



SmsDome – Clear Channel
Bus Shelters – Out Of Home (OOH) Advertising

Updated: 20^h September 2022

SmsDome Pte Ltd

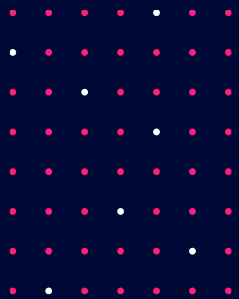
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E: info@smsdome.com

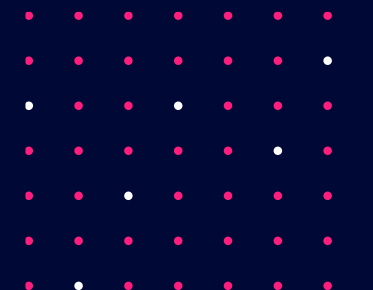
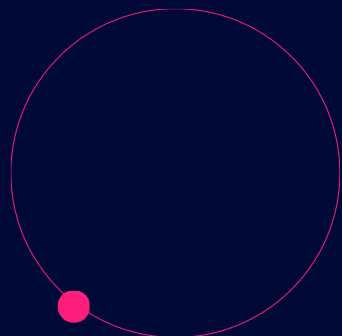
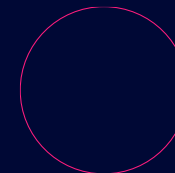
A: 47 Jalan Pemimpin, Halcyon 2, #03-01, Singapore 577200





OWN CHANGE.

We are in control.

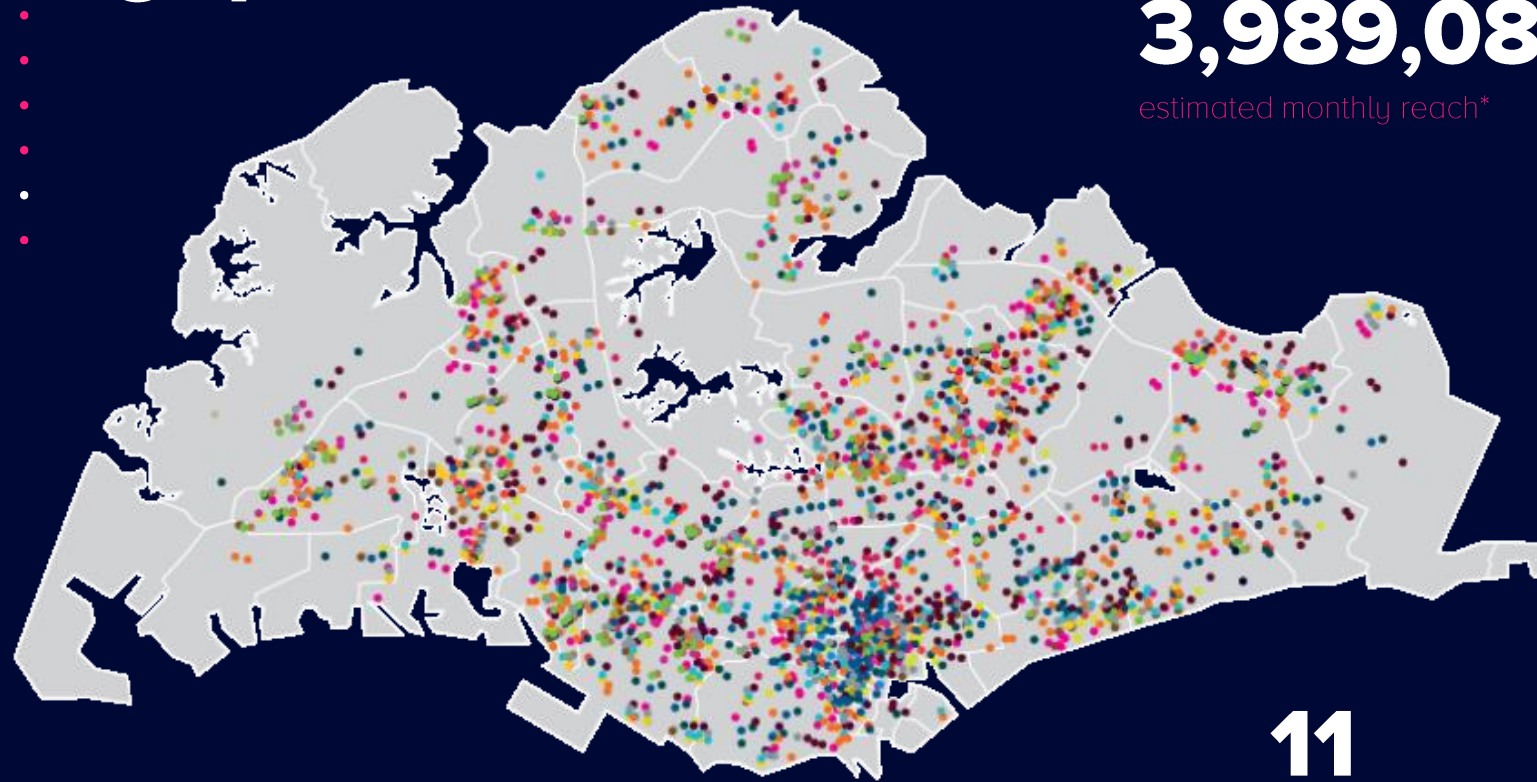


“

**We design, build and operate
the majority of the bus
shelters in Singapore...**

...but we do a lot more.

Largest Bus Shelter Network in Singapore



3,989,087

estimated monthly reach*

3,000

bus shelters

3,200

advertising panels
(both static and digital)

6,000

advertising faces

18

audience segments
(Proximity Packs)

11

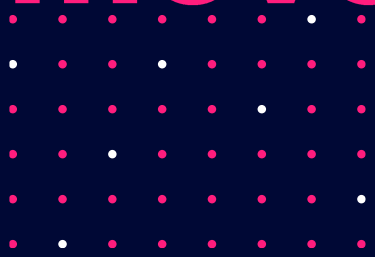
advertising formats

Proximity Packs

- | | | | |
|---------------------|------------------|------------------|------------------|
| ● 6 & The City | ● Happy Hour | ● PG | ● SuperValueMeal |
| ● Atas | ● Kopitiam Kakis | ● Rev! | ● Uniquely SG |
| ● Business-As-Usual | ● Nest Egg | ● Satellite | ● Yummy Mummy |
| ● Everywhere | ● Neighbourhood | ● Spree | |
| ● Fit-Buff | ● M18 | ● SuperValueDeal | |

“

We are ready for
more **freedom of
movement.**



Whilst Singaporeans remain cautious, there is a readiness for more freedom of movement.

1. Throughout the pandemic, consumers have found **a renewed appreciation for outdoor activities**.



+ 2. These factors are **sparking renewed advertiser interest in OOH** as a meaningful vehicle to connect with consumers.

THE STRAITS TIMES

S'pore to allow quarantine-free travel to 9 more countries, including US, UK



THE CORONAVIRUS PANDEMIC

Asia / Southeast Asia

Coronavirus: Singapore aims for more vaccinated traveller lanes, New Zealand drops zero-Covid strategy

- Trade Minister Gan Kim Yong said Singapore is in talks with several countries for vaccinated travel lanes by year-end, despite a surge in domestic cases
- PM Jacinda Ardern said New Zealand will shift to living with Covid-19, with the strategy change accelerated by the Delta variant

Agencies
Published:



Singapore, Malaysia to launch vaccinated travel lane between Changi Airport and KLIA

08 Nov 2021 05:00PM

3. **Travels resumed** with quarantine-free travel to specific countries.



People wear
Reuters

Singapore and Malaysia will launch a vaccinated travel lane (VTL) between Changi Airport and Kuala Lumpur International Airport from Nov 29. Gwyneth Teo reports.

The background is a solid dark blue. It features several abstract geometric elements: a large pink circle in the upper center; a smaller pink circle in the lower right; a pink plus sign in the top left; a pink plus sign in the bottom right; a white plus sign inside the lower right circle; a white diagonal line in the top left; a pink dot on the bottom of the large pink circle; a grid of pink dots in the bottom center; a grid of pink dots in the top right; and a white dot in the top right.

#TheNewCommuter

+ As people return to places of work and mobility
amps up, **people will be out and about
again. This is #TheNewCommuter.**

**#TheNewCommuter commutes to places
to **work, shop, eat and play.****

Understanding **the changing behaviours of
#TheNewCommuter** is key for brand marketers.



“

**Let's uncover how new
work patterns are
influencing the daily
commute.**

Three driving factors for #TheNewCommuter



**Hybrid
Working**

**Roadside
Reach**



**Lifestyle
Mobility**

THE STRAITS TIMES

From Jan 1, only those fully vaccinated can return to workplace; others must test negative for Covid-19



There are approximately 113,000 unvaccinated workers, more t

The Drum

Marketing can change the world.

