

# THE FAST FOOD JUNKIE



**491** fast food outlets in Singapore as of 2016<sup>1</sup>.



**65%**

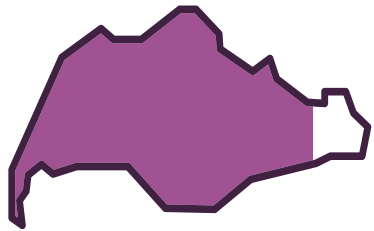
of Singaporean adults eat in fast food outlets when not dining at home<sup>3</sup>.



**1 in 4** dine out daily<sup>3</sup>.



**20-30%** Increase in demand for food delivery since 2020<sup>3</sup>.



**80%**

of bus shelter coverage is owned by Clear Channel<sup>4</sup>.

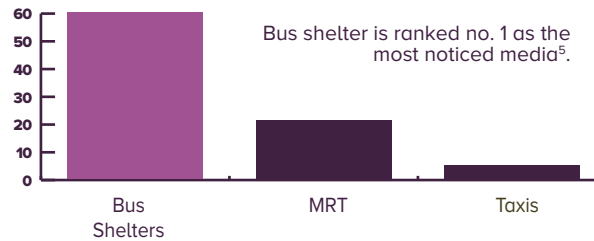
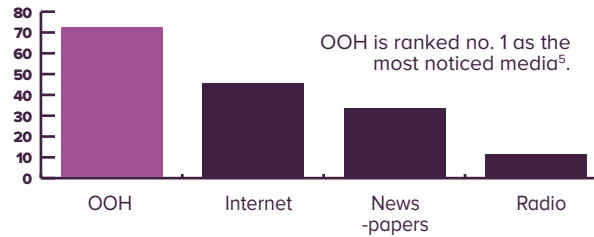
**1,587**

sites located within 1km of top fast food outlets in Singapore<sup>4</sup>.



**90%**

Clear Channel's coverage amongst top fast food outlets. (outlets include Burger King, KFC, McDonalds, Mos Burger, Subway, etc.)<sup>4</sup>



**6 OUT OF 10**

respondents went to buy the product after seeing the ad<sup>5</sup>.



**100%**

of audience has returned to the SuperValueMeal environment as of Feb 2021<sup>7</sup>.

## SuperValueMeal ProxPax

Effectively reach out to fast food consumers with the **SuperValueMeal** pack. Poster sites in this pack are situated outside and en-route to fast food joints and retail malls, influencing food choices and consumption decisions.

## Reach & Frequency<sup>6</sup>

**75.8%**  
1+ Reach

**11.2x**  
Average frequency

## LEXI<sup>7</sup>

**1,069,441**  
footfall

**109,364**  
views

## OutSmart Pin<sup>8</sup>



**Audience Reach**  
Fast Food Restaurant Visitors,  
Frequent Fast Food Restaurant Visitors

**Places of Interest**  
Fast Food Restaurants