

THE GROCERY SHOPPERS



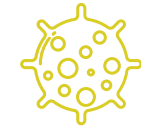
555
supermarkets in Singapore as of 2016¹.



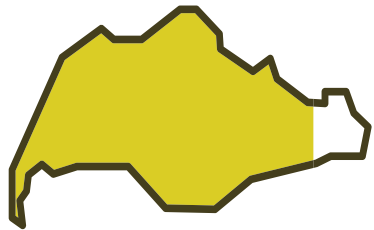
652
convenience stores in Singapore as of 2016¹.



37.9%
of an average Singaporean household's food and beverage expenditure goes to groceries².



Covid-19 sparked interests in baking in addition to home exercises and gaming etc



80%

of bus shelter coverage is owned by Clear Channel³.

1,738

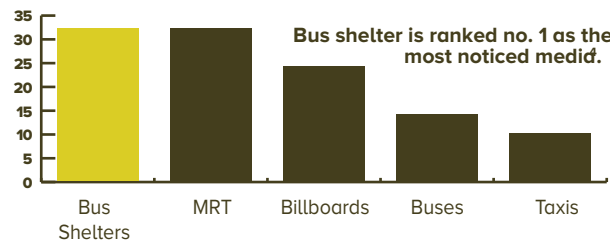
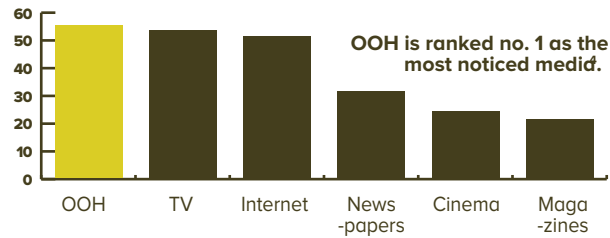
sites located within 1km from supermarkets in Singapore³.



Clear Channel's coverage amongst convenient stores. (locations include Cold Storage, Giant, NTUC, Sheng Shiong, etc.)⁴



Clear Channel's coverage amongst supermarkets. (locations include: 7-Eleven, Cheers, Caltex, SPC, etc.)³



7 OUT OF 10

respondents were inclined to purchase the product after seeing the ad⁴.



87%

of audience has returned to the SuperValueDeal environment as of Feb 2021⁶.

SuperValueDeal ProxPax

The **SuperValueDeal** pack targets grocery buyers with an everyday routine. With poster sites located in and around supermarkets and convenience stores, this pack increases exposure for newly-launched products and maintains brand sustenance which heightens top-of-mind recall.

Reach & Frequency⁵

75.9%
1+ Reach

13x
Average frequency

LEXI⁶

1,091,014
footfall

111,248
views

OutSmart Pin⁶



Audience Reach
Frequent Supermarket Shoppers,
Grocery Store Visitors,
Supermarket Visitors

Places of Interest
Grocery Store, Hypermart