

## Appendix

### SPH MBO Offers

#### Motion Media Network

##### 4 Large LED screens

- a) Caltex House  
Located in the heart of the financial district, Caltex House has a monthly average pedestrian traffic of 4.5 million that consists primarily of PMEBS.
- b) Singapore Visitors Centre (SVC)  
At the junction of Orchard Road, Cairnhill and Grange Roads, this premiere address captures at least 7 million PMEBS, youths, shoppers and tourists monthly.
- c) HDB Hub  
HDB Hub comprises a 33-storey office tower, an office podium, a shopping mall and an air-conditioned bus interchange. Collectively, the hub enjoys a monthly traffic of at least 1 million people.
- d) Woodlands Checkpoint  
Woodlands Checkpoint serves travellers who make trips to and from West Malaysia by road.

##### 400 Plasma/LCD screens network island-wide

- a) 23 Singapore Turf Club & Singapore Pools outlets  
Monthly traffic of at least 380,000 people; eye-level static advertising panels for stronger communication.
- b) POSB bank branches  
With at least 6 million average transactions each month, the in-branch Plasma and LCD screens above ATMs give advertisers an extensive reach.

Creative buys such as screen wraps and adjacent advertising panels enhance the screen advertisements.

#### Static Media

- a) Heart of business district
  - Caltex House
  - Hitachi Tower
  - OUB Centre
  - Robinsons Tower
- b) Shopping belt - Orchard Road
  - MidPoint Orchard
  - Orchard 268
  - Orchard Road Lamp posts

- Lucky Plaza
- Wisma Atrium
- c) Prime city & city rims
  - Lam Ann Building @ Robertson Quay
  - Parco Bugis Junction
  - Pearls Centre @ Chinatown
  - Yue Hwa Building
  - 412 Serangoon
- d) Along expressways
  - Jit Poh along AYE
  - Quality Hotel along CTE
- e) Heartland Malls and Shopping Centres island-wide
  - HDB Hub and others

#### Themed media network

#### National Library media network

- Central area - Lee Kong Chian Reference Library
- Regional areas - Woodlands, Jurong, Tampines, Marine Parade, Ang Mo Kio and Toa Payoh
- a) Carpark media network
 

Diversified options from boomgates, pillars to ramp and walls in over 50 carparks in shopping malls and neighbourhood districts

  - Suntec
  - Plaza Singapura
  - Golden Shoe & Market Street
  - HDB Hub
- b) Other options include lifts and escalator media, floor media, entrance/exit door stickers, toilet media, 3D/2D and balloon displays.

#### **Events Management & Sponsorship Marketing**

Appointed by ORBA for the 3<sup>rd</sup> year running, SPH MBO has exclusive sites for 3D displays or interactive booths at Orchard pedestrian walkway during Christmas light-up. It also organises events at other prime locations and offers consultancy services.