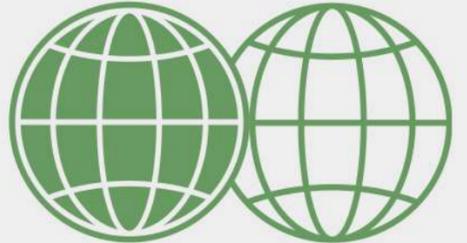


FEBRUARY/2026

DECK OF IDEAS



redhot media

OOH MEDIA



- INFLIGHT
- AIRPORT
- LAND TRANSPORT
- CRUISE CENTRE
- DIGITAL SCREEN
- BILLBOARD
- CUSTOMISED BRANDED MERCHANDISE

- F&B OUTLETS
- MONEY CHANGER
- GYM
- SPORTS CLUB
- SCHOOL
- ATTRACTIONS
- CARPARK
- EVENT

- INSTALLATION
- MURAL
- SAMPLING
- POSTER WALKER
- DIRECT MAILER
- PROJECTION MAPPING/
DRONES
- DIGITAL/AFFILIATE MARKETING
- BROADCAST MEDIA
- EVENT (MANAGEMENT,
SOURCING SPACE,
ENGAGEMENT)

INFLIGHT

- ENTERTAINMENT SYSTEM (TVC/STILLS)
- WIFI
- MEAL TRAY
- OVERHEAD COMPARTMENT
- BACKSEAT POCKET INSERT
- HEADREST COVER



OVERHEAD COMPARTMENT



HEADREST COVER



MEAL TRAY



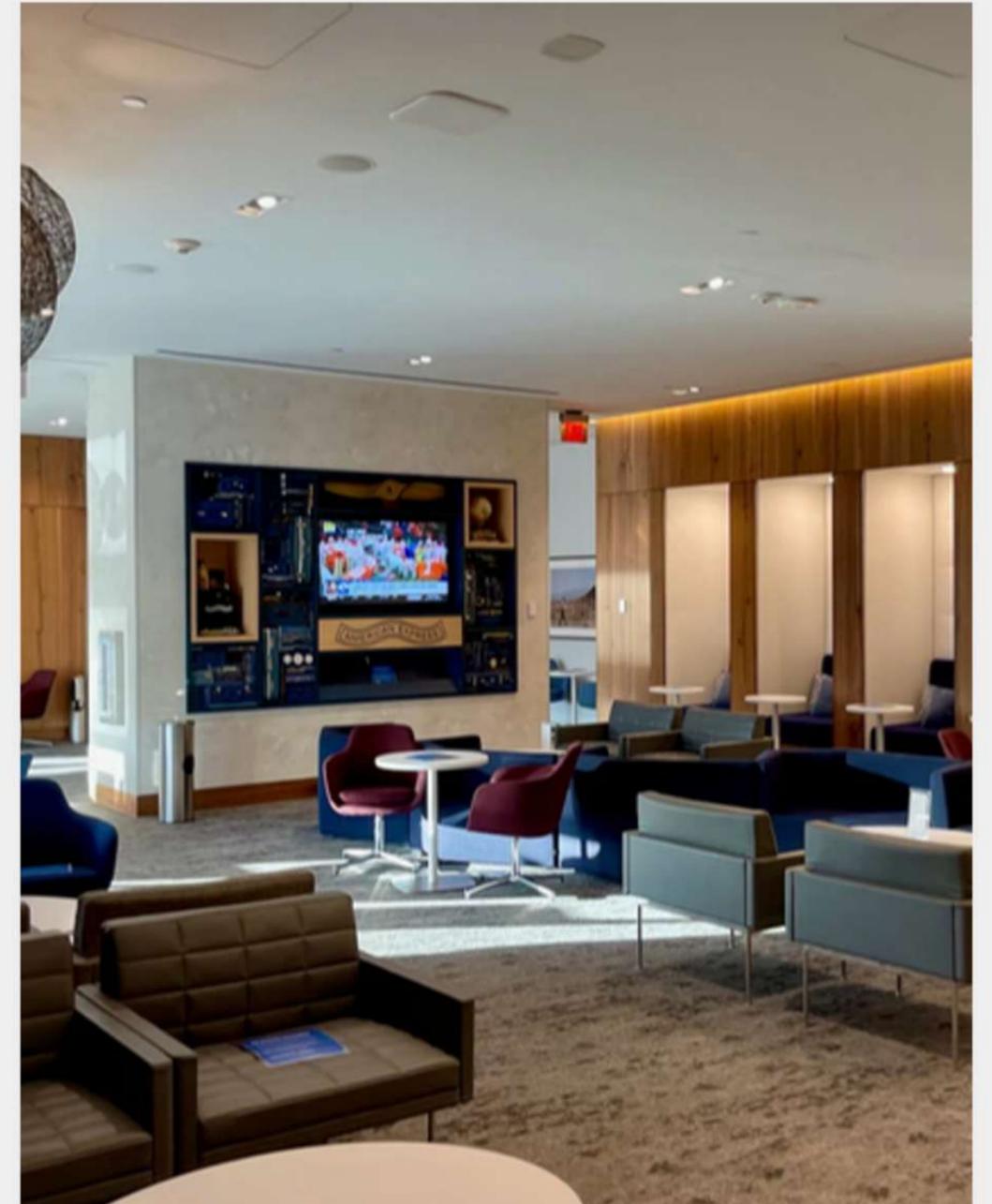
ENTERTAINMENT SYSTEM (TVC/STILLS)

