

THE KOPI KAKIS



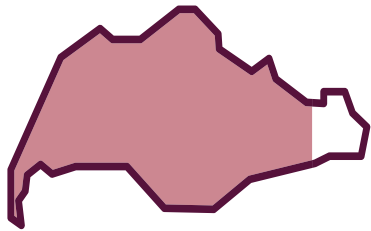
114 hawker centres in Singapore as of 2019¹.



4 in 5 Singaporean adults eat at hawker centres when not dining at home².



37% of Singaporeans eat out at least once or twice a week³.

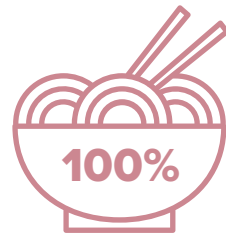


80%

of bus shelter coverage is owned by Clear Channel⁴.

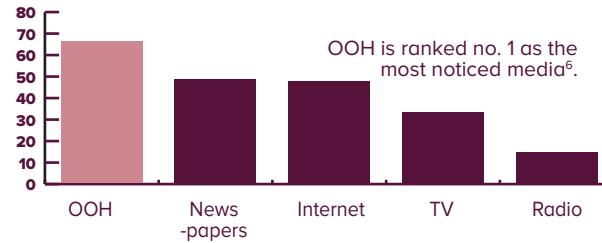
1,003

sites located within 1km from the most popular hawker centres in Singapore⁴.

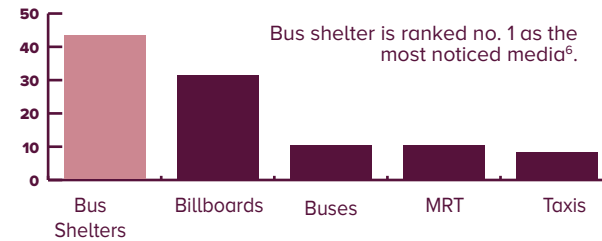


100%

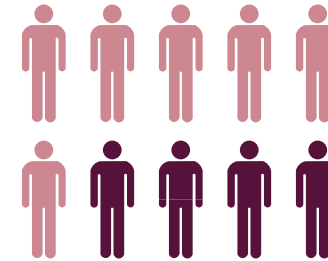
Clear Channel's coverage amongst top hawker centres. (locations include Chinatown Food Street, Chomp Chomp, Lau Pa Sat, Maxwell Road Hawker Centre, Old Airport Road, Tekka Centre, Tiong Bahru Market, etc.)⁵



OOH is ranked no. 1 as the most noticed media⁶.



Bus shelter is ranked no. 1 as the most noticed media⁶.



6 OUT OF 10

respondents purchased the product after seeing the ad⁷.



100%

of audience has returned to the Kopitiam Kakis environment as of Feb 2021⁸.

Kopitiam Kakis ProxPax

Targeted at consumers who love their local fare, the **Kopitiam Kakis** pack is constructed with poster sites which are distributed within the vicinity of food courts, hawker centres and kopitiam in Singapore.

Reach & Frequency⁷

74.2%
1+ Reach

13.2x
Average frequency

LEXI⁸

1,149,945
footfall

117,344
views

Outsmart Pin⁹



Audience Reach
Food Court Visitors,
Kopitiam Visitors

Places of Interest
Food Courts, Kopitiam