

THE F-A-B (F&B)



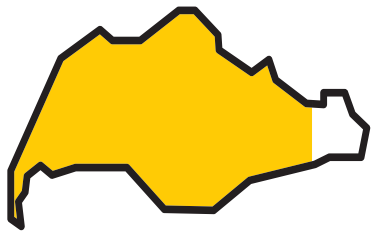
60% of Singaporeans eat out at least 4 times a week¹.



34% of Singaporeans' monthly income is spent on food and beverages².



20-30% Increase in demand for food delivery since 2020².

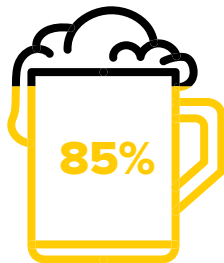


80%

of bus shelter coverage is owned by Clear Channel³.

1,500

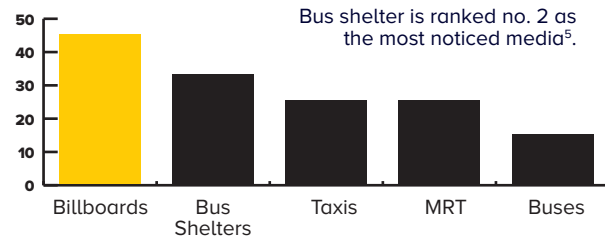
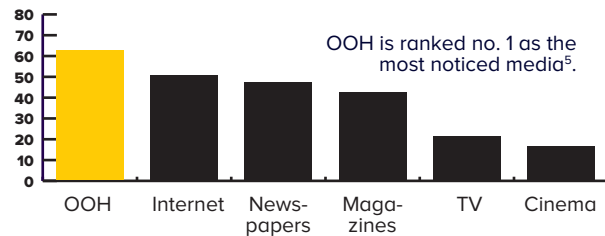
sites located within 1km from watering holes and restaurants³.



Clear Channel's coverage amongst top drinking spots (locations include Arab St., Bugis, Chinatown, Clarke Quay, Dempsey Hill, Jalan Besar, Orchard Road, Tiong Bahru, the CBD and the East Coast)⁴.

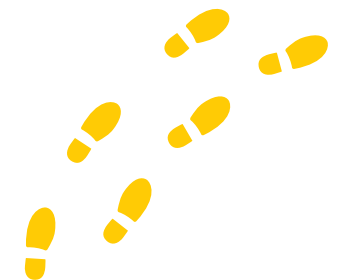


Clear Channel's coverage amongst top dining spots (locations include Bukit Timah, Dhoby Ghaut, Jurong, Orchard Road, Serangoon, Tampines, the CBD and the East Coast)⁴.



7 OUT OF 10

respondents showed interest after seeing the ad⁵.



100%

of audience has returned to the Happy Hours environment as of Feb 2021⁷.

Happy Hours ProxPax

The **Happy Hours** pack is built within the proximity to watering holes and restaurants. This maximises exposure and influences purchase behaviour where consumers are most receptive and are in a state of mind to spend.

Reach & Frequency⁶

72.6%
1+ Reach

13.2x
Average frequency

LEXI⁷

1,053,750
footfall

107,890
views

OutSmart Pin⁷



Audience Reach
Bar Visitors, Fast Food Restaurant Visitors, Restaurant Visitors

Places of Interest
Bars, Fast Food Restaurants, Restaurants