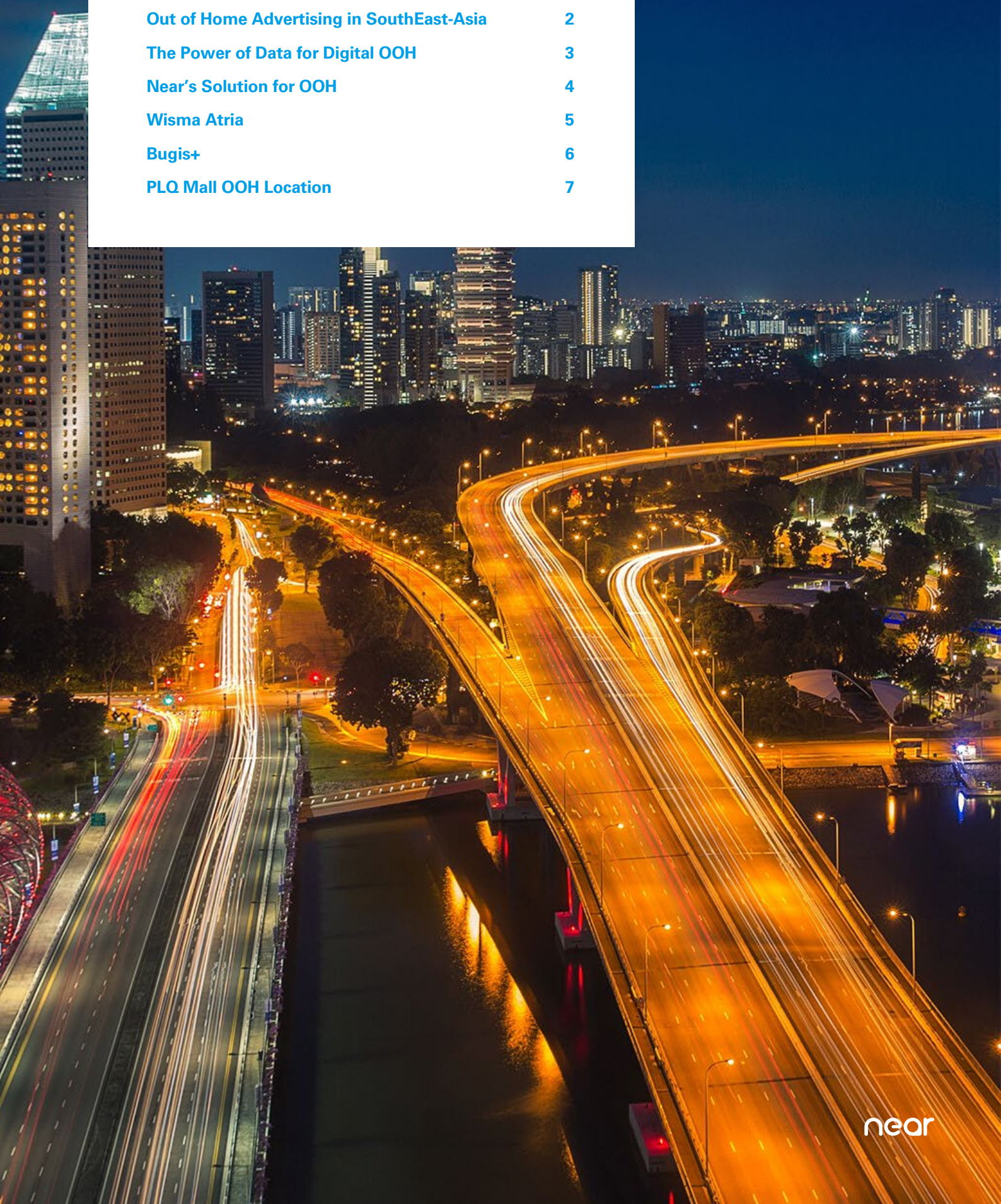


**SINGAPORE**

# THE ADVANTAGE OF DATA INTELLIGENCE IN DIGITAL OOH ADVERTISING

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## Introduction

*As life returns to normal across the globe, OOH (Out of Home) advertising once again presents an excellent opportunity to reach consumers. People have begun to resume going out and crowds are once again seen at malls, shopping centers, etc.*

