

Orchard Road B04

Parking Enforcement Camera

Fine up to \$300 & 3 Demerit points

Clear Channel

amazon.sg

Spend less.
Smile more.

Trusted prices on millions of products.

Scan to shop



IRL to URL

The OOH Playbook for online retail



Clear Channel Singapore

The omnichannel shopper is the new normal

OOH delivers both in-store and online metrics

+46%

Online visit when exposed to OOH

68%

of people shop both in-store and online

+56%

influenced to make an in-store purchase when exposed to OOH

Billups, Techwire Asia, Statista

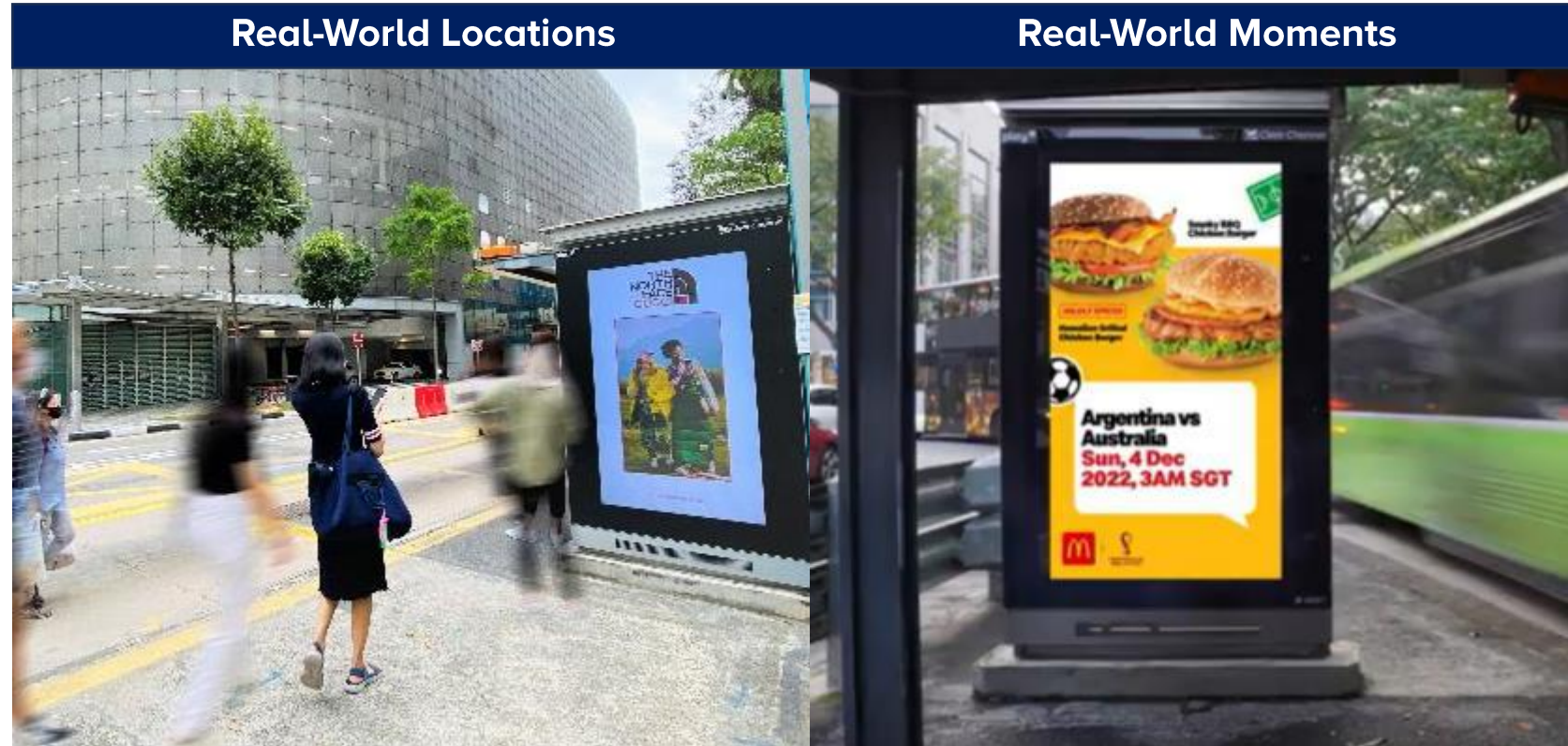


 **Clear Channel** Singapore

Connect with real-world buying situations

“The recipe for growth is to build a brand’s penetration by increasing its mental and physical availability.”

Kantar



Create real-world experiences



46%
agree real world experiences have triggered them to search or purchase online



The Purchase Journey

INFLUENCE, REINFORCE, AND NUDGE



EXPOSURE

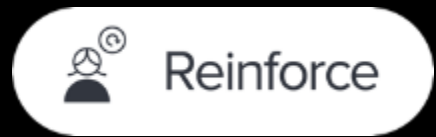
TRIGGERS

EXPLORATION & EVALUATION

PURCHASE



Build mental availability through broad reach to be top of mind in buying situations



Strengthen relevant brand associations to increase conversion



Connect with in-market shoppers as they explore and evaluate options before purchase





IRL to URL

An OOH Playbook for Online/Retail



[Learn more](#)

