

The Poetry of Time[®] Exhibition

17th to 26th February 2017
Level 1 Atrium, ION Orchard



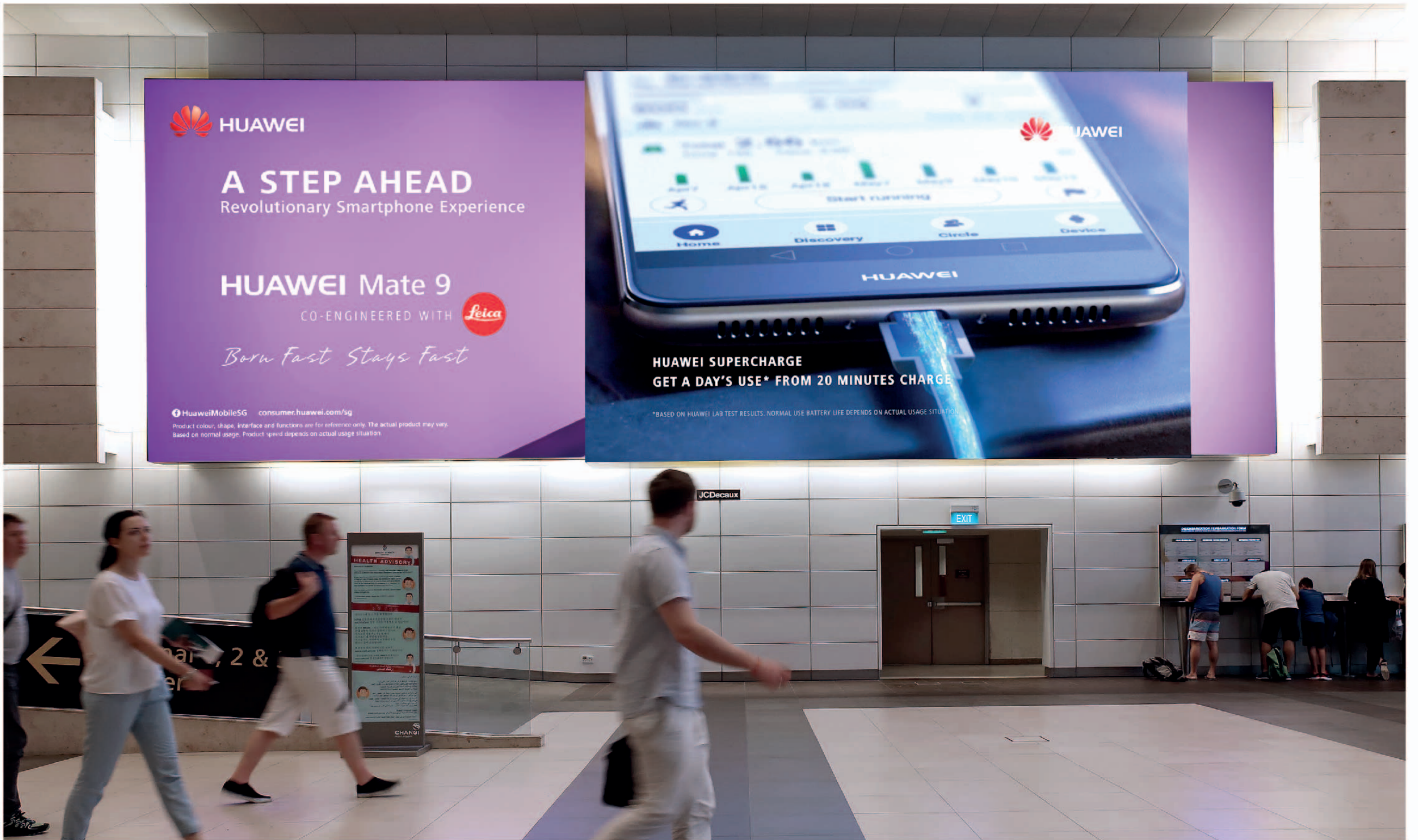
Van Cleef & Arpels
Haute Joaillerie, place Vendôme since 1906