NEWS

Most workers in Singapore say flexibility crucial when returning to the office

By Shawn Lim - November 1, 2021



Business leaders cite challenges in building team morale (37%) as the top potential issue

Hybrid Working

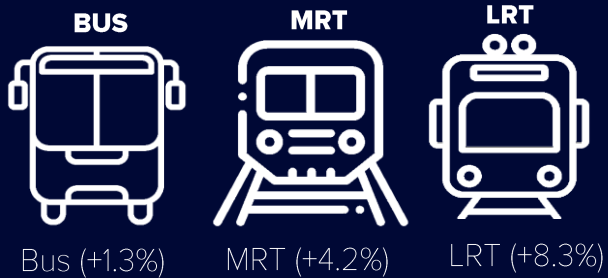
Singaporeans desire flexibility when going back to the office once the pandemic eases and restrictions are progressively lifted.

The Drum and IPSOS 2021

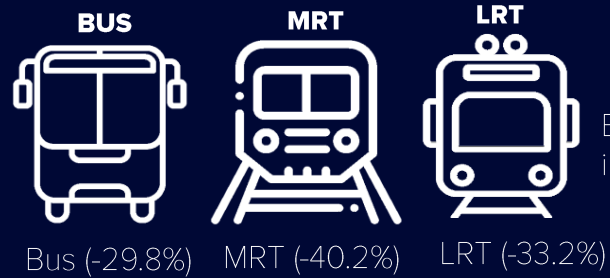
**Pre-COVID (2015-2019),
daily ridership increased yearly**

**Public transport ridership remains
high at 70% of pre-COVID levels**

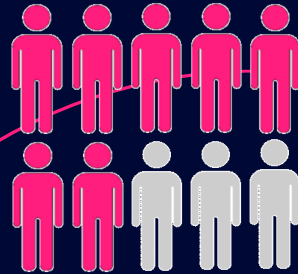
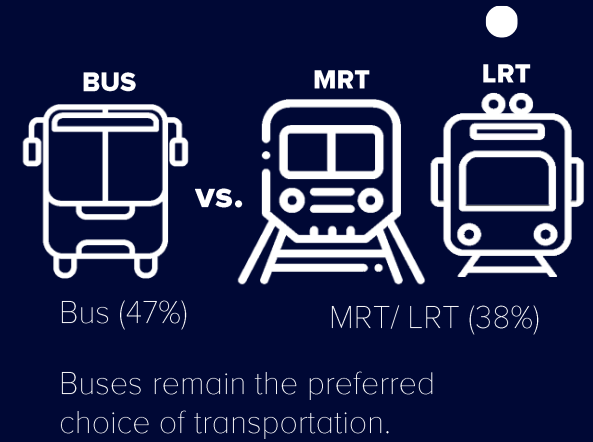
+ Pre-COVID



+ During COVID



Bus ridership
impacted the least.



7 in 10 Singaporeans are
still commuting with public
transport on a usual basis.

Acknowledging and accepting that post-pandemic mobility is flexible, with new forms of commute and location preferences.

Pre-COVID

Our weekly routine was regular and predictable

- Standard 5-day work week at a place of work.
- Commute to work using public transport doubled before the pandemic*.

During COVID

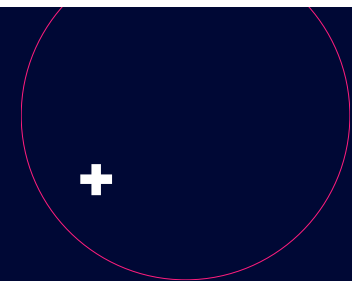
Complete shutdown of what we defined as normal

- 38% of Singaporeans are now working from home more often than before the pandemic**.
- Public transport ridership is about 78% of pre-pandemic levels^.

Post-COVID

The Mobility Recovery

- General preference for working remotely 3 out of a 5-day week**.
- Post-pandemic, employers should adjust work habits to avoid return of rush-hour crowds on public transport#.



Quick rebound post-restrictions shows a positive mobility mindset

Circuit Breaker 7 Apr to 4 May 20

A lockdown with only essential businesses and services available e.g. grocery stores and healthcare. No dine-in HBL for schools.

Phase 1 2 to 18 Jun 20

Some businesses to re-open with safety measures in place. WFH as a default mode. HBL for schools.

Phase 2 19 Jun to 27 Dec 20

Most businesses allowed to resume. 50% employees allowed back to office. Up to 5 household visits a day. Schools re-open.

Phase 3 From 28 Dec 20

Up to 8pax for gatherings. 75% of employees allowed back in the office. Events capacity up to 250pax.

Phase 2 (HA) 16 May to 16 Jun 21

Employees to WFH by default. Dine-in not allowed. Back to 2 household visitors a day

Phase 2 (HA) From 14 Jun 21

Easing of measures. Max 2 pax for dine-in. Up to 5 household visitors a day. Most businesses resume.

Phase 3 (HA) From 12 Jul 21

Easing of measures. Up to 5 pax for dine-in. Up to 8 household visitors a day. Exercises classes up to 50 pax.

Phase 2 (HA2) From 18 July 21

Cessation of dine-in, group size reduced to 2-pax, mall occupancy limit of 1pax per 16 sqm

Phase 2 (HA2) From 5 Aug 21

Up to 5 pax (vax)& 2pax (unvax) for gatherings, mask-off activities at gyms and dine-in. Mall occupancy limit remains.

Phase 2 (HA2) From 19 Aug 21

50% of employees can return to office. Attractions operating at 50%. Mask off activities and services allowed to resume (vaxed)

Stabilisation Phase From 27 Sept

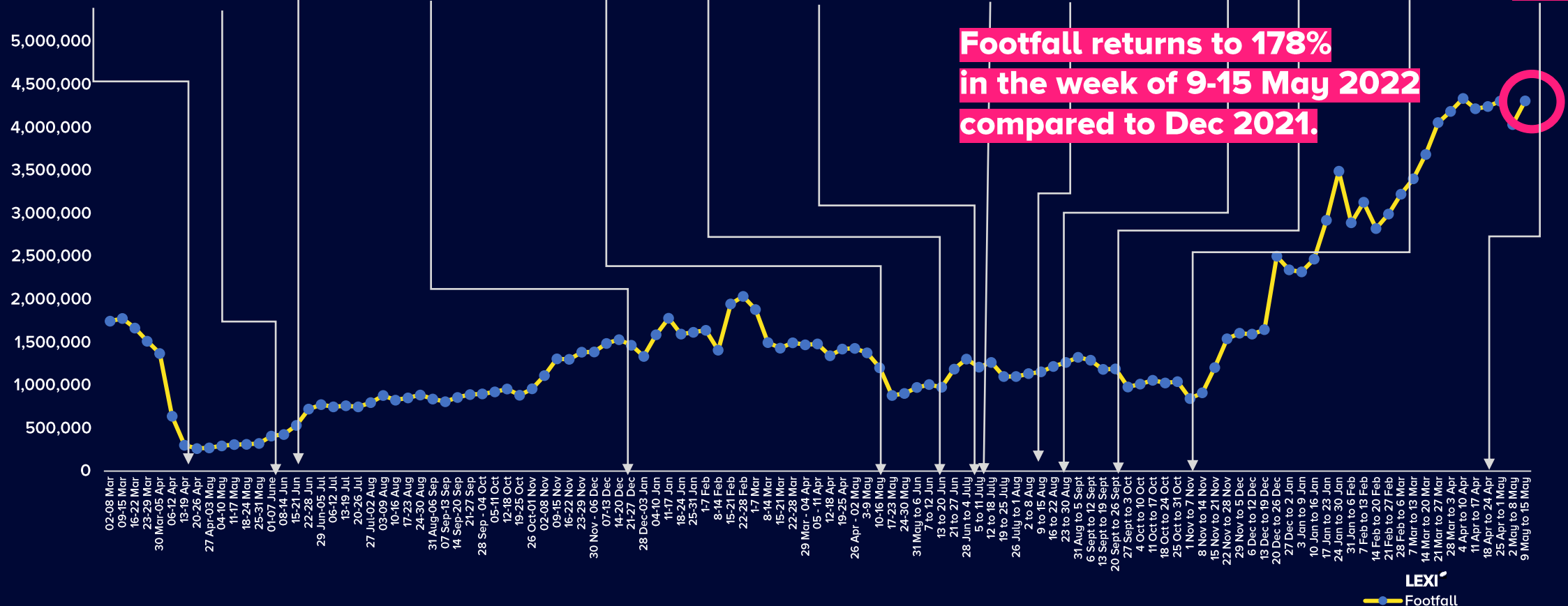
Dine-in & social gatherings of up to 2 pax. WFH and services allowed to remain a default

Stabilisation Phase From 10 Nov

Fully vaccinated household members can dine out in groups of five. From 22 Nov – social gathering of up to 5 pax.