## In this report, we look at:

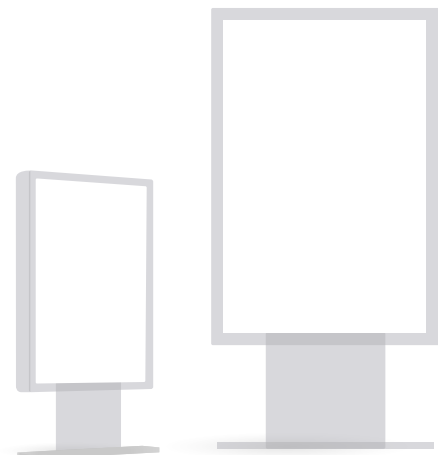
- How this traditional form of advertising has continued to evolve and innovate to remain one of the preferred ways of advertising in an increasingly digital world
- How Digital OOH (DOOH) benefits from data intelligence and insights
- How Near can help your brand achieve better results with our OOH solution, illustrated through case studies on popular OOH locations in Singapore

## Out of Home Advertising in SouthEast-Asia

Out of Home (OOH) advertising continues to be one of the fastest-growing advertising forms across the globe. According to a [report](#) by IMARC Group, the SouthEast-Asia OOH Advertising market is expected to grow at a CAGR of 15.7% during 2021-2026. The Asia Pacific is considered the largest market for OOH advertising due to its growing urban population and increase in purchasing power in the last few years.

OOH advertising has evolved from being limited to paper posters or painted signs to sophisticated data-empowered digital/vinyl billboards and display systems. In cities like Singapore and Hong Kong, transit environments such as airports, bus stops, and metro stations have increased revenue by converting traditional billboards to digital kiosks and display systems. Major brands also heavily leverage OOH advertising, which has an advantage over display ads on mobile phones and computers in that it cannot be skipped or avoided with ad blockers.

What has caused the rapid growth and evolution of OOH advertising? The answer is clear - Data Intelligence & Insights.



# The Power of Data for Digital OOH

Traditional OOH advertising has always faced two challenges:



Delivering customized content for specific target audiences



Accurately measuring and attributing when calculating ROI.

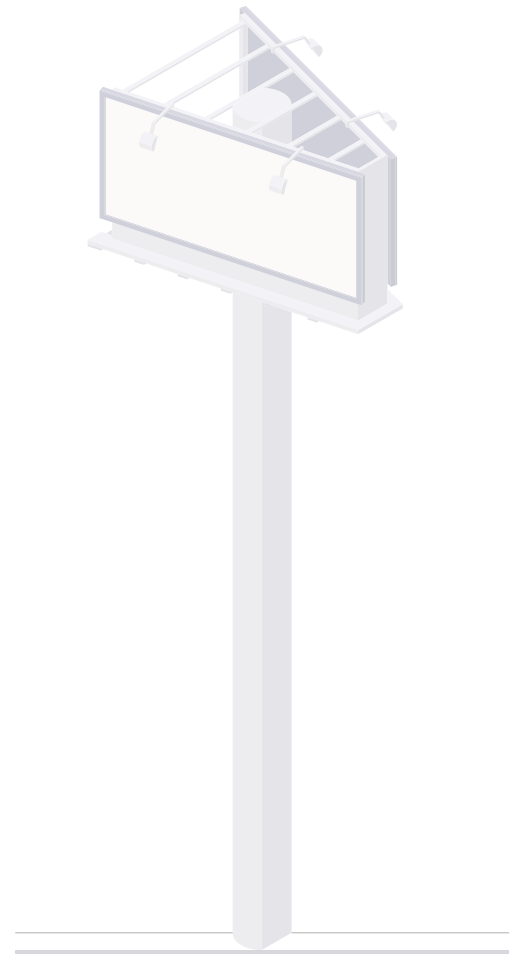
Both these challenges are solved with digitally-enabled OOH. Let's see how:

## Customized Content:

OOH Advertising is now no longer dependent on the metrics such as traffic volume or vague estimates of the number of people who are likely to see the advertisement. With insights from human movement data and audience analysis, brands can select the right site locations based on the audience size and demographics. This allows for creatives and messages that are personalized to the visitors frequenting the selected area/site leading to better engagement and eventually more footfall/sales. With DOOH advertising, brands can focus on quality instead of quantity by delivering messaging that resonates with the target audience that they know from data seen in a specific location. Another advantage is the capability to retarget audiences who have seen the OOH with mobile advertising, further increasing reach and conversion.

