

## SUPERSIZED SAVINGS ON FAVOURITE BRANDS



### CASE STUDY

Country: Singapore  
Method: Digital Out-of-Home (DOOH)



location media exchange

theTradeDesk



## How FairPrice Leveraged High-Traffic OOH for Brand Visibility in Singapore

### Background:

**FairPrice**, a leading retail chain in Singapore, aimed to enhance brand visibility through an outdoor advertising campaign. Recognizing the importance of strategic advertising in high-traffic areas, FairPrice launched a month-long OOH campaign to connect with their target audience and promote their retail offerings.

To execute the campaign, FairPrice utilized **LMX Connect**, a leading Supply-Side Platform (SSP) developed by **Location Media Xchange**, in conjunction with **The Trade Desk**, a premier Demand-Side Platform (DSP). This combination enabled FairPrice to seamlessly manage and optimize their digital out-of-home (DOOH) advertising efforts. LMX Connect provided real-time access to premium billboard inventory across Singapore, while The Trade Desk allowed FairPrice to execute precise audience targeting.

### Objectives:

- Maximize brand visibility across multiple high-traffic locations in Singapore.
- Reach a broad and diverse audience, with a focus on the 35-44 age group.
- Achieve significant ad exposure throughout the campaign duration.

### Strategies:

- **Strategic Location Selection:** High-traffic billboard locations were chosen to maximize impressions and ensure the brand message reached a large and diverse audience
- **Consistent Ad Exposure:** The campaign was consistently executed over a 31-day period, ensuring sustained visibility and engagement across different times of the day.



## Results:

The campaign effectively maximized brand visibility and achieved substantial audience engagement across Singapore. The strategic selection of high-traffic locations and consistent ad exposure throughout the campaign resulted in significant impressions and a broad reach.

### Duration

31 DAYS



### Locations

3



### Views

23,814

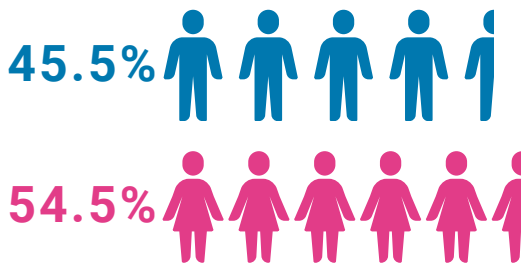


### Reach

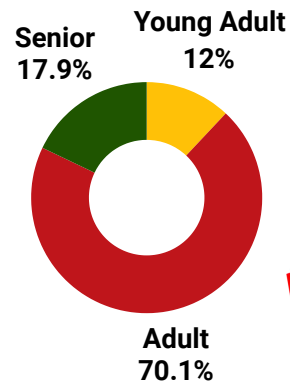
11,297



### Demographics:



### Age Range:



## Conclusion:

The FairPrice Outdoor Advertising Campaign successfully achieved its objectives of maximizing brand visibility and engaging a broad and diverse audience in Singapore. The strategic placement of ads in high-traffic locations and consistent exposure throughout the campaign duration led to significant impressions and reach. The campaign's effectiveness in reaching key demographics highlights the success of the strategies employed and underscores the value of well-executed OOH advertising.

