

OOH	OPTIONS	DESCRIPTION
VARIOUS EXECUTIONS	Food Courts , Hawker Centres, coffee shops	Covering all neighborhoods to CBD workers, for example, MBFC, Raffles Place etc.
	Childcare, tuition centres, baby spas etc.	Case to case execution methods
	Wellness Sites	Hospitals, Clinics, Wellness Centres
	Schools - digital, events, ambassadors, ambient etc.	Universities and Polytechnics
	Hostels	University hostels
	Foreign worker Dormitory	Various Locations around Singapore
	Transit advertising	Buses (private for example to and from schools, offices, factories, foreign workers dorms etc. and non private), cars, taxis etc.
	Gyms and sports network	Private gym members, mass gyms/sport centres
	Clubs & Bars	Case to case execution methods
	Office buildings	CBD and outside of CBD
	Boom gates	Office, malls, factories, commercial buildings, etc.
	Changing rooms	Malls, departmental shops, boutiques, gyms
	Supermarkets	Shopping cart, screen display
	Public Toilets	Schools, Malls, Offices, Clubs, Parks etc.
	Roadside Bins, pavements, Street Poles	Depending on location
	Building wraps	Depending on location
	Malls	Lightboxes, Winch Banners, Pillar Wraps etc.
	Money Changers	Customized money envelopes all over SG
Condominium	Lift Lobbies	

<p>FACADE BANNER</p>	<p>On Commercial Buildings</p>	<p>Some Examples Below:</p> <ul style="list-style-type: none"> • Ocean Financial Centre • Midpoint Orchard • Holland Road Shopping Centre • Forum The Shopping Mall • Bugis Village • One Raffles Quay • Scotts Square • Rendezvous Hotel • ION Orchard • Tang Plaza • Paragon • The Arcade • Funan • Tanglin Mall • People's Park Complex • Change Alley Mall • Clifford Centre • Enterprise One • Orchard Plaza • Waterway Point <p>For others not listed, please contact us!</p>
<p>LARGE FORMAT BILLBOARD</p>	<p>Prominent Spot in Public Areas</p>	<p>Some Examples Below:</p> <ul style="list-style-type: none"> • 37 Keppel Road • 39 Keppel Road • Tanjong Pagar Terminal • 41 Keppel Workshop • 43 Keppel Road <p>For others not listed, please contact us!</p>

EXPERIENTIAL	Malls	Events and Creative Installations
	Roadshows	Ranging from simple to creative execution
	Sampling - placement of samples for consumer trial and feedback	In gyms, offices, malls, hospitals, clinics, and others upon request
	Surveys	Ranging from simple to creative execution
	Outdoor installations	Per client's request
	Music Showcase	Depending on artist
	Painted Murals	Depending on location
	3D floor art	Depending on location
	Vending Machines	Around Singapore and design as per client's request

We represent numerous websites & bloggers reaching out to different audience profile.
As an agency working with many different media owners, we are able to put together a basket of different sites to meet the campaign objectives.

How is it different from working directly with the media owners?

Mainly, we do all the legwork on your behalf.

How is it better?

You deal with only one party regardless of how many sites you need in your campaign.

Will the cost increase with our involvement?

No, the price will be the same if you were to work directly with the media owners. This is in our agreement with them.

DIGITAL MEDIA	DESCRIPTION	WEBSITE ADDRESS	TARGET AUDIENCE
The Smart Local (TSL)	A hyper-local Singapore media portal. • Editorial strengths : F&B, Travel, Nightlife, Bars, Fashion etc. • 3.5 million Page views monthly.	http://www.thesmartlocal.com/ FB: https://www.facebook.com/TheSmartLocal	20 - 40 years old 60% Singaporean 60% females
City Nomad	Lifestyle, F&B, Travel, Nightlife and Bars. • >500,000 Page views	http://www.citynomads.com/ FB: https://www.facebook.com/citynomads	25 - 45 years old 80% Local
Luxe Nomad	Luxury Travel Site EDMs: 60,000 (<i>once a week, 15% open rate</i>)	https://www.theluxenomad.com/ FB: https://www.facebook.com/theluxenomad	60% Females 70% from Singapore 28 - 48 years old