Transition Phase From 22 Apr

100% back in the office. Trace-together no longer required.



Three driving factors for #TheNewCommuter



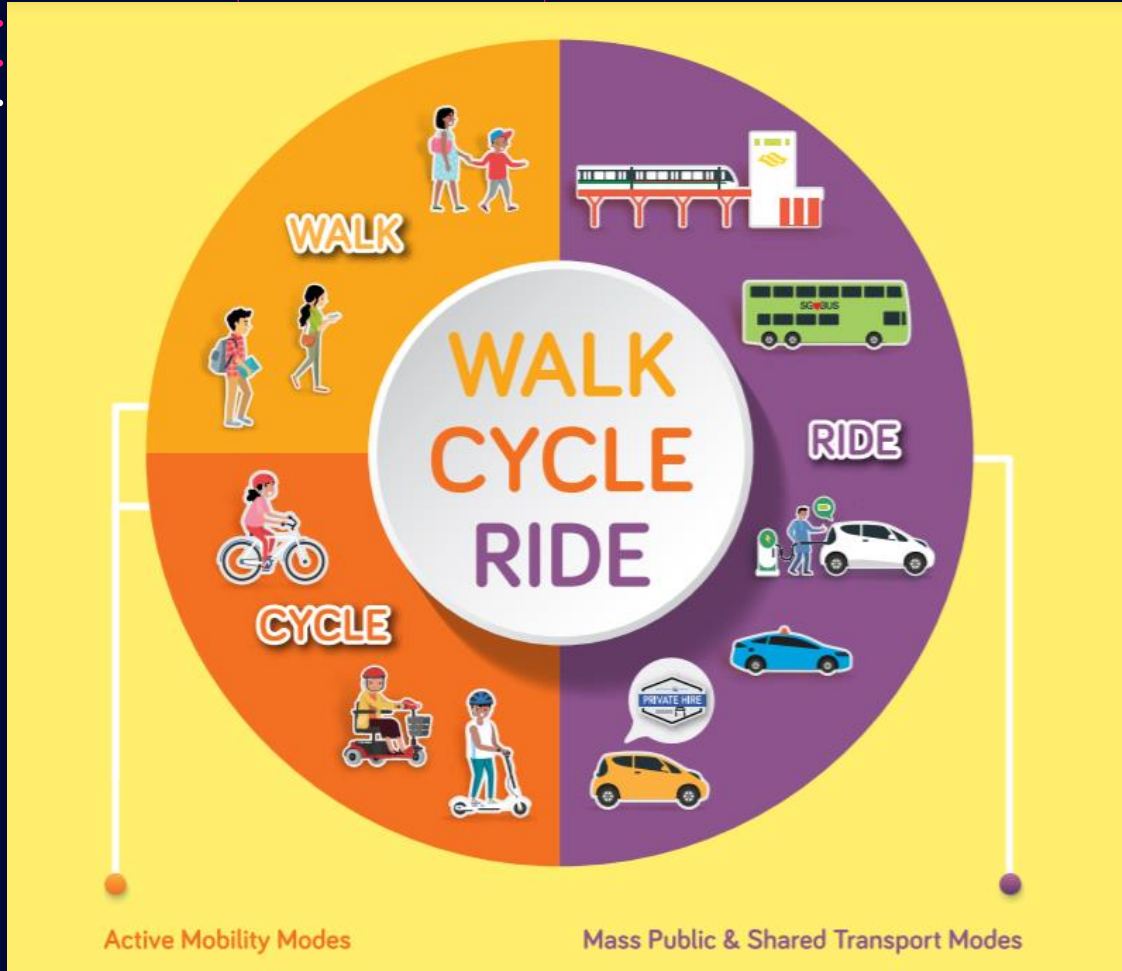
**Hybrid
Working**



**Roadside
Reach**



**Lifestyle
Mobility**



LTA Master Plan 2040

Roadside Reach

The rise of active mobility and personal forms of transport, nationally.

Land Transport Master Plan 2040: Bringing Singapore Together

A 45-Minute City with 20-Minute Towns



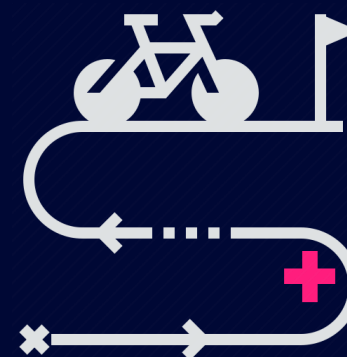
New regional hubs outside the city will bring jobs closer to homes, thereby shortening the average time taken to travel to work.

Transport for All



To better serve those with mobility needs: seniors, expectant mothers, wheelchair users and parents with young children, thereby extending accessibility for public transport to more users.

Healthy Lives and Safer Journeys



More pleasant, welcoming and safe streets to encourage walking, cycling and the use of public transport as healthier lifestyle choices.

Three driving factors for #TheNewCommuter



**Hybrid
Working**

**Roadside
Reach**



**Lifestyle
Mobility**

Lifestyle Mobility

Influencing weekly routines



+12%

Retail

Places such as convenient stores, malls, pharmacies and supermarkets.



+9%

Public Spaces

Places such as national parks, beaches, and public gardens.



+8%

Homes

Places of residence.



+6%

Offices

Places of work.

Lifestyle Mobility

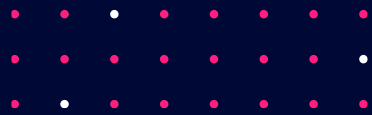
Support local



One in two Singaporean consumers said they **prefer to shop at local businesses** to help them recover from the business fallout from COVID-19.

With increasing flexibility in commuting ways and general mobility being more road-based,

**we can help you reach #TheNewCommuter
and display your ad messages
where #TheNewCommuter is.**





OOH: THE CLEAR CHANNEL WAY

“

We are leading the way in
making OOH scientific:
data-led, fact-based and
insight-driven.



OutSmartPin²

An **audience-centric** approach to buying OOH.



Location intelligence to inform **where**
your ads should appear.

Behaviours. Interests. Intent (NEW).



OutSmartPin²

An **audience-centric**
approach to buying OOH.



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Behaviours.

Where do your customers
frequent?

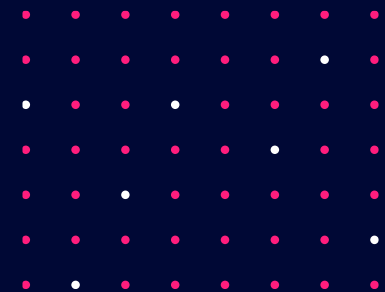


Interests.

What content do your
customers browse on mobile?

Intent (NEW).

Is there a purchase intent or
past online transactions?



CATEGORY:

Automotive

INTELLIGENCE:

[Behaviours]

Targeting people who visit car dealers/showrooms, car rentals, car services, car washes, petrol stations.

[Interests]

Car makes and models such as American, European, Hybrid, Japanese, Korean, Luxury or Sports.

[Intent]

Targeting people who have been engaged in e-commerce or internet activities related to Vehicle Parts & Accessories and Automotive.

FORMAT:

Play and The Canopy

OutSmartPin



Recommended

Media:

Play (up to 225 locations)
and The Canopy (up to
100 locations).

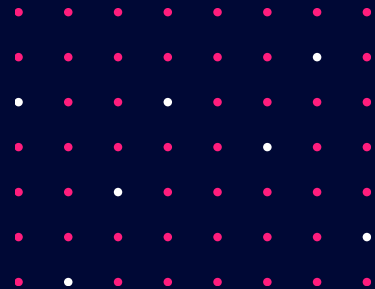


OutSmartPro²

Speed, control and intelligence.

Near-real time impressions served
to where your **audiences are**

Behaviours. Interests. Intent.

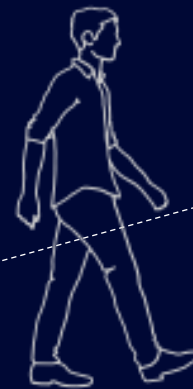


NEW! on OutSmart Pro

**“Clear Channel Singapore
launches a market-first: near
real-time impressions”**

**Precise
Targeting**

**Predict
Audiences**



From past 3-month data to past 7-day data.

