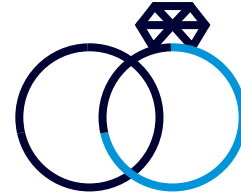


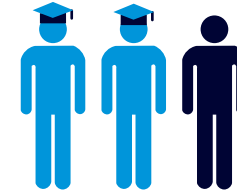
THE PREMIUM SUITE



2.34 million residents working in Singapore as of 2020¹.



60.1% are married².



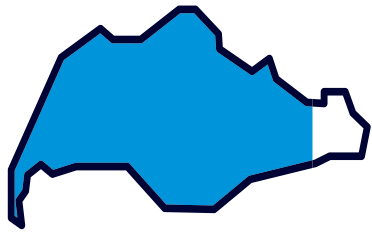
39.1% of workforce as of 2020 has a degree³.



The median Singaporean household income is **\$9,425**⁴.



Up to **75%** of working staff allowed back at workplaces from 5 April⁵.



80%

of bus shelter coverage is owned by Clear Channel⁶.

1,500

sites located within 1km from commercial buildings, business parks and industrial estates².

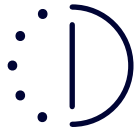
Median Travel Time⁷



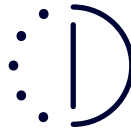
BUS & MRT
60mins



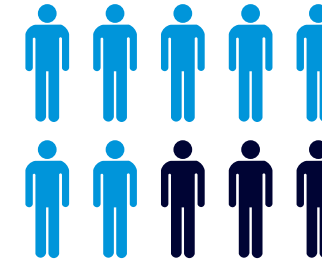
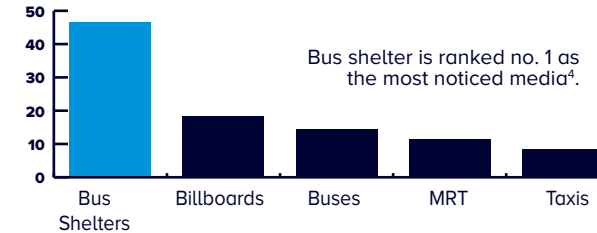
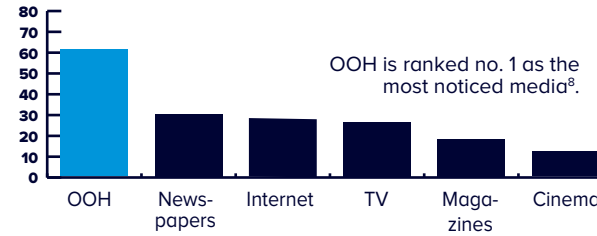
MRT
45mins



BUS
30mins



CAR
30mins



7 OUT OF 10

respondents were inclined to take action after seeing the ad⁸.



66%

of audience has returned to the BAU environment as of Feb 2021⁹.

BAU ProxPax

The **Business-As-Usual (BAU)** pack is crafted to capture the attention of employed audiences who hold 9am-6pm jobs. Poster sites are located in the CBD, near Business Parks and Industrial Estates.

Reach & Frequency¹⁰

74.7% 1+ Reach
14.2x Average frequency

LEXI⁹

978,543 footfall

105,197 views

OutSmart Pin¹¹



Audience Reach
Government Office Visitors, Office Area Visitors, Office Space Visitors

Places of Interest
Government Office, Office Area, Office Space