www.vancleef-arpels.com

CAMPAIGN HIGHLIGHTS

March 2017

THANK YOU FOR VOTING US N°1 OUT-OF-HOME MEDIA COMPANY IN SINGAPORE 9 TIMES IN 11 YEARS



2006 2007 2010
2011 2012 2013 2014 2015
2016

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TARGET

Reach out to your specific target audience with our premium advertising



me®

rd

els



All Eyes on Laneige

Laneige boldly promoted its new lipstick on the fashion gateway package, inclusive of the south entrance and basement 1 billboard sticker wraps, as well as the prominent basement 2 lightbox. The newly upgraded lightbox, located next to the highly frequented train station, is captivating and impressive. Displaying the striking advertisement on the brilliant site dazzled shoppers.

In addition, the sites magnified the brand's visibility. Located at a key entrances into the mall and another across from highly patronized shops, the brand was



able to advertise to shoppers passing through these areas.

Laneige

Advertising Site

ION Orchard
Fashion Gateway
B1 Billboard
B2 Lightbox

Campaign Period

March 2017



LANEIGE



Find Your Color At
ION Orchard
#B3-53

All Eyes on ME

My Lips' Bold Color Appeal

Intensely silky. High-pigmented. Multiple shades.
| NEW Silk Intense Lipstick |

Laneige

Advertising Site

ION Orchard
South Entrance Bulkhead

Campaign Period

March 2017



High on Luxe

Our new luxe banner, exclusive to tenants on the luxe floors of the mall, was hoisted up in ION's main shopping atrium. The grandiose banner elevated at the heart of the mall and stretches over the height of the upper luxe floors is designed to deliver impactful brand visibility for tenants on these luxe floors.

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Van Cleef & Arpels

Haute Joaillerie, place Vendôme since 1906



Van Cleef & Arpels

Advertising Site

ION Orchard
Luxe Banner

Campaign Period

February 2017



Burberry Reopens its Store at ION

In conjunction with their campaign displayed on our airport media sites, Burberry reached out to locals and tourists visiting ION Orchard. The brand promoted the relocation of its new boutique, hailing a new collection in collaboration with their first Chinese ambassador, Kris Wu.

The brand displayed its campaign on the banners and markers located at the exterior of the shopping mall. Shoppers and pedestrians along the orchard shopping boulevard were enticed by the advertising visuals.



Burberry

Advertising Site

ION Orchard
Outdoor Banners

Campaign Period

February 2017





Burberry

Advertising Site

*ION Orchard
Outdoor Markers*

Campaign Period

*January 2017
to February 2017*





Burberry

Advertising Site

ION Orchard
Outdoor Markers

Campaign Period

January 2017
to February 2017



Oriental Offers

Riding on the success of the Christmas campaign, DBS ran another innovative campaign at Suntec City to continue promoting the DBS Lifestyle application and encourage the use of DBS cards.

To integrate with the upcoming Chinese New Year festivities, 3D zodiac origami displays tagged with QR codes were displayed, engaging audiences to participate in the campaign by scanning for a Chinese New Year shopping surprise through the application.



The campaign, showcased on the Retail Wall located at a key traffic junction between Suntec City basement and Level 1 of the Convention Centre, created a buzz with families and working crowds. The gifts and offers encouraged shoppers to spend and redeem, driving traffic to stores in the mall.