AIRPORTS INTERNATIONAL

- AIRPORT ADVERTISING AND ACTIVATION

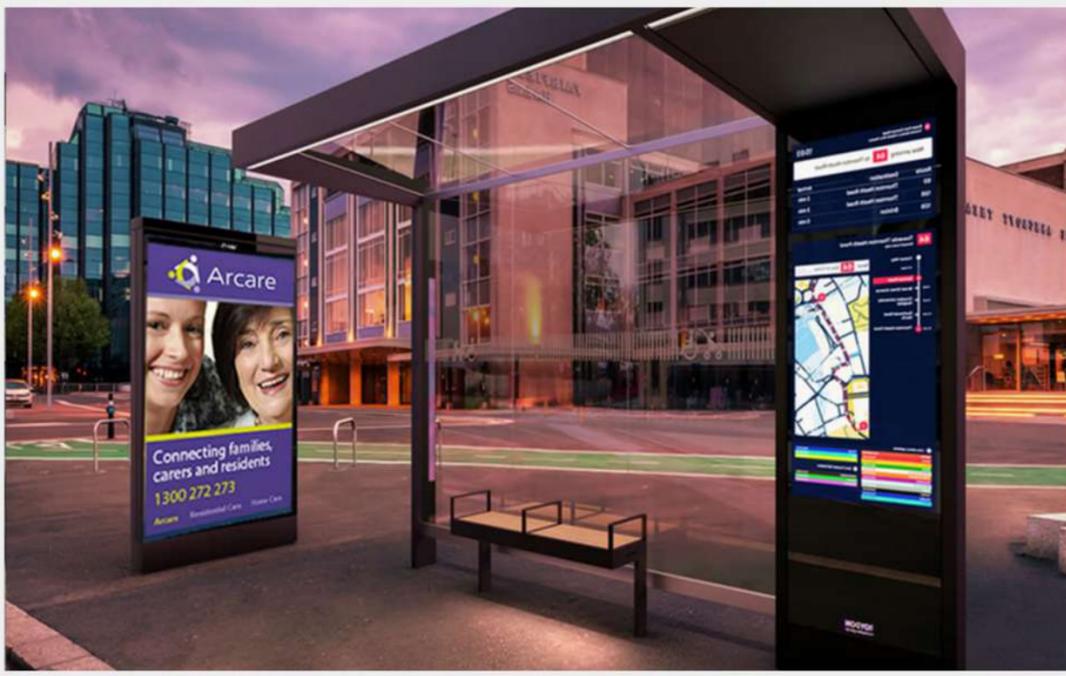