<p>Must Share News</p>	<p>Covers the latest new openings, social media happenings and issues that impact Singaporeans.</p> <ul style="list-style-type: none"> • 550,000 Page views 	<p>https://mustsharenews.com/ FB: https://www.facebook.com/mustsharenews</p>	<p>18 - 35 years old</p>
<p>Goody Feed</p>	<p>Aims to feed its readers and viewers with entertaining and relevant listicles, news and editorials without compromising on its quality.</p> <ul style="list-style-type: none"> • 5 million Page views 	<p>http://goodyfeed.com/ FB: https://www.facebook.com/goodyfeed</p>	<p>18 - 35 years old</p>
<p>Green is The New Black</p>	<p>Your guide to conscious living in Asia. It is About making conscious living the new norm and connecting with ourselves, others and mother nature.</p>	<p>https://greenisthenewblack.com/ FB: https://www.facebook.com/greenisthenewblackcom</p>	<p>20s – mid 30s Millennials, working professionals and parents</p>

<p>DiscoverSG</p>	<p>Dedicated to bringing you up-to-date news on the latest events, local news, festivals and everything exciting happening in Singapore. They focus on the good and positive things, so that you can best enjoy your life.</p> <ul style="list-style-type: none"> • 500,000 Page views 	<p>https://discoversg.com/ FB: https://www.facebook.com/discover.sg.official</p>	<p>18-34 years old 58% female</p>
<p>Dollars and Sense</p>	<p>Singapore's leading personal finance website, created to help you make better financial decisions.</p>	<p>https://dollarsandsense.sg FB: https://www.facebook.com/groups/181215641950429</p>	<p>25 - 34 years old 56% Male</p>
<p>Money Digest</p>	<p>Officially launched in early 2015 with the purpose of providing a range of content that widely covers topics from personal finance to money saving tips. To help their readers stretch their dollar further, they also update them with daily deals to help them save and cut their expenses. It aims to provide them with something light-hearted, on top of articles curated by their own writers.</p> <ul style="list-style-type: none"> • Editorial: Lifestyle with a concentration on wealth/finance • 2 million Page views 	<p>http://www.moneydigest.sg/ FB: https://www.facebook.com/MoneyDigest</p>	<p>54% Males</p>

<p>Vulcan Post</p>	<p>A digital lifestyle publication based in Singapore Vulcan Post is all about living life with a digital edge, up and coming startups, and people who inspire conversations.</p> <ul style="list-style-type: none"> • 1 million Page Views 	<p>https://vulcanpost.com/ <i>FB:</i> https://www.facebook.com/Vulcanpost</p>	<p>18 - 36 years old</p>
<p>Eat Book SG</p>	<p>Eatbook covers everything from food reviews to listicles of the latest food trends.</p> <ul style="list-style-type: none"> • >500,000 Page views 	<p>http://eatbook.sg/ <i>FB:</i> https://www.facebook.com/Vulcanpost</p>	<p>18 - 35 years Old</p>
<p>Miss Tam Chiak</p>	<p>One of Singapore's leading food bloggers. Her blog documents her foodie adventures in Singapore and around the world, from the likes of restaurants and cafes, to exciting hawker and street food. It is also where she shares interesting discoveries, recipes of home-made delights and snippets of her life, which are all often great inspirations to her readers.</p> <ul style="list-style-type: none"> • 900,000 Page views 	<p>http://www.misstamchiak.com/ <i>FB:</i> https://www.facebook.com/misstamchiak</p>	<p>18 - 44 years old 70% Female</p>

