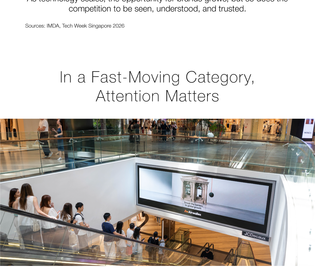
JCDecaux

Singapore's Tech Economy is Gaining Momentum

Singapore's digital economy grew by S$12 billion in 2024 to reach S$128.1 billion nearly 19% of the national GDP.



AI adoption is accelerating right alongside it. In just one year, adoption among larger enterprises rose to 62.5%, while SME adoption more than tripled to 14.5%. Against this backdrop, Tech Week Singapore returns on 29–30 September bringing together more than 80,000 participants across AI, cloud, cybersecurity, data and enterprise technology.

As technology scales, the opportunity for brands grows, but so does the competition to be seen, understood, and trusted.

Sources: IMDA, Tech Week Singapore 2026

In a Fast-Moving Category, Attention Matters

From enterprise AI and fintech platforms to connected devices, tech brands are competing for visibility in a crowded landscape. Recent research from Dentsu x JCDecaux reveals how Out-of-Home (OOH) media cuts through the noise:

- **High Fixation:** 56% of passers-by fixate on OOH advertising. Even with an average attention span of 1–2 seconds, clear and simple messaging drives instant brand recognition.
- **Context Amplifies Impact:** Shopping centres deliver exceptionally strong recall and message transfer, while combining different OOH environments amplifies overall campaign impact.

For brands communicating sophisticated tech products, the strategy is straightforward: make complex innovation easy to see and easy to remember.

Source: Dentsu x JCDecaux: Captivating On The Go

Reach the Audiences That Matter

At Changi Airport: Influence Business Decision-makers

- **High-Value Demographics:** 36% of travellers hold senior roles, and 70% indicate influence over key business decisions.
- **Prime Receptivity:** 70% remember airport ads better than those seen elsewhere and are more receptive to advertising.
- **The Trust Premium:** 87% say airport presence positively enhances brand credibility compared to other media.

Source: JCDecaux Singapore 2026 Airport Audience Profiling Study

In JCDecaux Malls*: Build Trust Closer to Purchase

- **Credibility Over Social:** 65% of consumers find mall advertising more credible than social media ads.
- **Driving Consideration:** 31% consider making a purchase after seeing a mall ad, compared to just 22% for social media.

*JCDecaux Malls include ION Orchard, Jewel Changi Airport, Suntec City, Raffles City, Funan & Plaza Singapura
Source: JCDecaux Singapore 2026 Malls Audience Profiling Study

From Visibility to Action: The Bitdeer Advantage

Beyond building awareness, OOH drives measurable action. Bitdeer's campaign across Changi Airport's digital network is delivering powerful results:

56%
of business and technology decision-makers recall seeing the Bitdeer campaign, significantly above Airport benchmarks
(JCDecaux Benchmark Study)

85%
agree the airport is an effective place to reach business and technology decision-makers.

36%
visited the Bitdeer website after seeing the ad.

From Innovation to Influence

Whether reaching business decision-makers at Changi Airport or consumers across Singapore's premium malls, JCDecaux's network gives tech brands a commanding physical presence in the real world.

Because innovation can create the product.
Influence is what gets people to notice it.

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