AIRPORT LOUNGES INTERNATIONAL

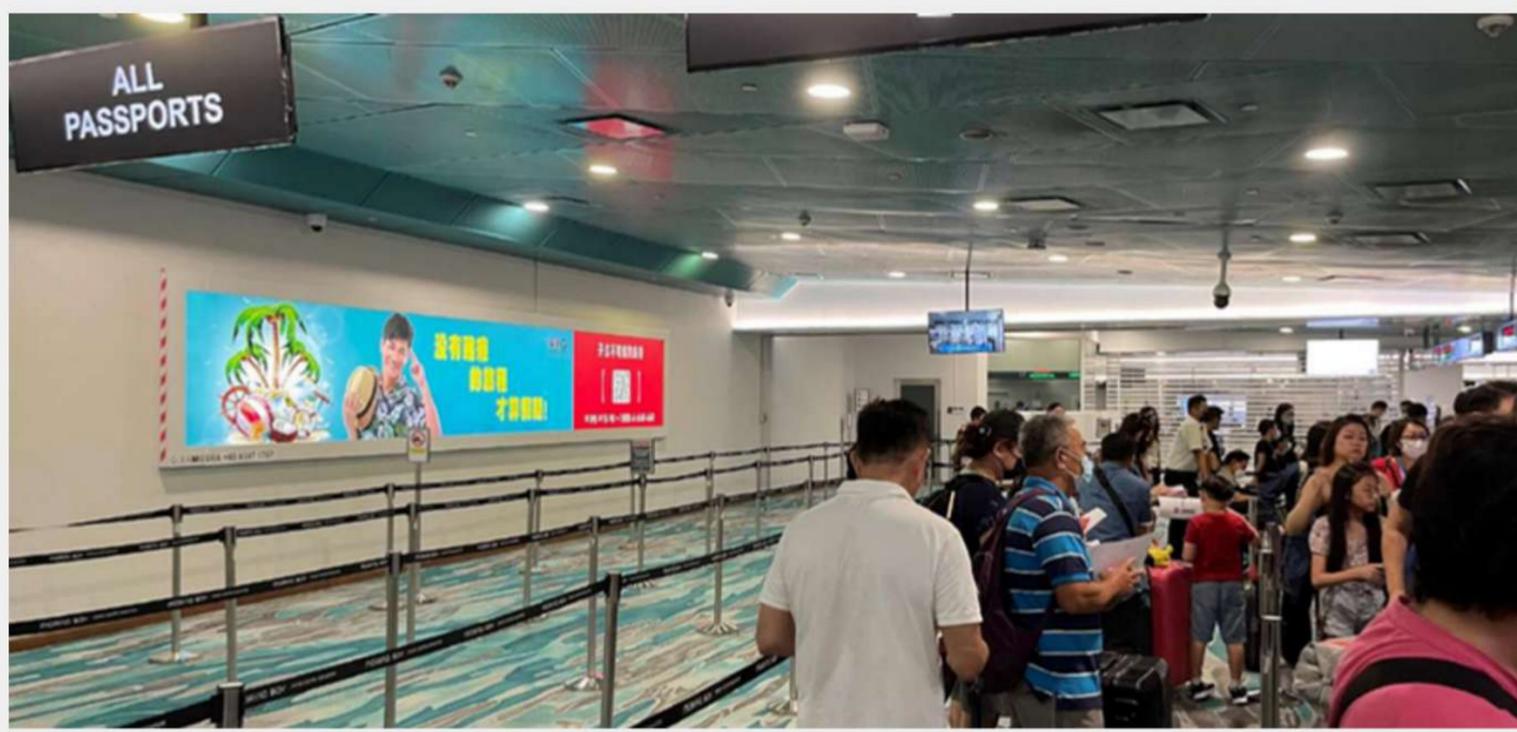
