

OOH MEDIA OF THE YEAR

THE OUT-OF-HOME SCENE IN SINGAPORE IS BURSTING WITH CREATIVITY AND BUSTLING WITH EXCITEMENT. OOH PLAYERS ARE FINDING NEW WAYS TO MARRY DIGITAL INTO THE ONCE TRADITIONAL MEDIUM AND GRAB THE ATTENTION OF THE TIME-STARVED CONSUMER. WE TAKE A LOOK AT THE LEADERS WHO ARE TAKING INNOVATION TO A WHOLE NEW LEVEL IN THIS SPACE.

METHODOLOGY

HOW DID WE ACHIEVE THIS?

The Media Benchmarking Survey is one of *Marketing's* main initiatives to understand and inform our marketing community on Singapore's competitive media landscape. The OOH Media of the Year rankings were derived from questions in the Media Benchmarking Survey via an online questionnaire on *Marketing's* database of client advertisers and marketing services agency professionals. All answers were considered by *Marketing* when finalising the rankings.

This year's revamped survey focuses on the marketers' preferred choices of the media and the rankings were collated based on the total scoring system, with entrants' first preference getting five points and preference five getting one point.

QUALITY RECIPIENTS AND RESPONDENTS

With more than 900 respondents participating in this year's survey, the research gathered holistic and up-to-date feedback from advertising decision-makers and influencers and agency professionals from various marketing services.

100% of our respondents were manager-level decision-makers with more than 22% from the most senior ranks of client advertisers and another 31% were VPs or director-level marketers. The majority of the respondents from the agency side were CEOs, MDs and GMs (45%), 46% were marketing personnel and 9% creative and media personnel.

Advertisers from major and local international banks, FMCG companies, property and construction, as well as those from travel and hospitality companies participated in the survey. Agency professionals across the marketing spectrum were also well represented.

1 JCDECAUX

The past year has seen JCDecaux upgrading and adding new assets to its current inventory of products. This has won the hearts of marketers.

Since the renewal of its advertising concession with Singapore Changi Airport in 2016, the out-of-home media company has been actively upgrading and introducing new products to the airport. Key upgrades include the installation of immigration light boxes in the T2 arrival halls to replace the two front-lit wall wraps. The installation doubles the size of the previous wall wraps offering advertisers the opportunity to amplify their brand visibility.

Lightboxes on baggage carousels in T2 and T3 were also recently converted to digital screens to enable contextual advertising messages to be communicated to target audiences waiting to collect their baggage.

In preparation for the new T4 opening in the second half of 2017, JCDecaux has been working with Changi Airport to install new advertising assets, which comprises of its signature large-format lightboxes and digital screens. These will serve to complement T4's new concept of "fast and seamless travel".

Its partnership with Martell saw the use of its "Dynamic Solution" and Beacon WeChat "Shake Solution" to provide an avenue for direct audience engagement. Using personalised real-

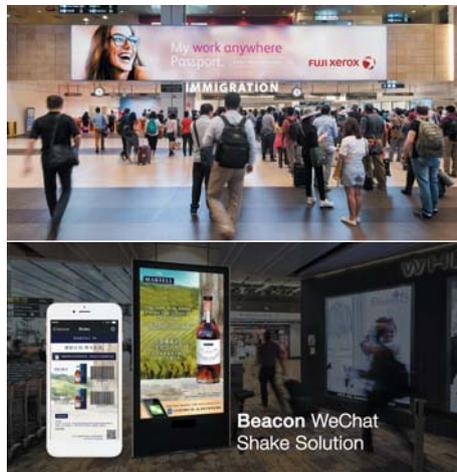
time data, it brings OOH advertising beyond digital screens to bridge the gap between online and offline advertising, effectively driving traffic to stores. The upgrading and introduction of new assets have also been extended to its downtown malls, namely ION Orchard.

The B2 fashion gateway lightbox was updated from the original sticker format, thus providing advertisers with a platform to showcase greater illuminated campaigns. Meanwhile the ION retail gateway, which links Orchard underpass with Orchard Road, allows advertisers to communicate their brand

messages through immersive sight and sound experiences with audio-enabled digital screens.

The company also expanded its team with the hiring of Isaline Duminil as its marketing and communications director. With a background in digital marketing, she is tasked with leading the company's internal and external communications strategy, as well as driving the company's digital OOH strategy.

Key campaigns for JCDecaux have included a span of brands from the government and private sectors, such as DBS, Laneige, Burberry, Department of International Trade and MasterCard.



2 CLEAR CHANNEL



Clear Channel Singapore remains forward thinking and has evolved its products and introduced new assets to ensure it stays ahead of the competition. As such, it has climbed the ranks and grabbed the number two spot this year.

Clear Channel Singapore has evolved OOH in this age of digitalisation with the improved Play 2.0+. This gives advertisers the flexibility, agility and ownership they need to maximise cut-through and minimise inventory wastage.

The Play 2.0+ complements the agility of digital out-of-home (DOOH) and advertisers have the freedom to own the timings down to the exact days and hours which are most relevant to their campaigns.

Advertisers are also able to start the campaign on any day of the week, even at a moment's notice, and are allowed to mix-and-match different Play 2.0+ packages. Such flexibility enables brands to reach their target audience and easily run contextual advertising while stretching their budgets.

Clear Channel also claims to be one of the first media owners in Singapore to utilise video analytics to track and measure the performance of advertising campaigns at scale.

This forward-thinking approach, named Lexi (a pun on "Let's See"), meets the needs of marketers' demands for greater accountability by giving brands the visibility to their campaigns' success, and more importantly, to allow for smarter planning for future campaigns.

One of the key campaigns last year was with the Singapore Police Force, where it partnered up to develop an interactive and hands-on

experience for senior citizens to educate themselves on the topic of road safety.

Taking up the challenge to change the perception of seniors often portrayed as non-tech savvy, the initiative aimed to deliver an empowering message for the elderly to step forward and take action themselves in understanding how big an impact their health has on their safety on the roads.

According to Clear Channel, the creative campaign execution contributed to the distribution of a total of 1,835 kits over four weeks across three locations, in line with Traffic Police's larger effort to reduce elderly traffic accidents. These kits continue to be a "conversation starter" for elderly pedestrians and their family members, making them more "safety-conscious". Other key campaigns include "Coke Uplifting Breaks" and "All For Good" where they partnered with Coca-Cola and NTUC Social Enterprises, respectively.

The year also saw a few changes to Clear Channel's key personnel such as the appointment of Amanda Woo as head of commercial; the promotion of Anna Chong as team leader for sales; and the return of Michele Low Richards. Clear Channel is confident it will continue to reinvent with technology by giving brands the visibility to their campaigns success, and to develop connections with new partners to drive new conversations.