



IN REAL LIFE

The 5 key elements of IRL.

The tangible assets within the mobility space such as our bus shelters.

The ability to reach people with real interests, behaviours, intent, habits.



Having measurable outcomes from impressions to footfall to stores and purchase.

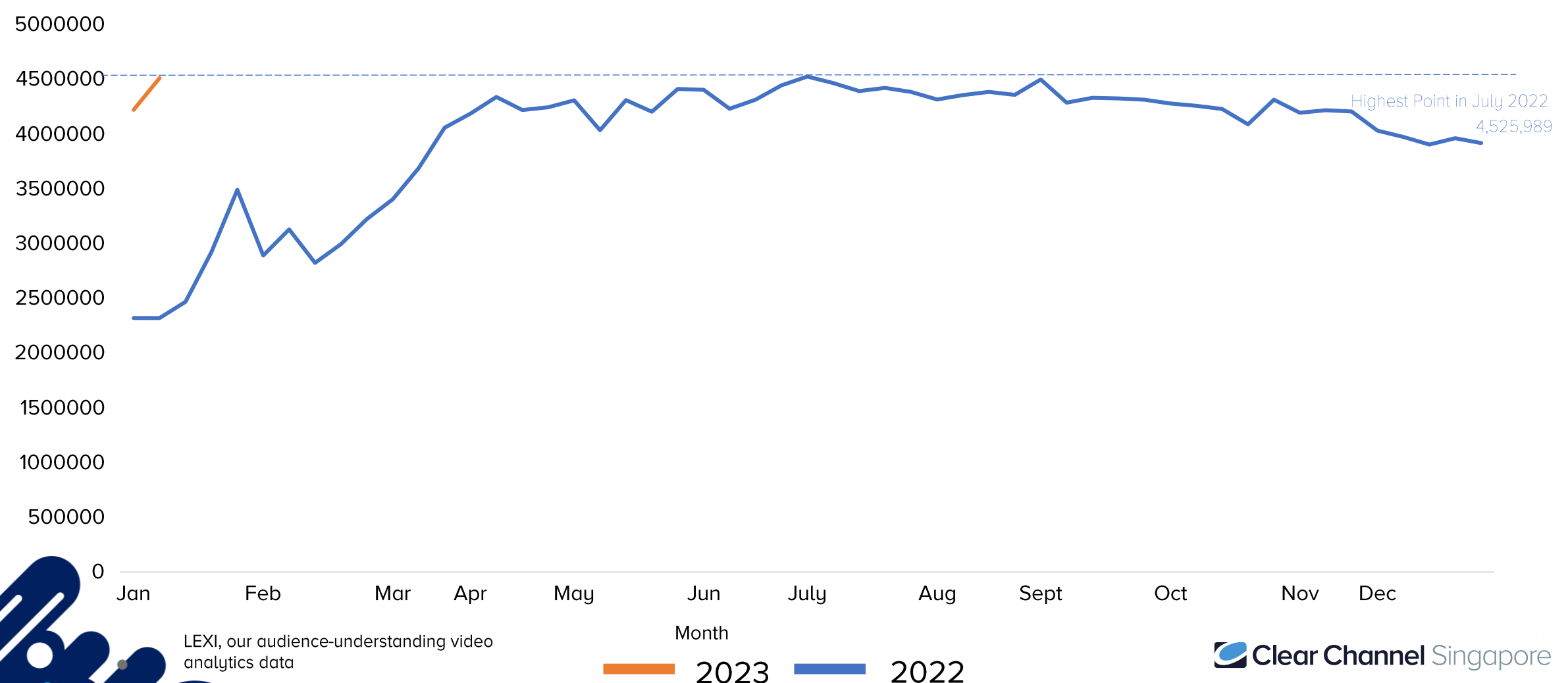
Reaching people at Real places that they are seen at.

Making that connection to reach consumers where it's timely and relevant.



Footfall returns to 182% as of 7th January 2023 compared to January 2022.

- 1** **From 1 Jan 2022** **Stabilisation Phase**
 Up to 5 Pax (vaxx), 2 Pax (unvaxx) for Coffeeshops & Hawker Centres
- 2** **From 15 Mar 2022** **Transition Phase**
 Up to 5 Pax (vaxx), No dining in for unvaxx. 50% workforce return to office
- 3** **From 29 Mar 2022** **Transition Phase**
 Up to 10 Pax (vaxx). 75% workforce return to office. Outdoor mask-off
- 4** **From 26 Apr 2022** **Further easing of community and border measures**
 Larger setting/events (>1,000 pax) that are mask-on are allow. No safe distancing. All can return to workplace
- 5** **From 10 Oct 2022** **Further easing of community and border measures**
 Mask-wearing no longer needed indoor. Event capacity limit is lifted for all event/settings