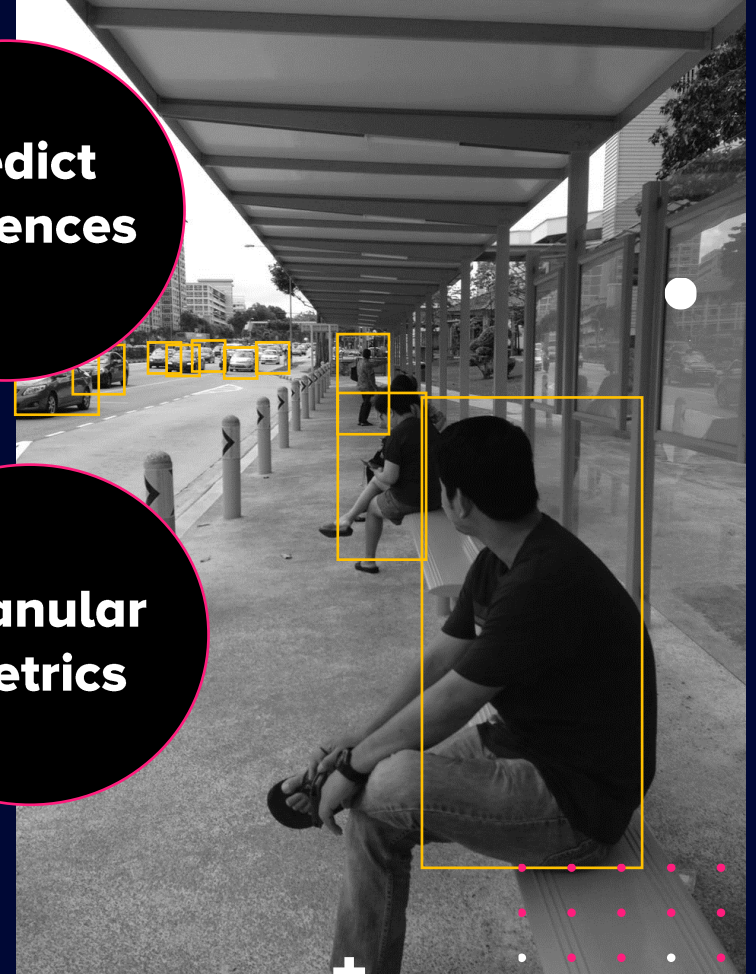
NEW! on OutSmart Pro

**“Clear Channel Singapore
launches a **market-first in
Asia: vehicle count.**”**

**Predict
Audiences**

**Precise
Targeting**

**Granular
Metrics**



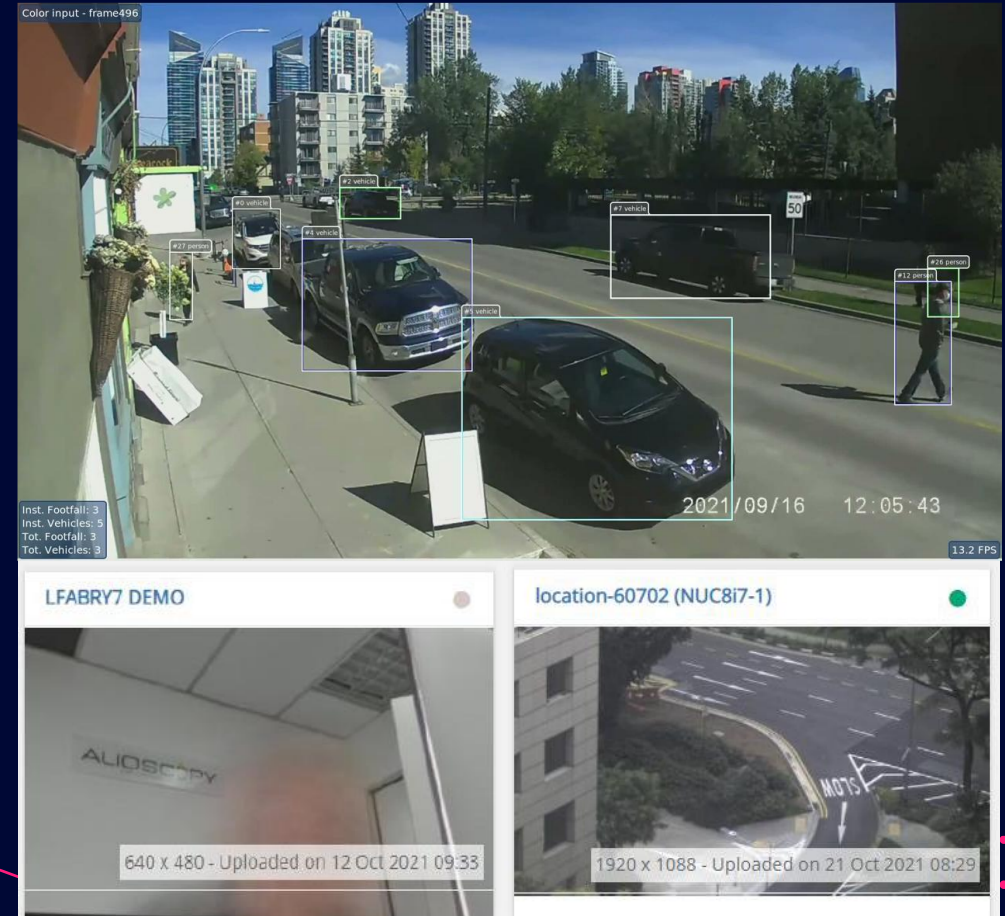
NEW! on OutSmart Pro

How it works

- Object recognition in real-time
 - Footfall (silhouette detection)
 - Vehicle (passing vehicles - buses, trucks, cars and vans)
- Privacy protection (PDPA compliant)

Granular metrics and accuracy

- Split between pedestrians and drivers
- A more precise count of traffic and dwell times
 - Footfall (95% detection accuracy)
 - Vehicle (95% detection accuracy, 90% vehicle type accuracy)



Products

Play x 250

Play x 250
Electric City x 2

Play x 250
Electric City x 4

Services

OutSmart Pro
Assisted Service

OutSmart Pro
Private Marketplace

+ Pre-defined
audience segments

OutSmart Pro DIY
Service

OutSmart Pro
Open Exchange

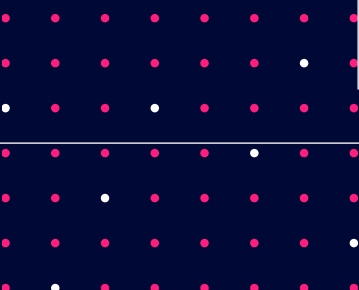
DSPs

Hivestack

Active Agent, Adform, Adomni,
Adelphick, Adquick, Amobee,
Displayce, Hivestack, Logicad,
MarketOne, Mediamath, Neuron,
Porto, Sage & Archer, Splicky, The
Trade Desk, TPS Engage, Ubimo,
Verizon Media and Vistar Media.

+ Google DV360
via Hivestack
and Vistar Media

Measurement



Opportunity-
to-see

Uplift Analysis
(footfall)

Footfall
Vehicles

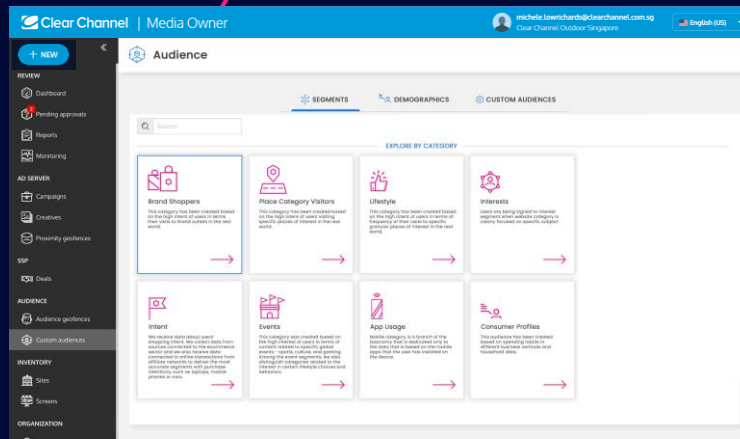
Uplift Analysis
(footfall)
Brand Uplift

NEW! on OutSmart Pro



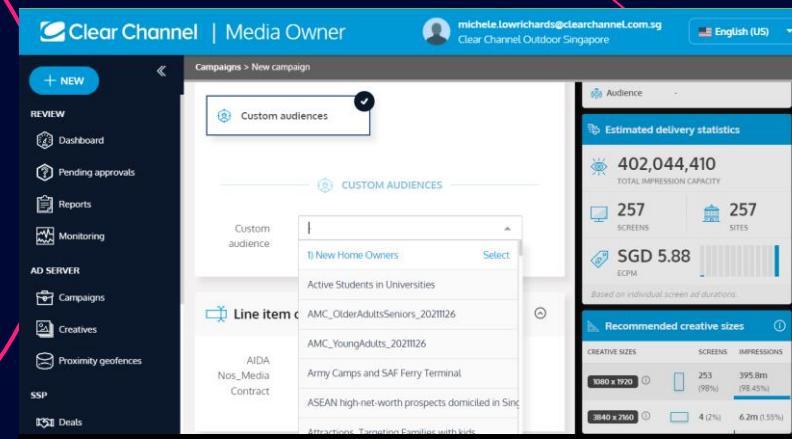
Audience
segments

Pre-defined Audience Segments



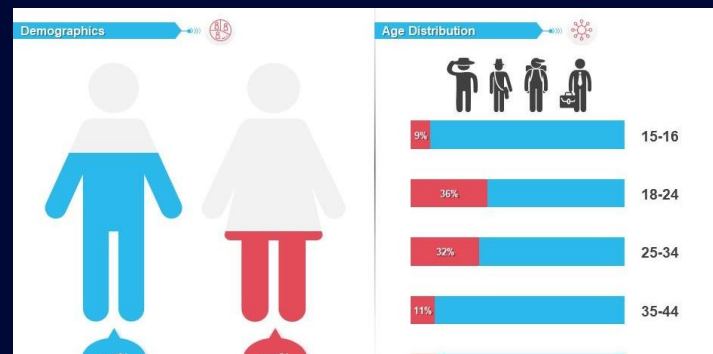
Select from 141 pre-defined audience segments

