

THE SHOPAHOLICS



visit physical stores at least once a month vs. those who shop online at 49%¹.

8 out of 10



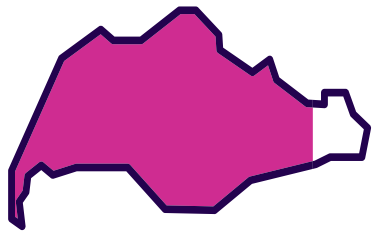
shoppers are Millennial and Gen-X Singaporeans².



increase in shopping spends from 2016 to 2017³.



Online shopping in Singapore **SOARS** in Covid-19's shadow⁴



80%

of bus shelter coverage is owned by Clear Channel⁵.

1,200

sites located within 1km from 65 malls in Singapore⁵.

People Who Visit Suburban Malls vs Orchard⁵

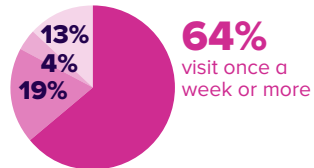


Fig 1. Suburban Malls

Legend
 once a week or more
 about once a month
 about once every 3 months
 hardly ever

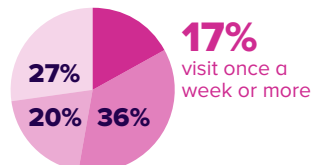
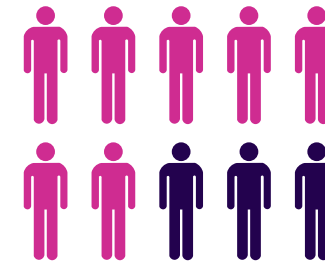
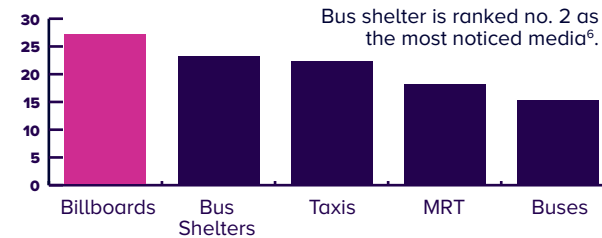
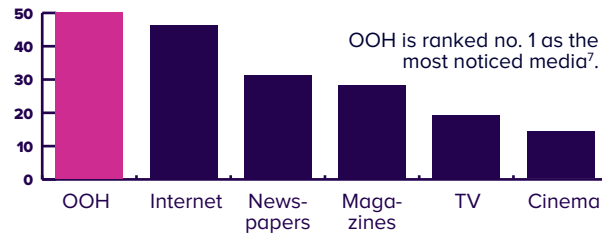


Fig 2. Orchard



7 OUT OF 10

respondents were inclined to purchase the product after seeing the ad⁶.



114%

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

Spree ProxPax

The **Spree** pack is designed to grasp the attention of shoppers. Poster sites are positioned in close proximity to favoured shopping hubs in Singapore where constant presence around points-of-sale influences impulse decisions and boost recall on path-to-purchase.

Reach & Frequency⁸

74.8%
1+ Reach

6.6x
Average frequency

LEXI⁹

1,237,727
footfall

127,846
views

OutSmart Pin¹⁰



Audience Reach
Shopaholics, Fashion Shoppers, Shopping Mall Visitors

Places of Interest
Shopping Malls