## Measurement and Attribution:

With DOOH, advertisers can link real-world outcomes such as store footfalls and website visits with OOH campaigns. This technology allows advertisers and marketers to identify their best-performing assets, site locations, and even tweak messaging based on what is performing better in real-time. With the availability of such granular insight, brands can make data-driven decisions that lead to better utilization of ad-spend and achieve better ROI.



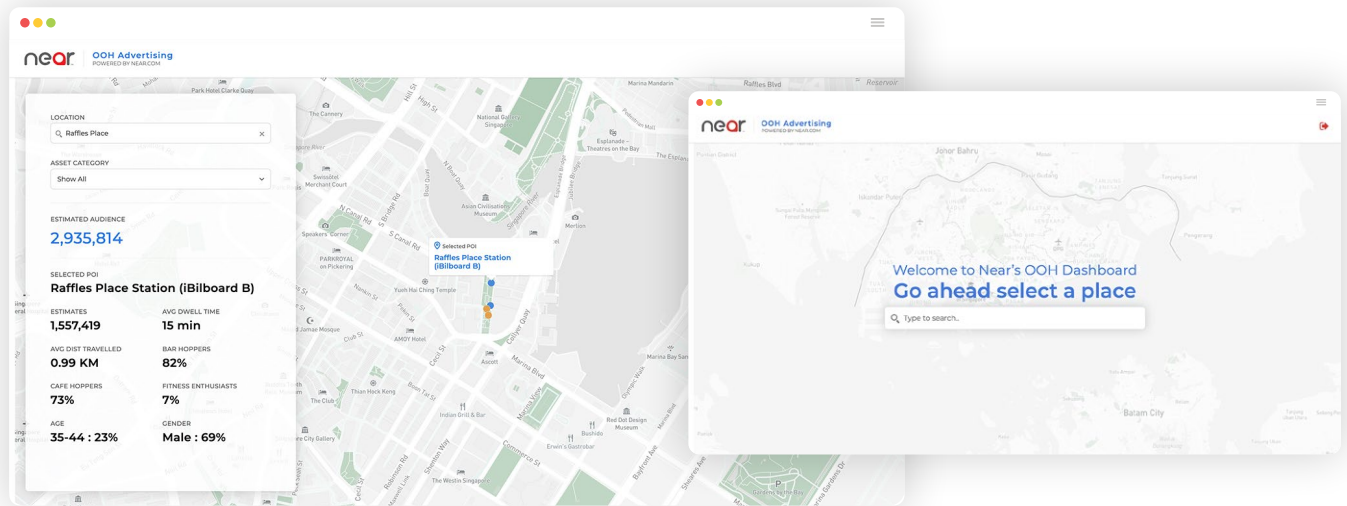


# Near's Solution for OOH

Near uses reliable data sources and in-house data science capabilities to offer brands the most holistic and actionable insights on their target audiences. With Allspark, Near's marketing and data intelligence platform, brands can curate their desired audience based on real-world behaviors such as brand affinity, home locations, spending patterns, and interests.

Apart from providing insights on target audiences, Allspark's new OOH dashboard uses location intelligence to help brands make data-driven decisions while choosing site locations based on estimated audience size, dwell time, and demographics.

To better illustrate the insights brands can leverage with Near's OOH intelligence solution, we studied popular OOH locations in Singapore.



## Comparing Popular OOH Locations in Singapore:



Both Wisma Atria and Bugis+ are popular shopping malls in Singapore. Wisma Atria is located on Orchard Road, an upscale tourist destination, while Bugis+ is located on Bugis Street, one of the largest street shopping locations in Singapore. PLQ Mall is situated on Sims Ave Road, in the Paya Lebar quarter of Singapore, an area known for its shopping malls, business centers, and eateries. All three locations are popular for OOH advertisements but cater to different audiences in terms of demographics, brand affinity, and interests.

