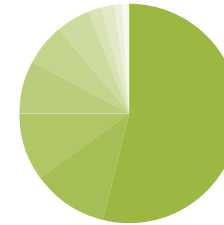


# THE FIT BUFFS



**54%** of Singaporeans participate in sports regularly<sup>1</sup>.

## Frequent Exercise Places<sup>1</sup>

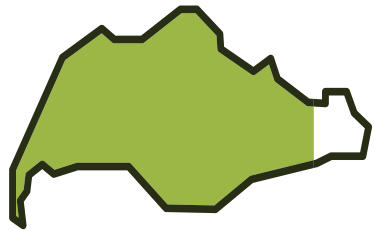


**4 in 10** reported that they are exercising more often due to Covid-19.



**170%** growth in fitness equipment sales in 2020<sup>3</sup>.

**120%** increase in fitness app downloads from 2019<sup>3</sup>.



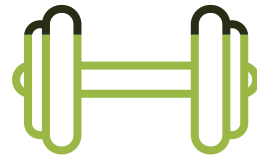
**80%**

of bus shelter coverage is owned by Clear Channel<sup>2</sup>.

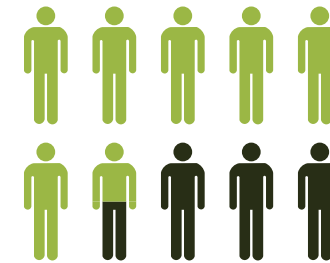
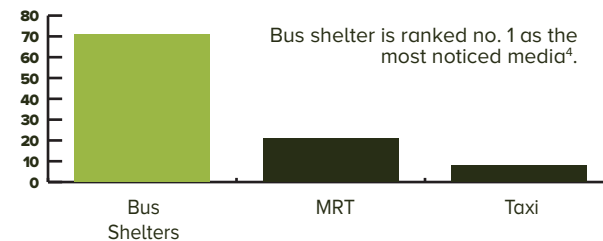
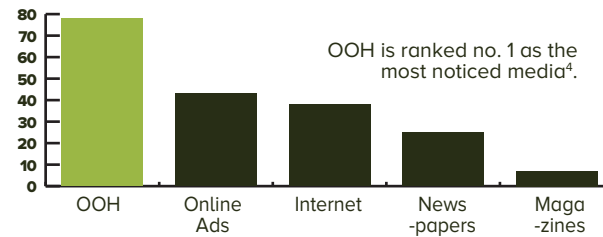
**1,277**

sites located within 1km from top gyms and fitness centres in Singapore<sup>2</sup>.

**90%**



Clear Channel's coverage amongst top gyms and fitness centres. (locations include: Amore Fitness, Crossfit boxes, F45 Training, Fitness First, Pure Fitness, True Fitness, etc.)<sup>2</sup>



**6.5 OUT OF 10**

respondents showed interest after seeing the ad<sup>4</sup>.



**102%**

of audience has returned to the Fit Buff environment as of Feb 2021<sup>6</sup>.

## Fit Buff ProxPax

The **Fit Buff** pack is created to reach out to sports enthusiasts by focusing on specific locations where they frequent most, such as gyms, park connectors, sports halls and stadiums.

## Reach & Frequency<sup>5</sup>

**75.4%**  
1+ Reach

**13.8x**  
Average frequency

## LEXI<sup>6</sup>

**1,023,744**  
footfall

**107,766**  
views

## OutSmart Pin<sup>6</sup>



**Audience Reach**  
ActiveSG Gym Goers

**Places of Interest**  
ActiveSG Gym Goers, Frequent Gym Goers, Fitness Centre and Gym Visitors, Sports Enthusiasts