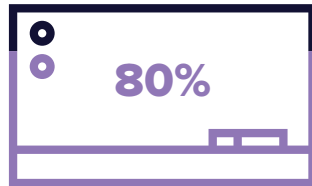


**80%**

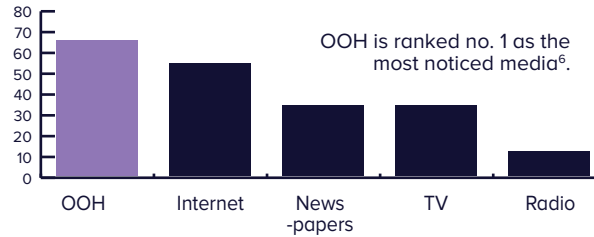
of bus shelter coverage is  
owned by Clear Channel<sup>3</sup>.

**1,466**

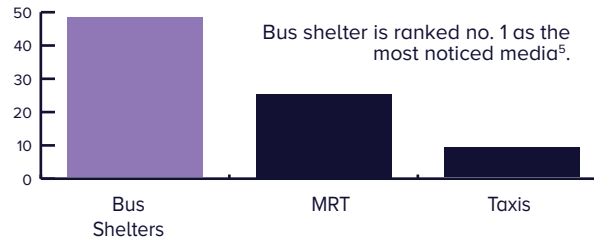
sites located within 1km from top tuition  
centres in Singapore<sup>3</sup>.



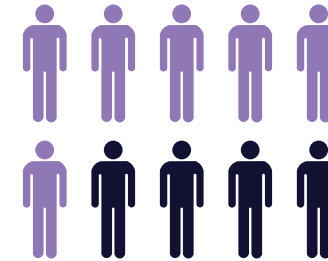
Clear Channel's coverage  
amongst tuition centres<sup>4</sup>.  
(locations include Apple Plus School,  
Berries World of Learning School,  
Essence Education Centre, I Can  
Read Learning Centre, etc.)



OOH is ranked no. 1 as the  
most noticed media<sup>6</sup>.



Bus shelter is ranked no. 1 as the  
most noticed media<sup>5</sup>.



**6 OUT OF 10**

respondents were inclined to purchase  
the product after seeing the ad<sup>5</sup>.



**97%**

of audience has returned  
to the PG environment as Feb 2021<sup>8</sup>.

## PG ProxPax

The **PG** pack is aimed at teenagers and young adults where poster sites are located in environments in which they are mostly spotted at. This includes ITEs, junior colleges, primary and secondary schools, and common hangout spots such as cinemas, malls and sports complexes.

## Reach & Frequency<sup>7</sup>

**64.9%**  
1+ Reach

**12.9x**  
Average frequency

## LEXI<sup>8</sup>

**529,994**  
footfall

**195,464**  
views

## OutSmart Pin<sup>9</sup>



**Audience Reach**  
18-24 year-olds, 25-34 year-olds,  
Cinema Visitors, Shopping Mall Visitors

**Places of Interest**  
Cinemas, Shopping Malls