Using Near's solution for OOH, we studied the visitors to each of these locations to illustrate how brands can benefit from customized insights on locations and audiences.



# WISMA ATRIA

## Home locations of visitors to Wisma Atria



## Demographics



→ Visitation patterns showed more visits from women compared to men



→ Visitors were mainly from the 25-44 age group and above, with a preference for luxury retail



→ Most visitors to the Wisma Atria were Shoppers and Travelers from the Affluent category

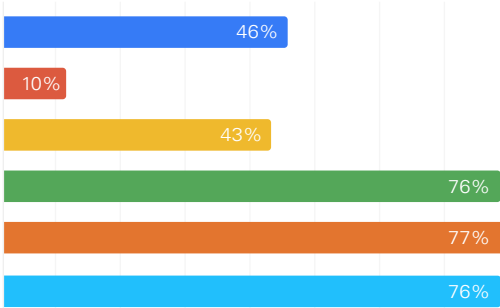


→ Visitors were residents of mid to luxury residential areas in and around Central Downtown area such as Toa Payoh and Cairnhill Road

## PROFILE

Profiles of visitors seen at Wisma Atria

- Parents ● Students ● Affluents
- Professionals ● Shoppers ● Travellers



## Brand Affinity

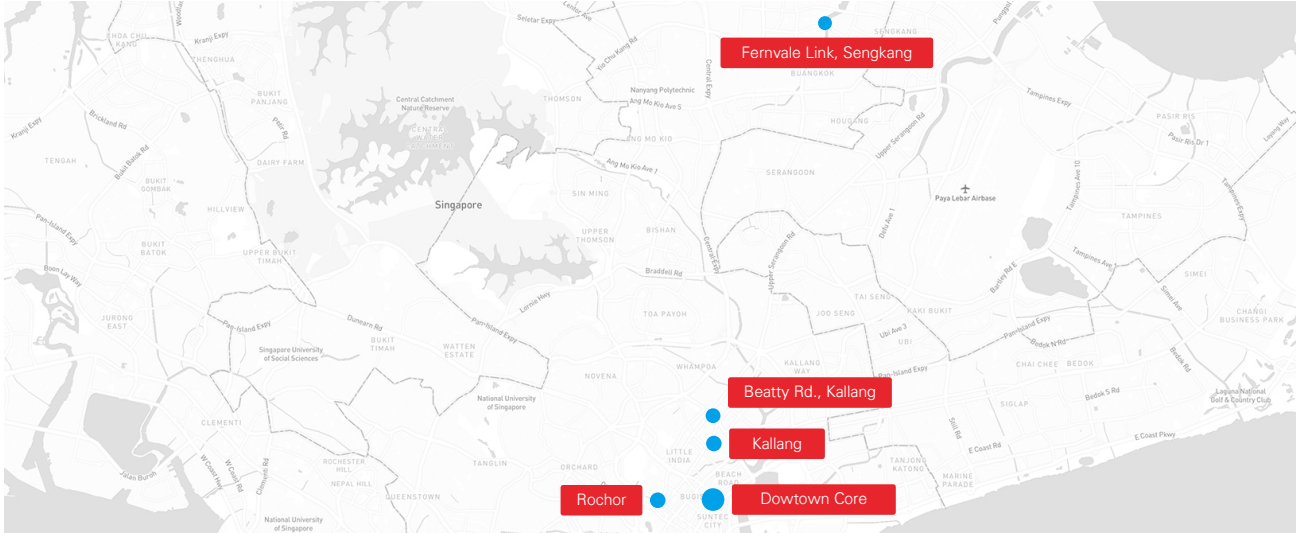
The top brands preferred by shoppers at Wisma Atria were:

- **Clothing (luxury):** Dior, Prada
- **Grocery Stores:** Cold Storage, Jasons The Gourmet Grocer
- **Cafes:** Starbucks, Han's, Joe & Dough
- **Restaurants:** Crystal Jade, So Pho, Sushi Express



# BUGIS+

Home locations of visitors seen at Bugis+



## Demographics



→ Visitation patterns showed more visits from women compared to men



→ The audience skewed towards young adults from the 18-35 group



→ Most visitors to Bugis+ were from the Parents, Students, and Professionals categories