DanielFoodDiary (DFD)	<p>Introduces some of the best food and dining experiences in Singapore and around the world with an emphasis on NEW restaurant & cafe reviews.</p> <ul style="list-style-type: none"> • 2 million, 1.6 million unique Page views 	<p>https://danielfooddiary.com/ FB: https://www.facebook.com/DanielFoodDiary</p>	<p>25 - 34 years old 76% Singaporeans</p>
Rubbish Eat Rubbish Grow	<p>Food Blog</p> <ul style="list-style-type: none"> • >250, 000 Page views 	<p>https://rubbisheatrubbishgrow.com/ FB: https://www.facebook.com/RubbishEatRubbishGrow</p>	<p>18 years old onwards</p>
IEatIshootpost	<p>Latest on best Hawker Food, new discoveries, restaurants, recipes and food news</p>	<p>http://ieatishootipost.sg/ FB: https://www.facebook.com/ieatishootipost/</p>	<p>18 - 35 years old</p>
GNineThree	<p>A food and travel blog</p>	<p>https://gninethree.com/ FB: https://www.facebook.com/Gninethree/ IG: https://www.instagram.com/gninethree/</p>	<p>18 - 35 years old</p>
Parents World	<p>A practical guide for modern parents and parents to be. From parenting guides to celebrity news, and even fashion and beauty picks, Parents World not only guides you through the rough patches of parenthood but celebrates the great joys of being a parent as well.</p> <ul style="list-style-type: none"> • 300-400 Page views per month 	<p>https://parentsworld.com.sg/ FB: https://www.facebook.com/parentsworldsingapore</p>	<p>25 years old onwards</p>

<p>The LohBros</p>	<p>Serving you all sorts of food, entertainment, lifestyle and travel videos.</p> <ul style="list-style-type: none"> • 2 million Page views 	<p>http://www.thelohbros.com/</p> <p>FB: https://www.facebook.com/thelohbros/</p>	<p>18 - 44 years old</p>
<p>Night Owl Cinematics</p>	<p>A Singaporean production company known for their comedy videos, travelogues, lifestyle videos, as well as their food review series, Food King.</p>	<p>http://www.noc.com.sg</p> <p>FB: https://www.facebook.com/Nightowlcinematics</p> <p>IG: https://www.instagram.com/nightowlcinematics/</p> <p>YT: https://www.youtube.com/user/Alozerk/featured</p>	<p>18 - 39 years old</p>
<p>Wah Bananas</p>	<p>One of the most popular YouTube channels in Singapore with 1.1 million subscribers and growing.</p> <ul style="list-style-type: none"> • 1,110,000 subscribers • 10,000,000 views per month • 500,000 views per episode 	<p>http://www.wahbanana.com/</p> <p>FB: https://www.facebook.com/WahBananaSG</p> <p>IG: https://www.instagram.com/wahbananasg/</p> <p>YT: https://www.youtube.com/channel/UCAaiKcIfHEzUZI34U980sNA</p>	<p>18 - 34 years old</p>

<p>Mummyfique</p>	<p>An online magazine for the mums of today. Being mothers themselves, they understand being time-starved, being dedicated, and being a mum. Founded by mummies who were frustrated with the lack of intelligent curated content online, the Mummyfique team maintains a creative, family friendly work environment that respects the sanctity of motherhood, diversity and hard work.</p> <ul style="list-style-type: none"> • EDMs : 15,000 EDM database • 100,000 Page views 	<p>http://mummyfique.com/</p> <p>FB: https://www.facebook.com/mummyfique</p>	<p>25 - 44 years old 92% Females</p>
<p>The Travel Intern</p>	<p>They create content that is for travelers, by travelers. Made up of a community of storytellers and explorers, they hope to inspire others to travel better, smarter and braver.</p> <ul style="list-style-type: none"> • >2 million Page views 	<p>https://thetravelintern.com/</p> <p>FB: https://www.facebook.com/thetravelintern</p> <p>IG: https://www.instagram.com/thetravelintern/</p>	<p>18 - 35 Years Old</p>
<p>RICE Media</p>	<p>Unfiltered Perspectives on Contemporary Asia Culture. Rice brings a distinct brand of gonzo-journalism to a digital audience. From in depth celebrity profiles to groundbreaking investigative features, they shape culture with an unfiltered editorial that blurs the lines between story-telling and news reporting.</p> <ul style="list-style-type: none"> • >700,000 Page views 	<p>http://ricemedia.co/</p> <p>FB: https://www.facebook.com/RiceMedia.co</p>	<p>18 - 40 Years Old</p>