Custom Audience



Defined by real-world mobility behaviours

Demographics



Including gender and up to 6 age brackets

NEW! on OutSmart Pro



Footfall and Vehicle
metrics



Target the drivers and/ or
the affluent by identifying
locations with high
vehicle impressions in
the past 30 days

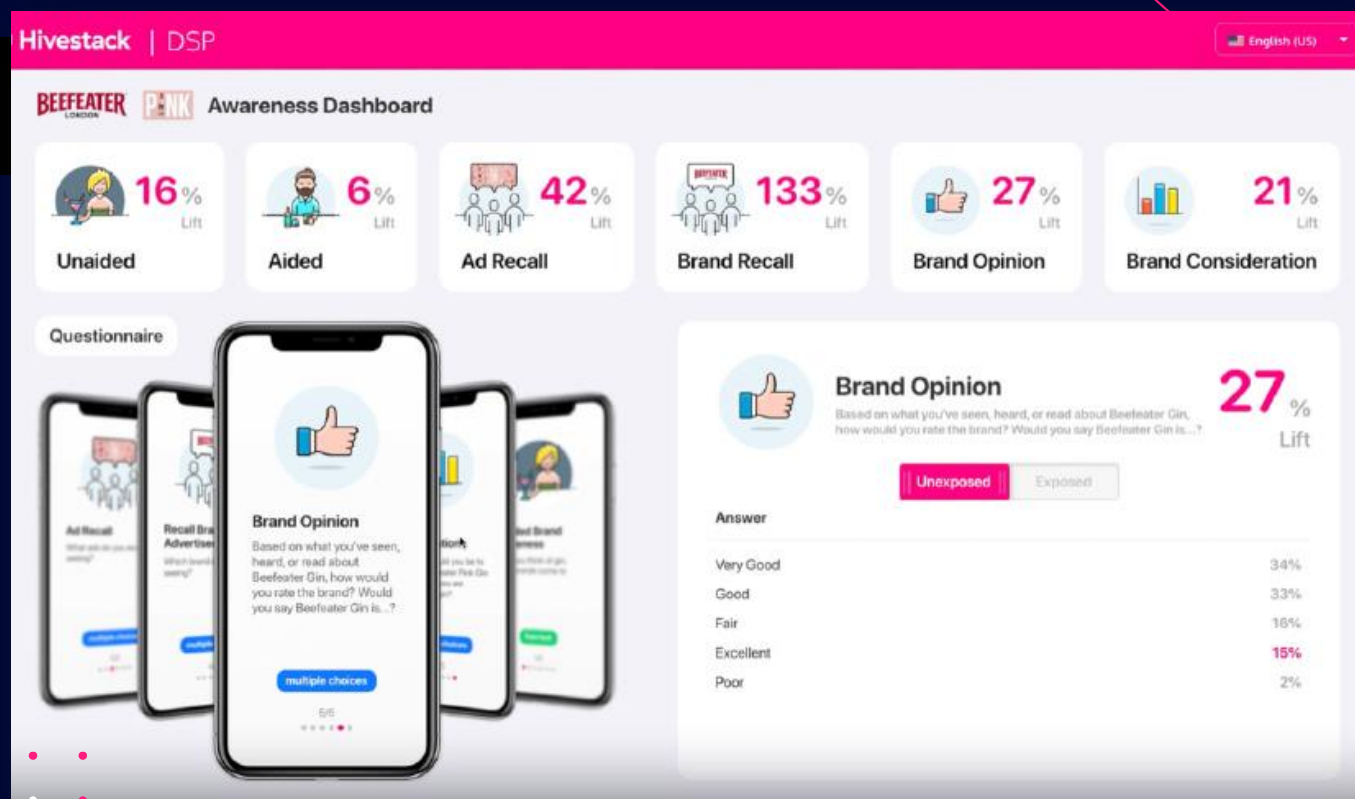


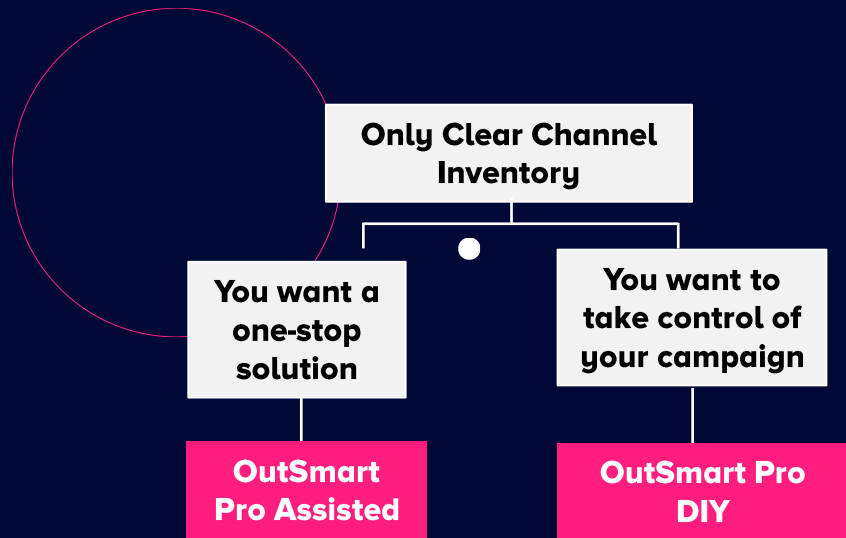
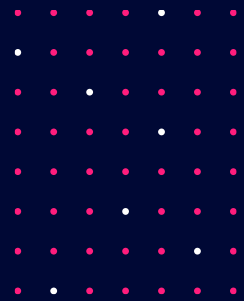
NEW! on OutSmart Pro

Measure Brand Metrics

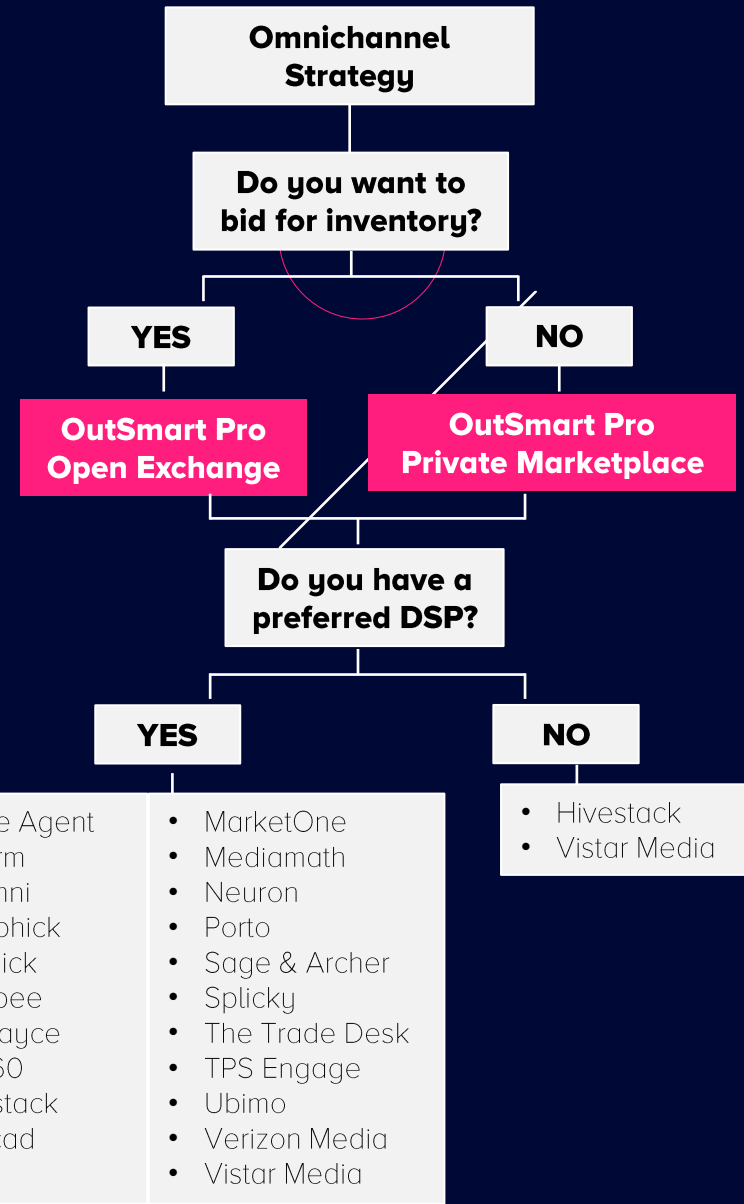
Measure the impact of your OutSmart Pro campaign against 5 KPIs