DBS

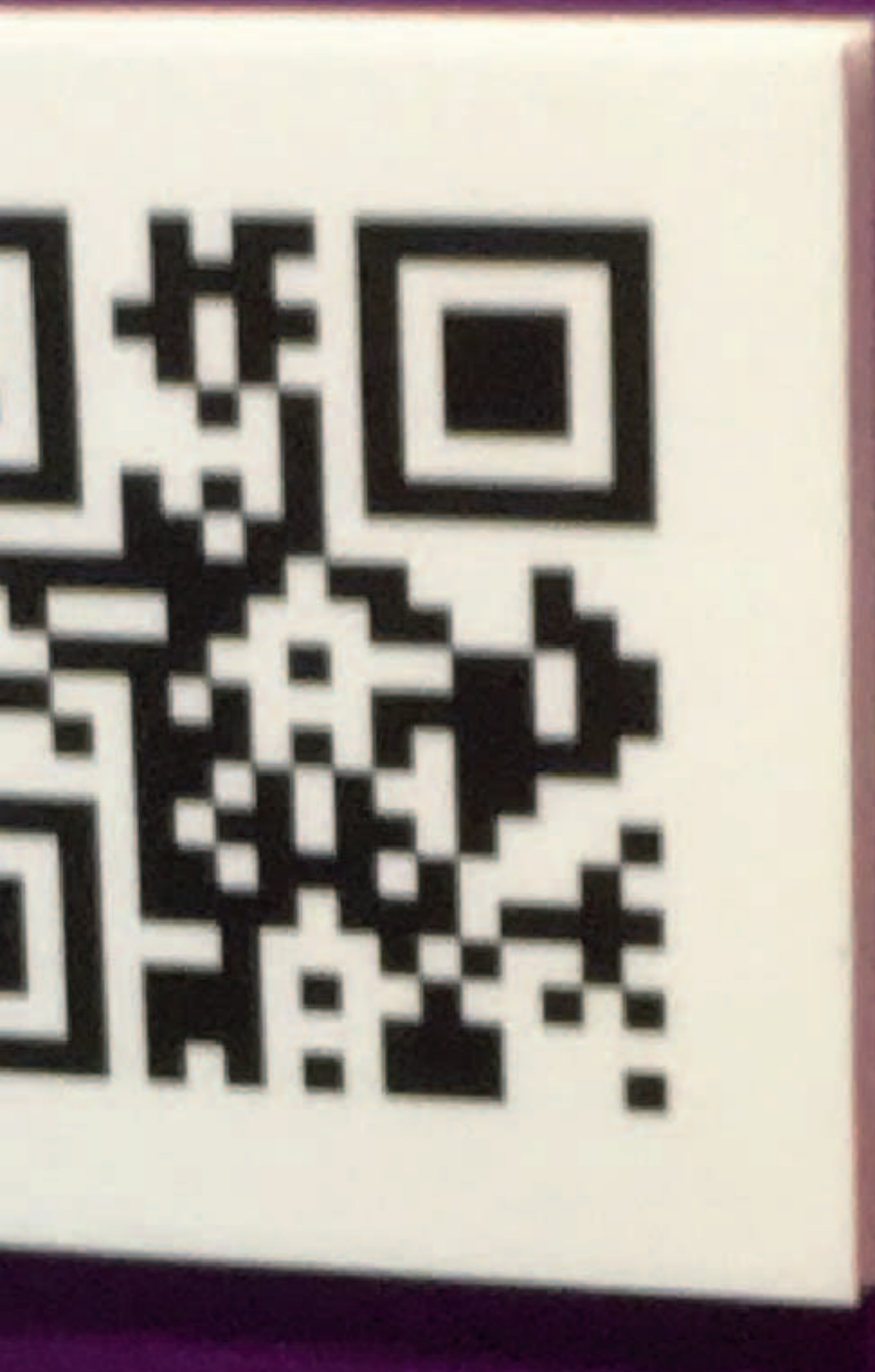
Advertising Site

*Suntec City
Retail Wall*

Campaign Period

January 2017





DBS

Advertising Site

Suntec City
Retail Wall

Campaign Period

January 2017



F5 – First on Suntec Façade

F5, a company which delivers app related services, is the first advertiser to have a campaign installed on Suntec Tower Façade.

The prominent outdoor site with high vehicular and human traffic effectively reaches out 24/7 to business decision makers working in the vicinity. To further amplify the visibility of the campaign, a sticker arch was set up simultaneously on the taxi stand at Suntec Tower 2.



F5

Advertising Site

Suntec City
Suntec Tower Façade

Campaign Period

February 2017
to Present





F5

Advertising Site

*Suntec City
Taxi Stand Sticker Arch*

Campaign Period

*February 2017
to March 2017*



N°1 WORLDWIDE IN OUTDOOR ADVERTISING

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