POP Spoken	<p>Pop Spoken is a digital arts and culture publisher providing news, guides and personality profiles to inspire millennials and young professionals.</p> <ul style="list-style-type: none"> • >80,000 Page views 	<p>http://popspoken.com/</p> <p>FB: https://www.facebook.com/popspoken</p>	<p>25 - 34 Years Old 53% Males</p>
Great Deals Singapore	<p>Singapore's top performing retail-focus news and media website.</p> <ul style="list-style-type: none"> • >1 million Page views per month • eNewsletter: >40,000 subscribers weekly 	<p>https://www.greatdeals.com.sg/</p> <p>FB: https://www.facebook.com/GreatDealsSingapore</p>	<p>24 - 44 years Old</p>
The Wedding Scoop	<p>Website dedicated to all things wedding related.</p>	<p>http://theweddingscoop.com/</p> <p>FB: https://www.facebook.com/TheWeddingScoop</p>	<p>23 years old onwards</p>

<p>The Meat Men SG</p>	<p>A local cooking channel, recipes and food based.</p>	<p>http://themeatmen.sg/ FB: https://www.facebook.com/themeatmensg YT: https://www.youtube.com/user/theMEATMENsg</p>	
<p>Damn Worth It</p>	<p>A leading food recommendation site for foodie • 1 million Page views</p>	<p>http://www.goodfoodeveryday.sg/ FB: https://www.facebook.com/damnworthit</p>	<p>18 - 34 years Old</p>
<p>Daily Vanity</p>	<p>Editorial Strength : Beauty, Trends & Styles, fitness and wellness. • >600,000 Page views</p>	<p>http://dailyvanity.sg/ FB: https://www.facebook.com/dailyvanity</p>	<p>90% Females</p>
<p>GirlStyle Singapore</p>	<p>Most engaging female online magazine in Singapore. They share the best deals in town, latest beauty trends, new product launches, travel tips and fitness etc.</p>	<p>https://girlstyle.com/sg FB: https://www.facebook.com/girlstyle.singapore IG: https://www.instagram.com/girlstyle.sg/</p>	

Have Halal Will Travel	<p>The leading travel and ifestyle platform for Muslim travellers in Asia. With a reach of over 1 million each month, they craft compelling brand stories to help clients market their brands to the muslim segment.</p> <ul style="list-style-type: none"> • >600,000 Page views 	<p>https://www.havehalalwilltravel.com/ FB: https://www.facebook.com/havehalalwilltravel</p>	<p>21 - 35 years old 86% Singaporeans, 70% Female</p>
Alvinology	<p>Alvin is an experienced digital and social media marketer. Started since 2007, he is still one of the top in Singapore. He won the W3 award for best viral marketing (blog) in 2010 for an online wedding proposal.</p> <ul style="list-style-type: none"> • Editorial Strengths: F&B, Travel, Nightlife etc. • >500,000 Page views 	<p>https://alvinology.com/ FB: https://www.facebook.com/alvinologist</p>	<p>18 - 44 years old</p>
Weekender Singapore	<p>They provide fun inspirations for readers to discover weekend happiness with the latest recommendations of travel, food, entertainment and other lifestyle-related news.</p> <ul style="list-style-type: none"> • Website: >110,000 Page views • Weibo: >42,000 • WeChat: >10,000 • Database: >38,000 	<p>https://weekender.com.sg/ FB: https://www.facebook.com/weekendersg IG: https://www.instagram.com/weekendersgp/</p>	<p>25 – 44 years old 62% Female 70% Chinese</p>
SGCarMart.com	<p>The number 1 car portal in Singapore</p>	<p>https://sgcarmart.com</p>	<p>25 – 65+ years old 84.9% Male</p>
Just Run Lah	<p>Running, fitness and healthy lifestyle website.</p> <ul style="list-style-type: none"> • 1.9million Page views per quarter 	<p>https://www.justrunlah.com/</p>	<p>Fitness enthusiasts 25 - 44 years old</p>