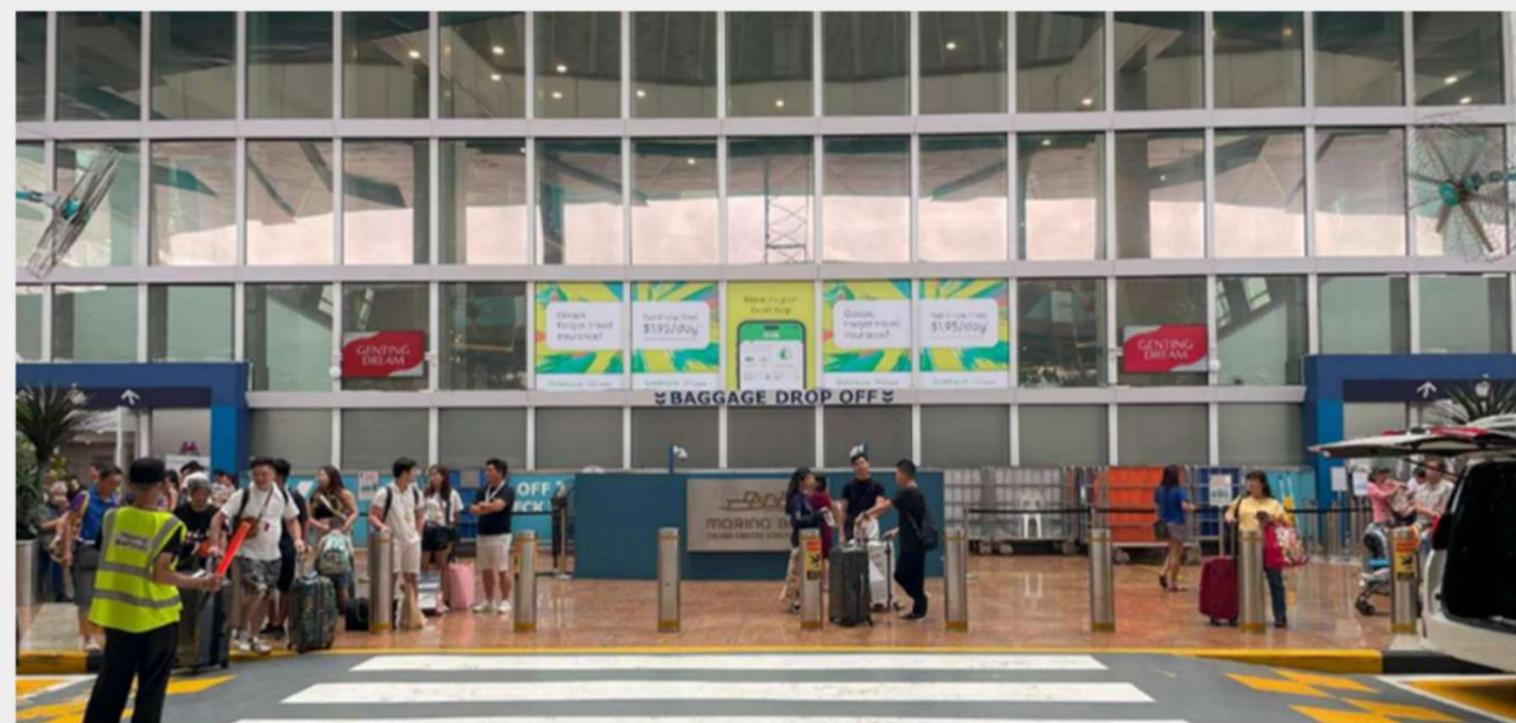
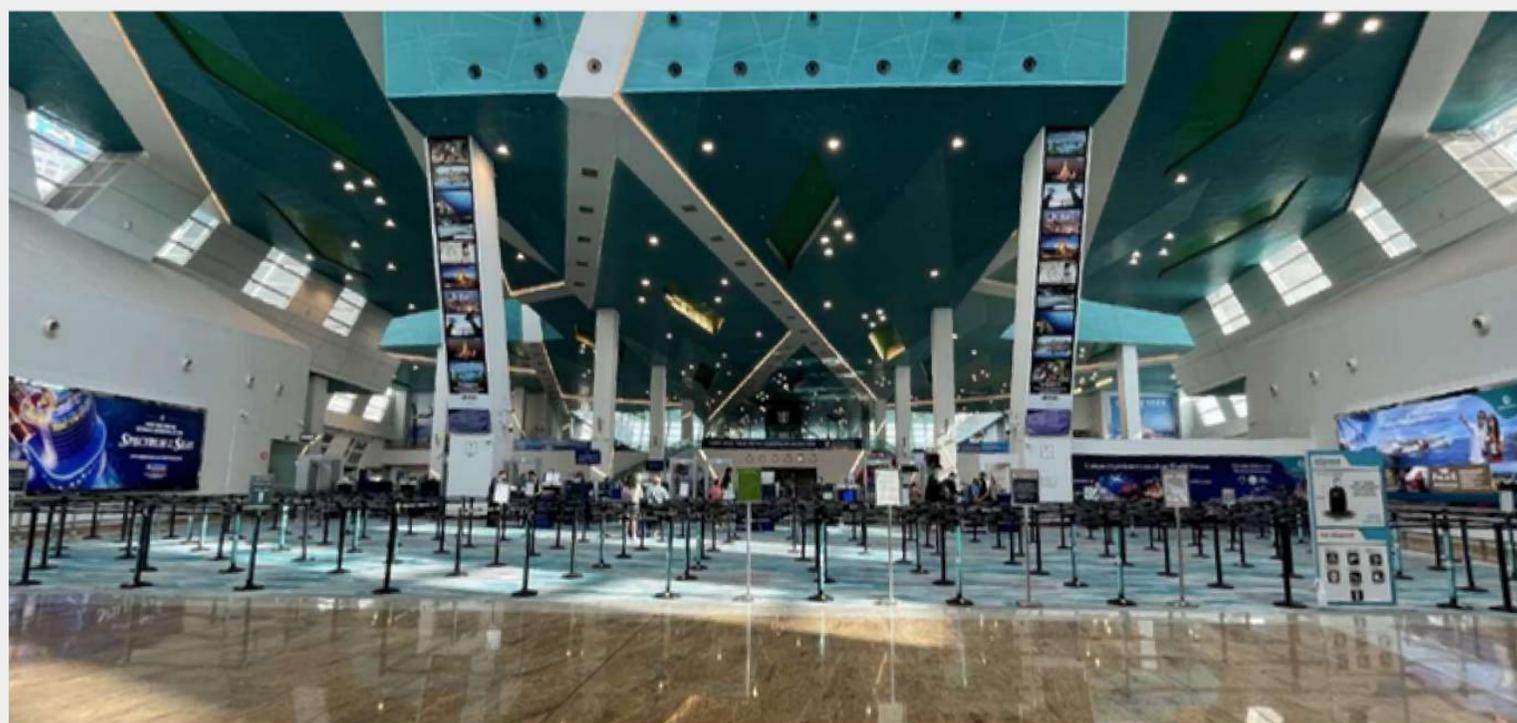