- Brand Awareness
- Brand Recall
- Brand Uplift
- Brand Opinion
- Purchase Consideration

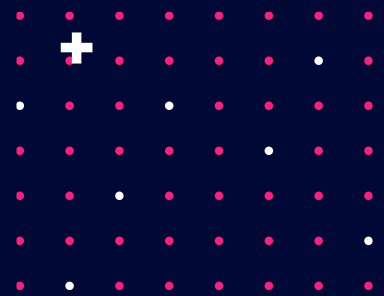




or



Which **service** should I consider?



OutSmart Pro Pricing

| Omnichannel Strategy via DSPs | | | | Clear Channel Singapore inventory only | |
|--|--|---|---|--|--|
| Open Exchange | PMP (Preferred Deal) | PMP (Private Auction) | PMP (Guaranteed) | DIY | Assisted |
| From \$7 | \$8 | From \$8 | \$10 | \$11 | \$12 |
| Biddable CPM Non-Guaranteed All Access | Fixed CPM Non-Guaranteed One-to-one Access | Biddable CPM Non-Guaranteed Selected Access | Fixed CPM Guaranteed One-to-one Access | Fixed CPM Guaranteed One-to-one Access | Fixed CPM Guaranteed One-to-one Access |
| Via Hivestack | All DSPs via Vistar Media | All DSPs via Hivestack and Vistar Media | DV360, Hivestack, MediaMath, The Trade Desk, Yahoo via Hivestack | CCS | CCS |





OutSmartConnectSM

Exposure-to-conversion

Target those who have seen your **OOH** ad and drive an action on mobile, moving **one step closer to conversion**.

Behaviours. Interests. Intent.

How does OutSmart Connect reach your target audience?

[Behaviours] Real-world places where your target audience may frequent.

[Interests] Their mobile interests based on the categories of apps the target audience uses.

[Intent] The target audience that displays online purchasing intentions related to specific categories.

How it works?

OutSmartPro[®] + OutSmartConnect[®]

Mobile device IDs are tracked for target audiences who are served advertisement via OutSmart Pro at relevant screens at bus shelters along their daily travel journeys.



Redirects to webpage/ app store to drive downloads when banner ad is clicked.



The same group of target audience are retargeted on mobile with banner ads (Tracking of CTR to webpage).

Measure visits to the physical store (if any) after seeing OOH ad and mobile banner, attributing as footfall to store visits.

Mobile retargeting with **mobile device ID passback**.



Case Study: Citigold

THE CHALLENGE

+ Buying audiences, not just inventories.

+ Using intelligence to identify where the audiences are.

+ Drive an action on mobile.

+ Drive incremental walk-ins to Citi branches.

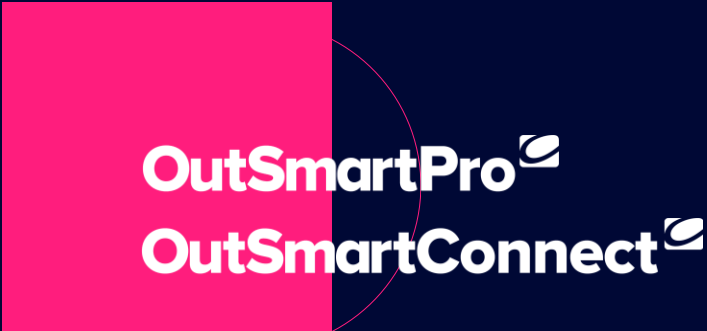
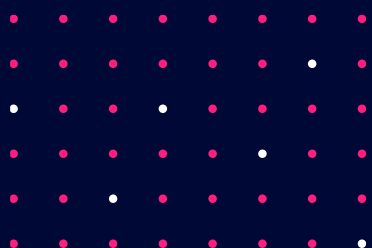
OOH: THE CLEAR CHANNEL WAY

The ability to buy audiences instead of just inventories, and the assurance to do it reliably and at scale.

Custom audiences were built-in to identify audience profiles, interests, and those in-proximity to points-of-interest where their target audiences frequent:

Citigold's OOH ad visuals included a prompt to search on mobile for 'Citigold' and a QR code to scan, and layered on mobile re-targeting to increase conversions.

Drive incremental walk-ins to Citi branches. OutSmart Pro Uplift Analysis measured the OOH attribution across all of Citi's branches islandwide.



Case Study: Citigold

THE RESULTS



5.54 million
mobile devices



61% target audience
concentration against all
demographic reach



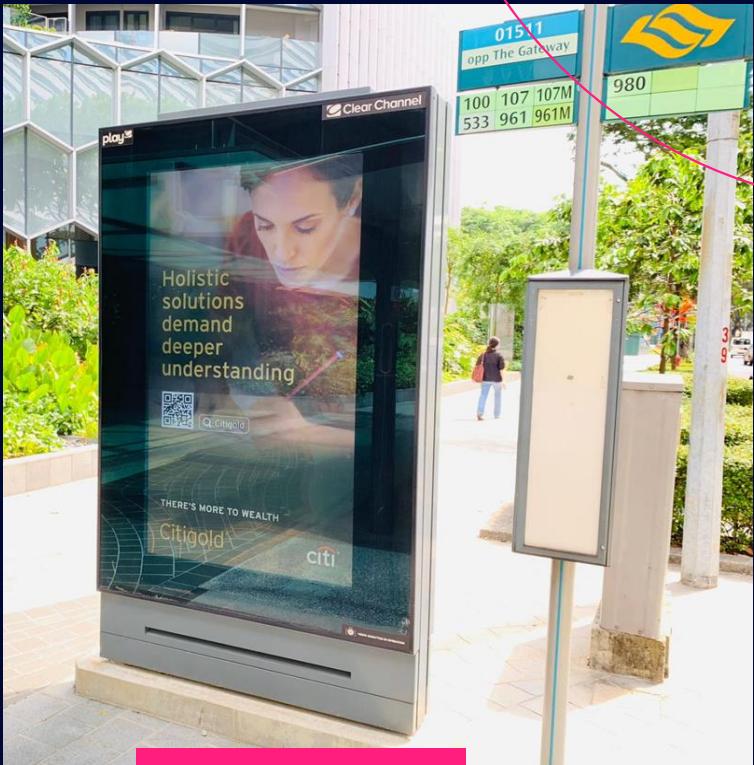
2,000+
website landings



0.84% CTR
2.7x against benchmark
(Financial Services category)



2.72x
incremental walk-ins
to Citi branches



OutSmartPro[®]
OutSmartConnect[®]

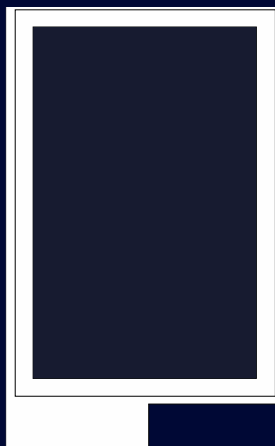


OUR PRODUCTS

Impacts consideration near point-of-purchase locations.

Delivers high profile exposure of an advertising message.

6-sheet



**Goal-based approach to
buying DOOH.**

Play+ Displays

When frequency of play at
specific locations matter.

play



Proximity Packs or
Customised Locations

All-Day,
Weekdays, Weekends

Goal-based approach to buying DOOH.

Play+ Views

When delivering your ad to a specific audience matters.

play



Proximity Packs

- | | |
|---------------------|------------------|
| ● 6 & The City | ● M18 |
| ● Atas | ● PG |
| ● Business-As-Usual | ● Rev! |
| ● Everywhere | ● Satellite |
| ● Fit-Buff | ● Spree |
| ● Happy Hour | ● SuperValueDeal |
| ● Kopitiam Kakis | ● SuperValueMeal |
| ● Nest Egg | ● Uniquely SG |
| ● Neighbourhood | ● Yummy Mummy |

First-ever Large Format Street-side Digital Billboard

The ultra high-definition displays supports **full-motion and audio-visual content** and delivers an immersive experience.