SHOUT	<p>Delivers quality and current content through curated visuals and video platforms.</p> <ul style="list-style-type: none"> • >920,000 Page views 	<p>https://shout.sg/</p> <p>FB: https://www.facebook.com/sg.shout</p>	<p>18 - 34 years old 61% Female</p>
Time Out Singapore	<p>Leading global media and entertainment brand that inspires and enables people to make the most of the city.</p> <ul style="list-style-type: none"> • 630K unique browsers per month • 2.3mil impressions per month 	<p>https://www.timeout.com/singapore</p> <p>FB: https://www.facebook.com/TimeOutSingapore</p>	<p>Affluent, active and engaged audience. 87% aged between 25-54 years old</p>
Mothership	<p>Local and global news stories and lifestyle website.</p> <ul style="list-style-type: none"> • 20 million Page views per month from over 4.5 million unique users 	<p>https://mothership.sg/</p>	<p>75% aged between 18-44 years old</p>
Qanvast	<p>The go-to home renovation platform connecting homeowners with trusted interior designers.</p> <ul style="list-style-type: none"> • 150,000 Page views 	<p>https://qanvast.com/sg</p> <p>FB: https://www.facebook.com/qanvast</p>	<p>25 - 54 years old 60% Females</p>
Renopedia	<p>An online renovation platform connecting homeowners with trusted interior designers.</p>	<p>https://renopedia.sg/</p>	<p>25 - 54 years old 60% Females</p>

INFLUENCERS MARKETING (some examples below)

For others not listed, please [contact us!](#)

INSTAGRAM HANDLE	APPROX. FOLLOWERS	INSTAGRAM LINK
@helloemilie	1.3 million	https://www.instagram.com/helloemilie/
@sumargodenny	1.8 million	https://www.instagram.com/sumargodenny/
@lickyourphone	425k	https://www.instagram.com/lickyourphone/
@bonggiuqiu	281k	https://www.instagram.com/bonggiuqiu/
@melissackoh	267k	https://www.instagram.com/melissackoh/
@ceemeagain	261k	https://www.instagram.com/ceemeagain/
@mongabong	286k	https://www.instagram.com/mongabong/
@nadiahmdin	161k	https://www.instagram.com/nadiahmdin/
@novitalam	284k	https://www.instagram.com/novitalam/
@dawnyang	100k	https://www.instagram.com/dawnyang/
@xinlinnn	157k	https://www.instagram.com/xinlinnn/
@iamjamieyeo	108k	https://www.instagram.com/iamjamieyeo/
@sophiewillocq	85.5k	https://www.instagram.com/sophiewillocq/
@chloeandchoo	78.3k	https://www.instagram.com/chloeandchoo/
@hudz_ali	83.2k	https://www.instagram.com/hudz_ali/
@munahbagharib	89.1k	https://www.instagram.com/munahbagharib/
@sheenaphua	88k	https://www.instagram.com/sheenaphua/
@shivya	104k	https://www.instagram.com/shivya/
@yinagoh	66.8k	https://www.instagram.com/yinagoh/
@jamietyj	43.3k	https://www.instagram.com/jamietyj/
@denisekellerofficial	67.3k	https://www.instagram.com/denisekellerofficial/
@ssydneyho	36k	https://www.instagram.com/ssydneyho/
@chiamhuiy	30.8k	https://www.instagram.com/chiamhuiy/
@caxs	39.9k	https://www.instagram.com/caxs/
@c0rde	26.7k	https://www.instagram.com/c0rde/
@paulfosterrr	37.9k	https://www.instagram.com/paulfosterrr/
@hashyyusof	63k	https://www.instagram.com/hashyyusof/
@eleventhhour	23.7k	https://www.instagram.com/eleventhhour/
@wirdaelliesa	28.2k	https://www.instagram.com/wirdaelliesa/
@aarikalee	21.5k	https://www.instagram.com/aarikalee/
@phsha	21.5k	https://www.instagram.com/phsha/

OTHER SERVICES

DESIGN SERVICES

We provide design services as well. Let us know your needs and we will work together with you on the designs.

SET UP, PRINTING AND INSTALLATION

We work with our trusted teams for the jobs at hand, be it printing, electronic uploads, installations, and installation of specialized on-site creative work.
We analyze and compare costs regularly to ensure pricing remains realistic in the industry, recommending best value and media to our clients.