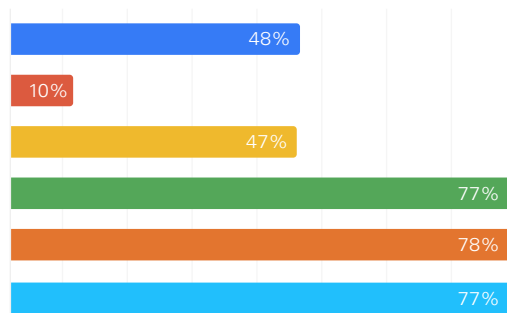


→ Visitors were primarily from mid-tier residential areas such as Fernvale Link, Beatty Road, Kallang, Downtown Core, Rochor, and Beach Road

## PROFILE

Profiles of visitors seen at Bugis+

- Parents ● Students ● Professionals
- Affluents ● Shoppers ● Travellers



## Brand Affinity

The top brands preferred by shoppers at Bugis+ were:

- **Grocery Stores:** Giant, Sheng Siong, Haomart
- **Clothing:** Skechers, Aldo, Mango
- **Cafes:** Starbucks, Han's, KOI Cafe
- **Restaurants:** Crystal Jade, So Pho, Sushi Express



# PAYA LEBAR QUARTER

Home locations of audiences seen at PLQ Mall



## Demographics



→ Visitation pattern was once again skewed towards women



→ Close to 70% of visitors were from the 35+ age groups



→ Most visitors to the PLQ Mall area were Parents who also belonged to the Professional and Shopper categories

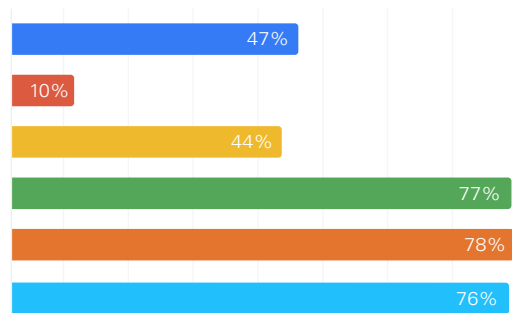


→ Visitors to the PLQ mall area were primarily from residential areas located in the east of Singapore such as Tampines, Bedok, and Geylang

## PROFILE

Profiles of visitors seen at Bugis+

- Parents ● Students ● Professionals
- Affluents ● Shoppers ● Travellers



## Brand Affinity

The top brands preferred by shoppers at PLQ Mall were:

- **Fast Food:** Burger King, Pizza Hut, KFC
- **Grocery Stores:** Cold Storage, Fair Price, 7-Eleven
- **Cafes:** Starbucks, Han's, KOI Cafe
- **Clothing:** Mango, Aldo, Skechers



As we can see, all three locations attract different kinds of audiences, from different age groups and profile categories. For a brand looking at targeting audiences with higher spending power and interest in luxury retail, Wisma Atria would be a better location. Similarly, for a brand looking to reach audiences from a younger age group with an interest in streetwear styles or casual clothing, Bugis+ would provide better results and for a brand targeting parents, PLQ Mall would be a better fit. Near's OOH solution enables marketers to analyze, evaluate and make quick decisions while allocating assets.

**With this kind of intelligence on audiences and locations available, outdoor marketers now have the opportunity to use the insights available in creative ways to increase reach and engagement with their ads and thereby, increase sales.**

Interested in learning more about our OOH solution?  
Send us an email at [info@near.com](mailto:info@near.com)!





Near, the world's largest source of intelligence on People, Places, and Products, is the global leader in Data Intelligence empowering organizations of all sizes to make smart, strategic decisions delivering optimal business performance. Our platform unites the Marketers and Operational data leaders by providing the most accurate, reliable source of data. Our transparent, privacy-led approach means you will never doubt our authenticity.

We are determined to provide actionable insights as we work relentlessly to shape, build, and maintain the world's largest source of intelligence on People, Places, and Products in both the physical and digital space.

Ultimately, our vision is to inspire the world to make better decisions. And, to inspire ourselves to deliver the most trusted, privacy-led source of intelligence on People, Places, and Products.