LEXI, our audience-understanding video analytics data



“ But IRL doesn’t just mean OOH. ”



What the reality is IRL – an Omnichannel Experience

On-site work (offline) + WFH (online)

Majority of firms to keep hybrid work approach, as SNEF advises against reverting to pre-pandemic arrangements



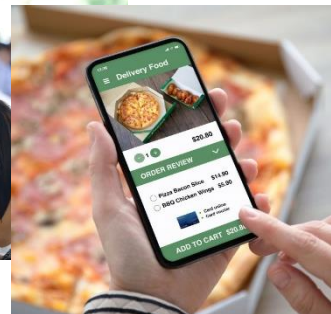
BY KIMBERLY LIM
Published April 26, 2022
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Dining out (offline) + Delivery Platforms (online)



Photo: SPH



Physical Stores (offline) + Online shopping



Events/Workshops/Masterclasses (Available offline and online)



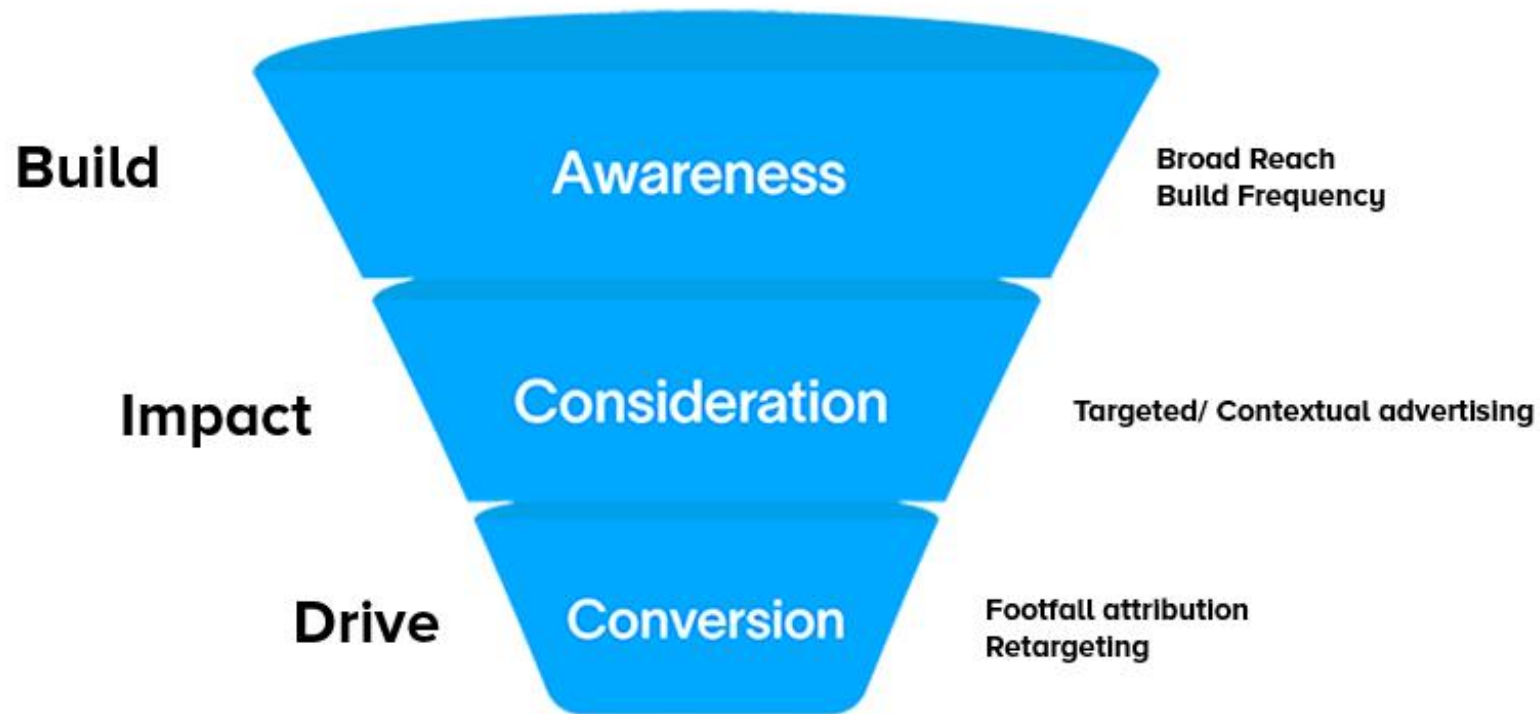


OOH is evolving and is becoming an essential part of an omnichannel experience.



Clear Channel is O2O integrated.

We are equipped with the technology, ideas and services that will help you reach **Real People** at **Real Places** to make **Real Connections** at all stages of the sales funnel.





Let us help you achieve the **Real Results**
you want to see today.

Email sales@clearchannel.com.sg





Thank You