LAND TRANSPORT (SG&MY)

- BUS – PRIVATE & PUBLIC
- MRT/TRAIN
- BUS STOP
- BUS INTERCHANGE
- MRT STATION
- TAXI & PRIVATE HIRE

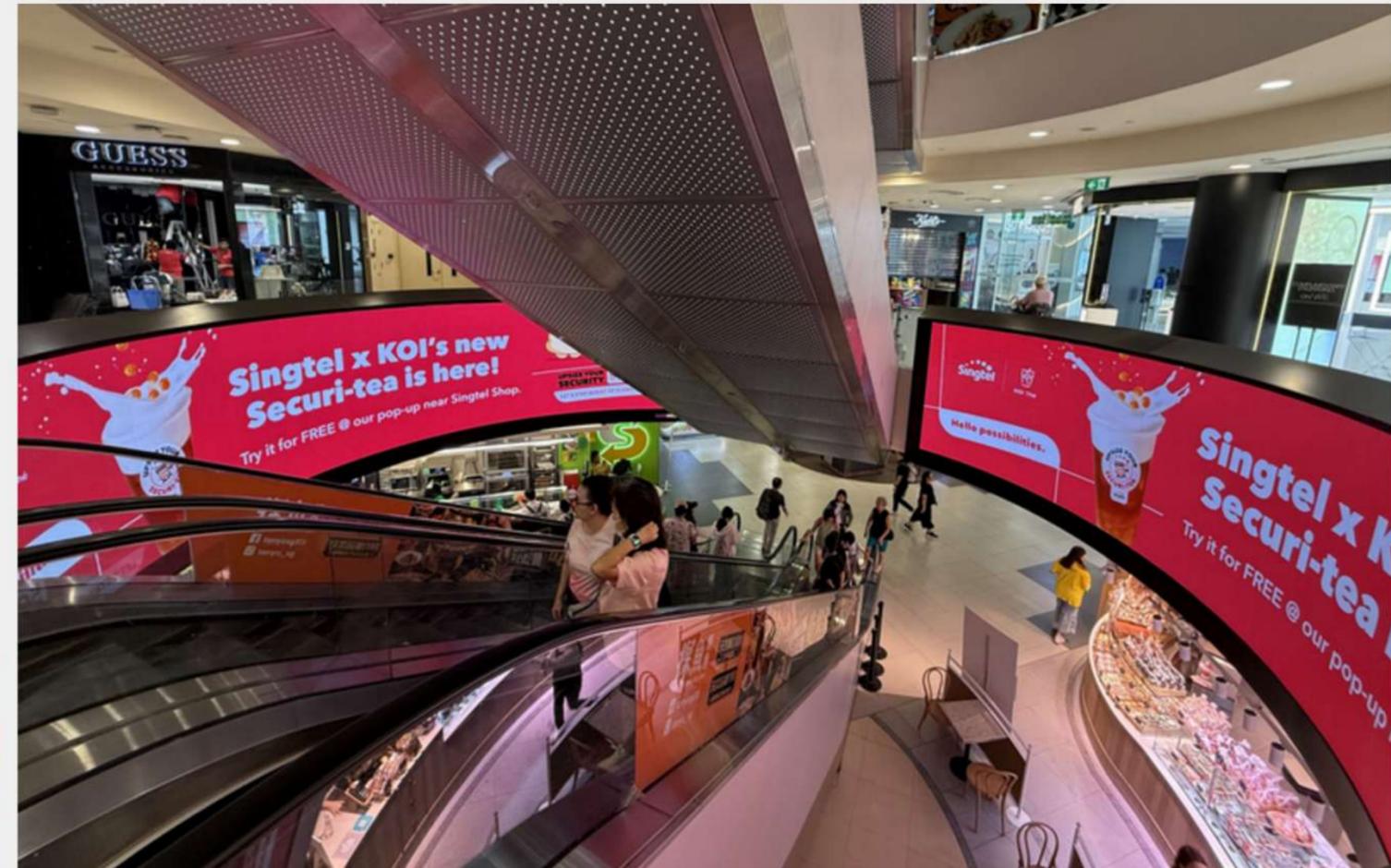


CRUISE CENTRE



DIGITAL SCREENS (SG&MY)

- HIGHWAY
- BUILDINGS
- MALLS
- INDOOR/OUTDOOR
- MOBILE



BILLBOARDS (SG&MY)