Electric City

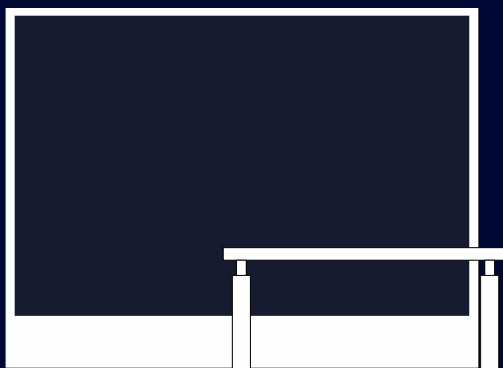




Branding with Impact.

A street level billboard,
a brand's choice of large format.

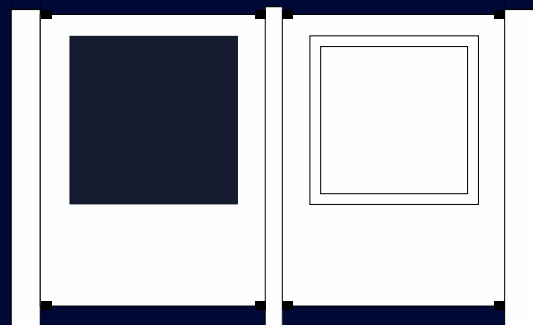
The Street Billboard



High reach at a low cost.

Proximity, Point-to-Purchase.

The Classifieds



The “New” 6-sheet

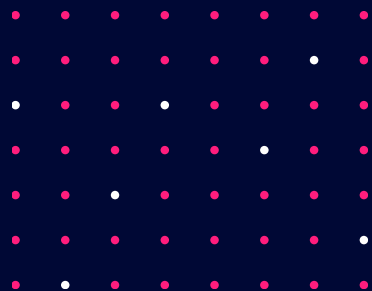
Scaled up branding, for Le\$\$.





The Canopy

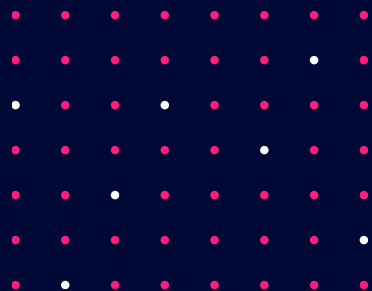
**The motorists'
2D rooftop billboard**





The Marquee

Bringing brands to life,
3D rooftop billboard



The Spectacular

Branding with Impact.

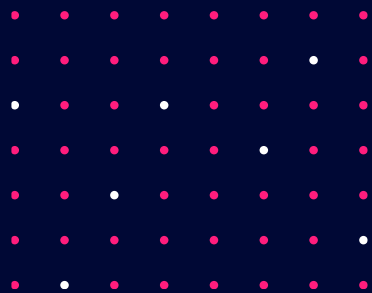




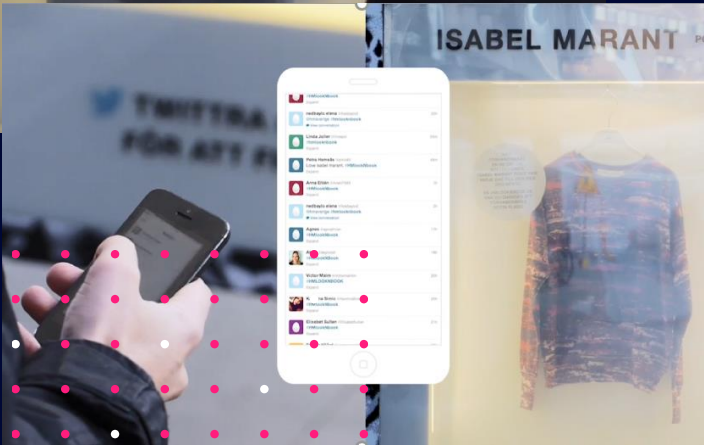
THE IDEAS LAB

“

Get ready to **own the streets again.**



Award-Winning Creative Team



Bespoke Solutions

Opaque to Clear Glass

Delight curious commuters who tweet a hashtag to magically reveal a product for 15 seconds. Pre-order details shared with those who engage.



2016
Best Creative Team



2018
Best Creative Team



A New Norm

Contactless solutions, at scale

Sensor-based

Sensor-based motion detection. Browse a catalogue or content online.



Web Augmented Reality

Go O2O on web-based augmented reality. Use a second screen to delight and incentivise mobile commerce.



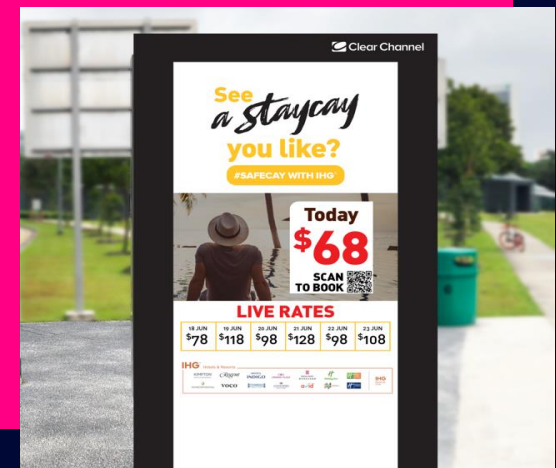
Eye-Tracking

Mind-reading Poster. Use the power of your eye to trigger product discovery. Click for [Mind-reading Billboard](#)



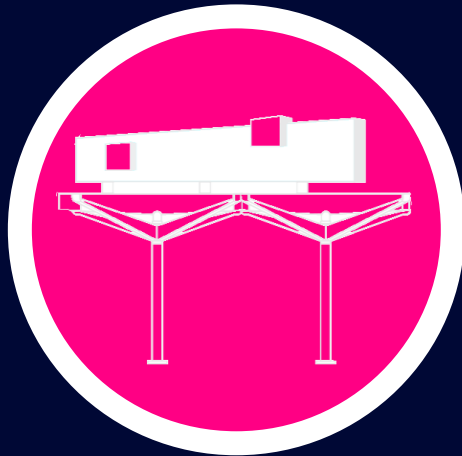
Dynamic Live Updates

Dynamic Hotel Bookings. Live prices and availabilities for staycation bookings.





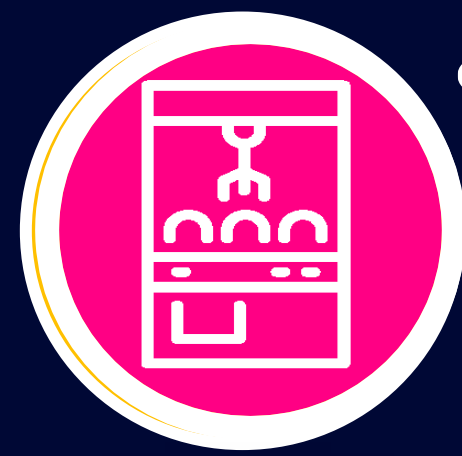
IMPACT



ENGAGEMENT



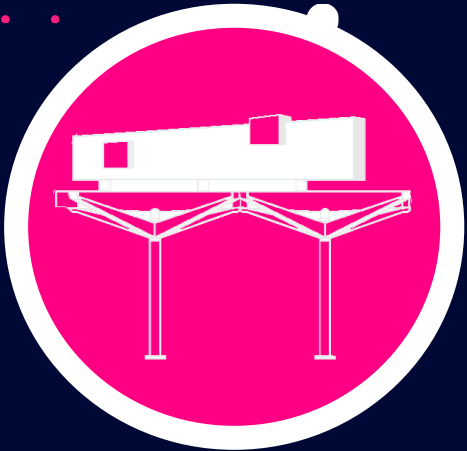
CONVERSION



Creativity and Innovation



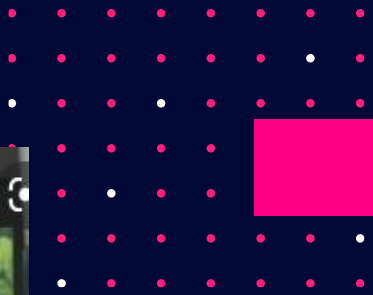
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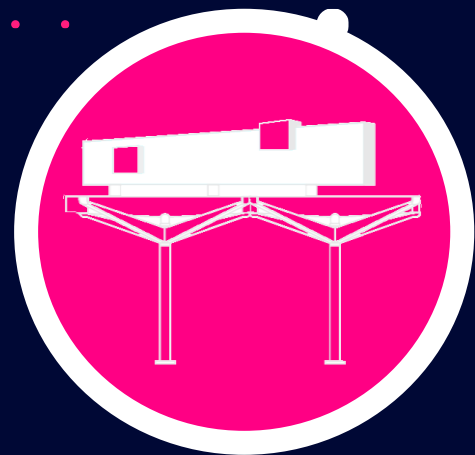
NESPRESSO

