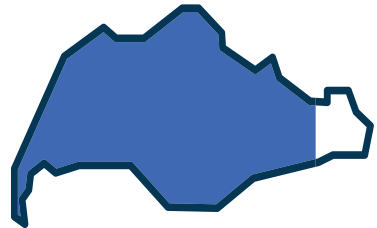
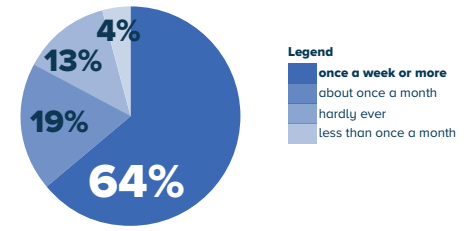


THE HEARTLANDERS



78.6%
Singaporeans live in a HDB as of 2016¹.

How Often Do People Go To Neighbourhood Malls²



80%

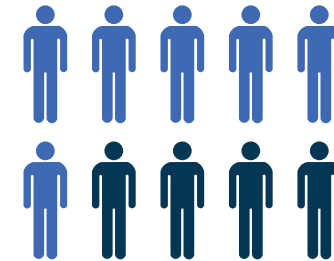
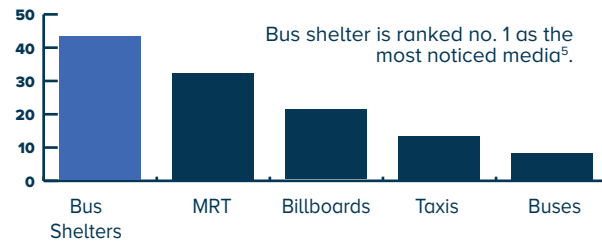
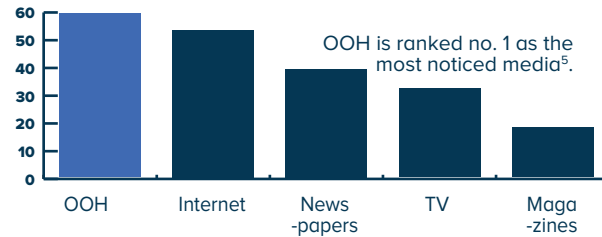
of bus shelter coverage is owned by Clear Channel³.

743

sites located within 1km from malls near heartland neighbourhoods³.



Clear Channel's coverage amongst neighbourhood malls⁴.
(locations include Beauty World Centre, Causeway Point, IMM, Jcube, Jem, NEX, Parkway Parade, Queensway Shopping Centre, The Star Vista, Westgate, etc.)



6 OUT OF 10

respondents went to buy the product after seeing the ad⁵.



103%

of audience has returned to the Neighbourhood environment as of Feb 2021⁷.

Neighbourhood ProxPax

Get through to the heartlanders and maximise reach with the **Neighbourhood** pack that has poster sites clustering around the immediate vicinity of the HDB Town Centres – bus interchanges, heartland malls, community centres, schools, shophouses and MRT stations.

Reach & Frequency⁶

76%
1+ Reach

13.3x
Average frequency

LEXI⁷

1,027,562
footfall

99,545
views

OutSmart Pin⁸



Audience Reach
HDB Estates, Park Visitors

Places of Interest
HDB Estates, Parks