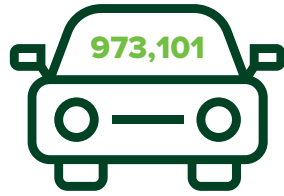
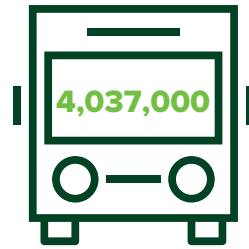


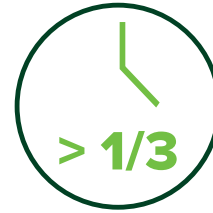
THE ROAD WARRIORS



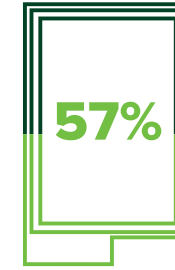
Motorists in Singapore as of 2018¹.



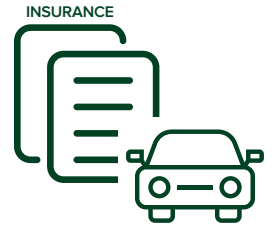
Bus commuters daily on an average basis¹.



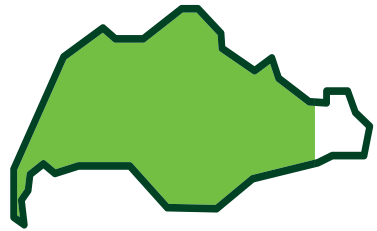
of the drivers spend 2 or more hours on the road².



have seen ads by Clear Channel².



More car owners asking about usage-based insurance amid drop in travel during COVID-19⁹.



80%

of bus shelter coverage is owned by Clear Channel⁴.

2,900

sites capture the attention of people-on-the-go and drive top-of-mind recall during their daily commute⁴.

Bus shelter ad falls into the natural line-of-sight of drivers when³



Dropping off passengers



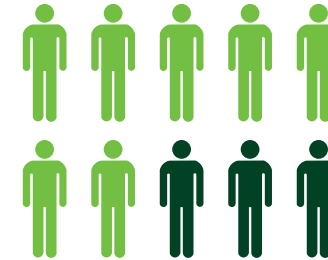
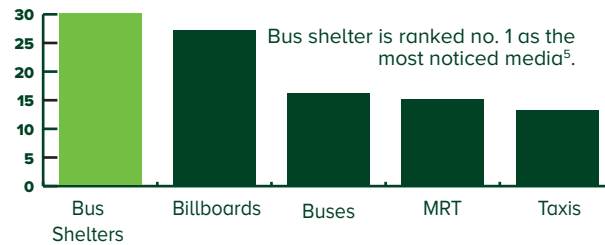
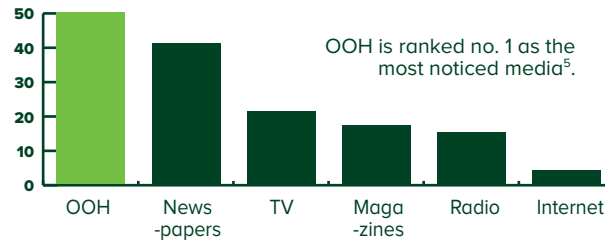
Caught in traffic jams



Visiting petrol stations



Entering/exiting expressways



7 OUT OF 10

respondents took action after seeing the ad⁵.



97%

of audience has returned in REV! ProxPax as of Feb 2021⁷.

REV! ProxPax

Gain traction with commuters with the **Rev!** pack. This pack is crafted with poster sites placed around arterial roads, pick-up/drop-off points, petrol stations and major URA carparks. This generates frequency and serves as the last key point of contact closest to the point of purchase.

Reach & Frequency⁶

71.7%
1+ Reach

14.2x
Average frequency

LEXI⁷

1,046,968
footfall

100,284
views

OutSmart Pin⁸



Audience Reach
Automobile Owners, Car and Van Rentals Visitors, Car Service Centre Visitors, Car Wash Centre Visitors,

Places of Interest
Car Dealer, Car Rental, Car Services, Car Wash, Petrol Stations