- HIGHWAY
- BUILDINGS
- MALLS
- INDOOR/OUTDOOR
- MOBILE BILLBOARDS



CUSTOMISED BRANDED MERCHANDISE



F&B OUTLETS

- HAWKER CENTRE
- FOODCOURT
- COFFEE SHOP
- CAFE



MONEY CHANGERS

- ISLANDWIDE
- PLASTIC ZIPLOCK BAGS



GYMS

- STANDEE
- LARGE FORMAT STICKER
- DIGITAL SCREEN
- LOCKER/MIRROR STICKER
- SAMPLING



SPORTS CLUB/FACILITY

- STANDEE
- LARGE FORMAT STICKER
- DIGITAL SCREEN
- LOCKER/MIRROR STICKER
- SAMPLING



SPORTS GROUNDS

- BANNER
- BILLBOARD
- ON EQUIPMENT



Wallscape



Bay Dividers



Distance Markers

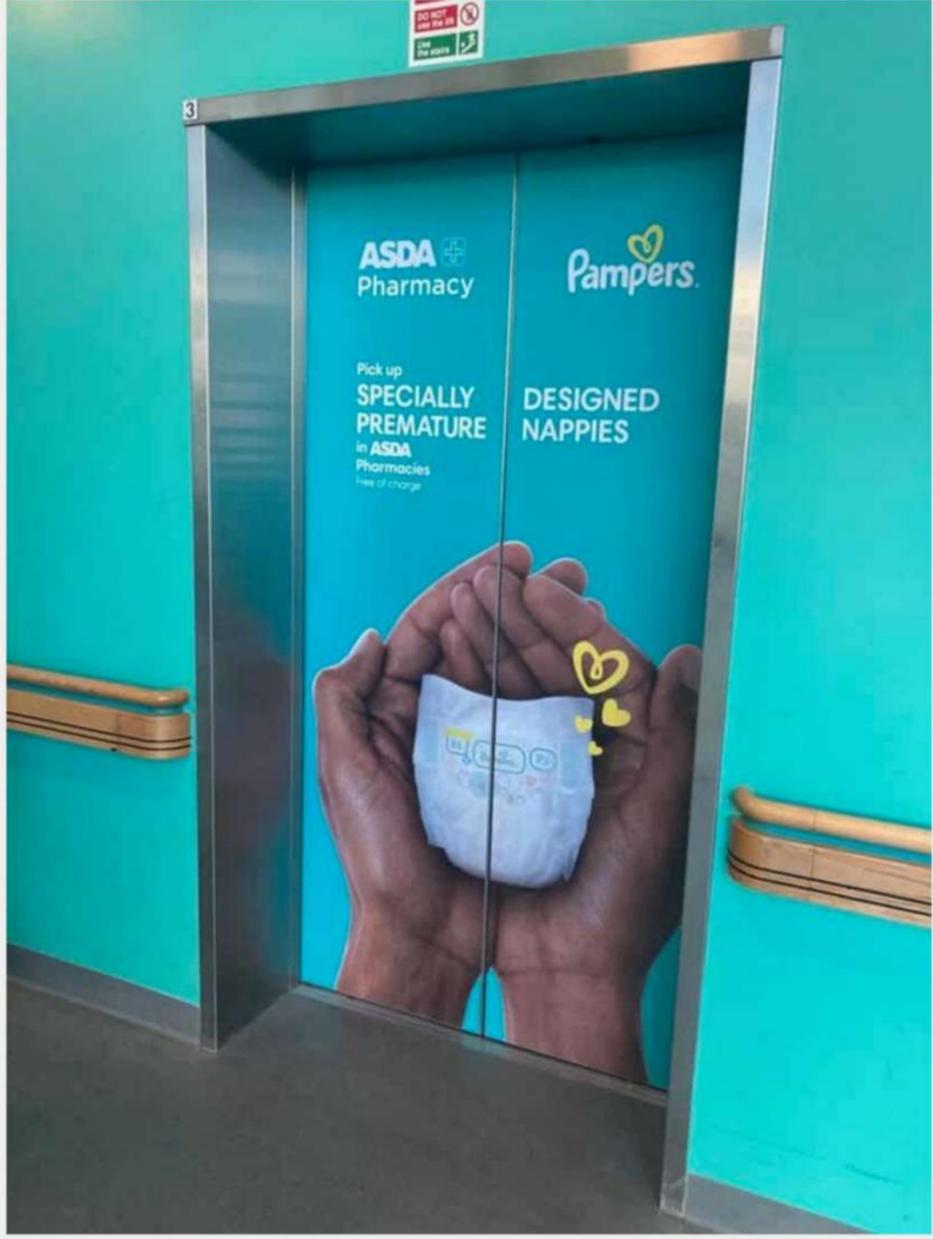
SCHOOLS

- SURVEY
- SAMPLING
- ON GROUND ACTIVATION
- POP UP BOOTH
- YOUTH BRAND AMBASSADOR



MEDICAL

- TV ADS
- LIFT STICKERS



ATTRACTION