New Vertuo
Jewel Showcase

Creativity and Innovation



IMPACT



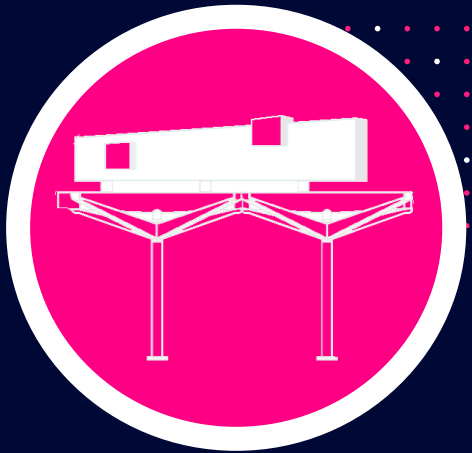
GIC
Urban Farming



Creativity and Innovation



IMPACT



**THE WALT DISNEY COMPANY
(SOUTHEAST ASIA)**

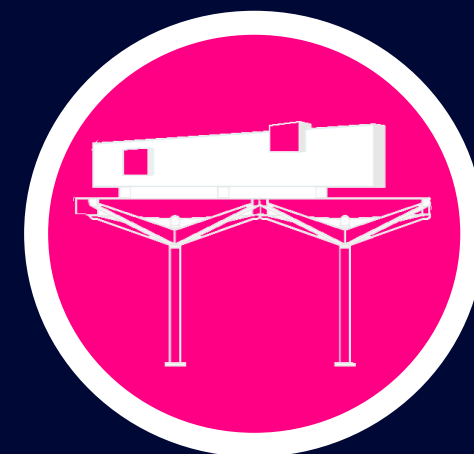
Disney+
The Marquee



Creativity and Innovation



IMPACT

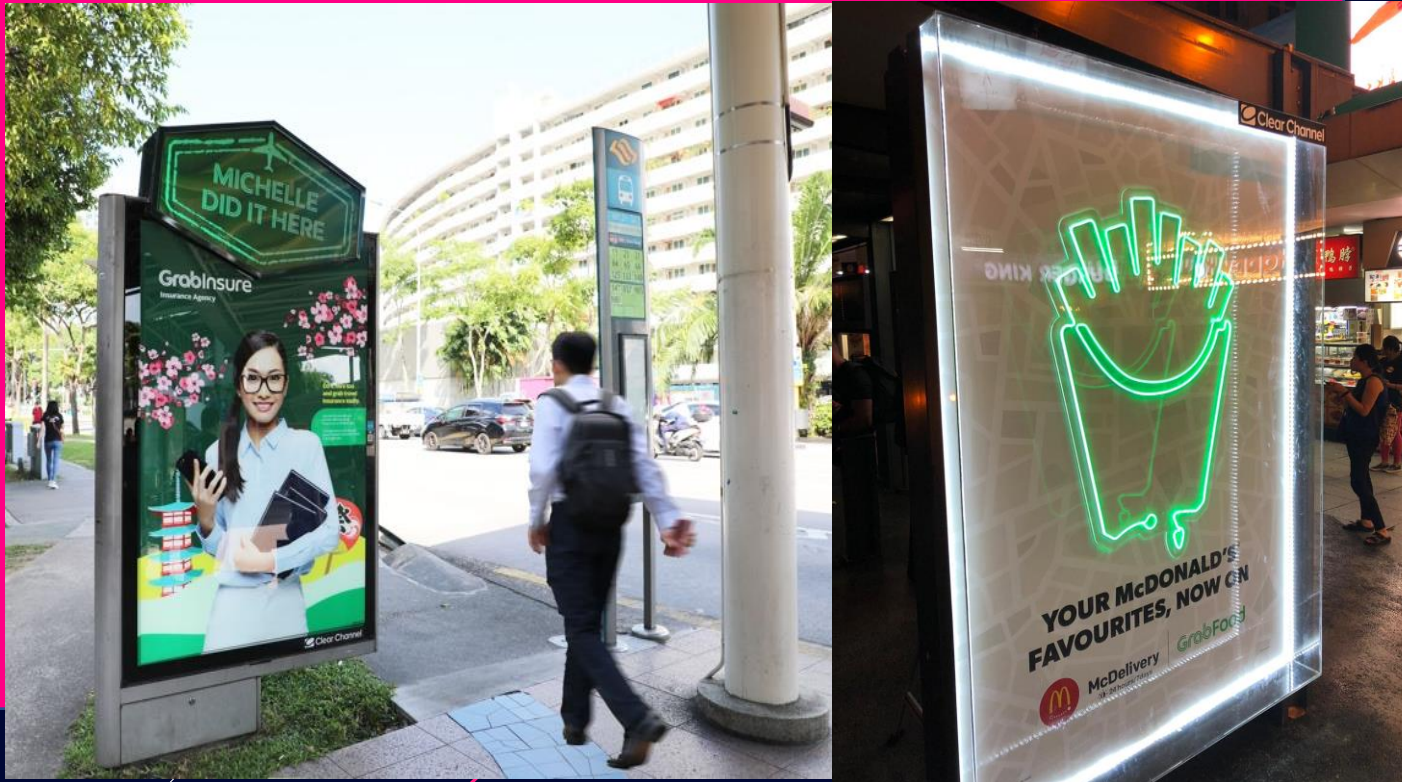


MINISTRY OF HOME AFFAIRS

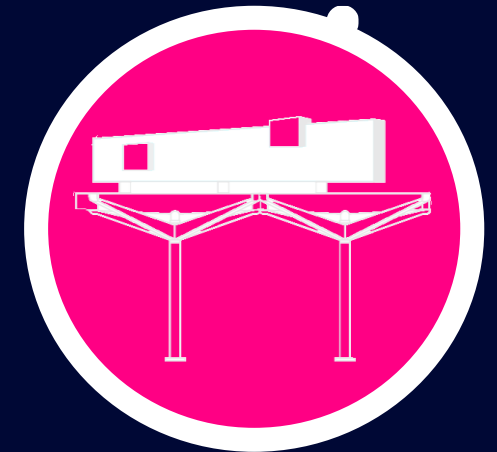
Singapore Civil Defence Force
Lenticular Lightbox



Creativity and Innovation



IMPACT



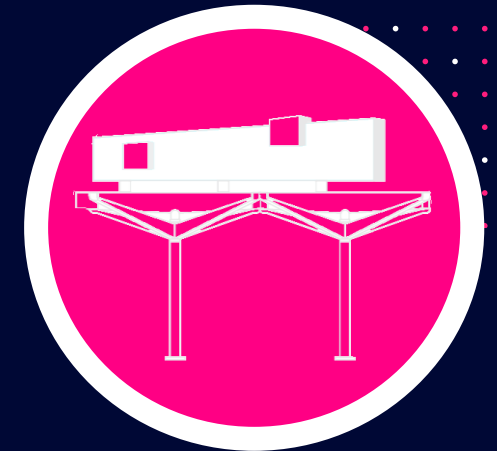
GRAB

GrabInsure/ GrabFood
Special Build/ Neon

Creativity and Innovation



IMPACT



CARLSBERG

Carlsberg Smooth Draught

F&N

Ice Mountain

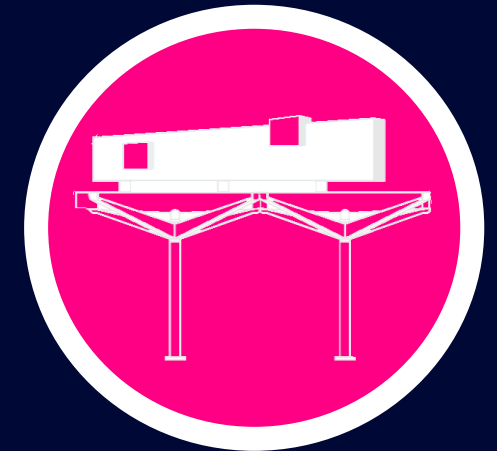
TIGER BEER

Born in Singapore
Water Tank

Creativity and Innovation



IMPACT



SINGAPORE AIRLINES

Northern Territories
Special Build



Creativity and Innovation



ENGAGEMENT



MCDONALD'S

Hershey's McFlurry Activation
Dispenser

Creativity and Innovation



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RESORTS WORLD SENTOSA

Halloween Horror Night 9
Experiential



Creativity and Innovation



ENGAGEMENT



MCDONALD'S

Happy Sharing Box
Wefie GIF and Photo Booth



Creativity and Innovation



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5-HOUR ENERGY

5-hour ENERGY Regular
Sampling

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HAAGEN-DAZS

Haagen-Dazs Cool Wheels
Dynamic Live-Feed



Creative Services



**Complimentary
mock-up visuals**

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