CARPARKS

- WALL STICKER
- BOOM GATE
- ACCORDIAN PANEL
- CREATIVE EXECUTION



FESTIVE/SEASONAL EVENTS

- BRAND PLACEMENT
- SPONSORSHIPS



INSTALLATIONS

- SPACE SOURCING
- IDEATION
- FABRICATING
- INSTALLATION & MAINTENANCE



MURALS

- SPACE SOURCING
- IDEATION
- FABRICATING
- INSTALLATION & MAINTENANCE



SAMPLING



POSTER WALKER

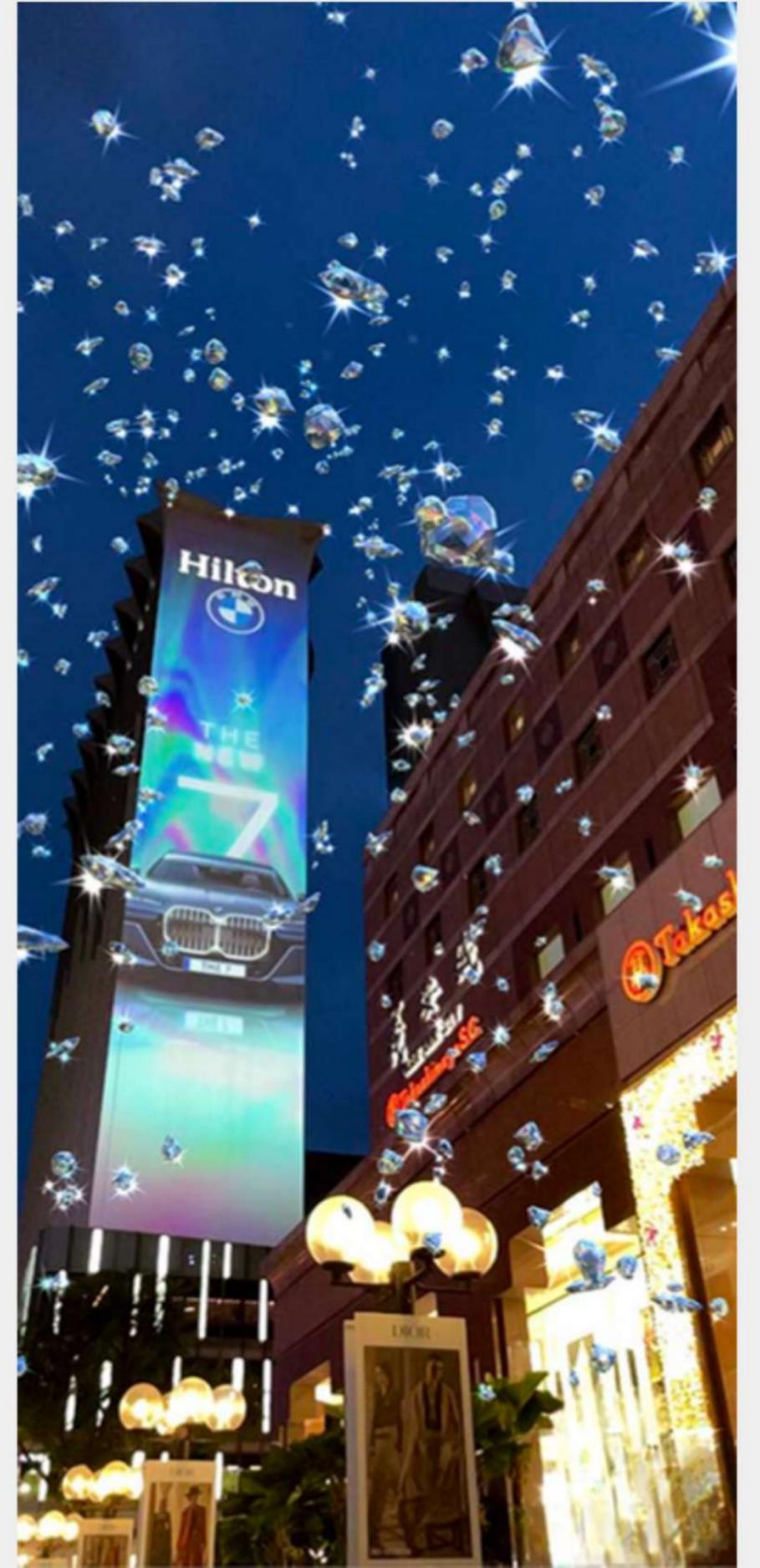


DIRECT MAILERS

- TARGETED POSTAL CODE
- LANDED, CONDOS, HDB



PROJECTION MAPPING/DRONES



DIGITAL/INFLUENCER/ AFFILIATE MARKETING

A woman with long brown hair, wearing a white tank top, is smiling and waving her right hand towards a smartphone camera mounted on a black tripod. The phone's screen shows a close-up of her smiling face and waving hand. In the background, a laptop is open on a desk, and the scene is softly blurred. The overall lighting is warm and indoor.

- TARGETED EDM
- WEBSITE
- SOCIAL MEDIA

BROADCAST MEDIA

- TV
- RADIO



EVENTS



- FESTIVALS
- OPENING/LAUNCH
- PRODUCT LAUNCH
- PERFORMANCE
- GAMES
- POP-UP
- FASHION SHOW
- OPEN HOUSE
- MASS DINING

EVENTS



EVENT SPACES

SOURCING OF EVENT SPACES FOR

- ROADSHOWS
- INSTALLATIONS
- LAUNCHES



EVENT ENGAGEMENT

- COFFEE/TEA CART
- ICE CREAM
- FLOWER CARTS
- POPCORN
- HAWKER STALLS
- LIVE COOKING DEMO
- PERFORMANCES
- CRAFT
- AND MANY MORE



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THANK YOU

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