



Media Release

For Immediate Release | 21 May 2021

SMRT Media is now Stellar Ace

*Striking an unparalleled island-wide reach,
complete with 24/7 Offline and Online Consumer Daily Touchpoints.*

1. Singapore's award-winning¹ local media company has evolved to Stellar Ace, advertisers' go-to for creative ideas in reaching their target audience every step of the way.
2. As we adapt to changes in our way of life during these exceptional times, Stellar Ace's first order of business is to support our economic pillar by strengthening the competitiveness and attractiveness of local businesses. Our media assets pricing is *tagged and tiered* with the advertisers' ROI results. This helps businesses maximise their reach and call-to-action. For our government partners, we continue to help reinforce their respective initiatives with precision and timely sharing of essential communications, using a combination of offline and online media.
3. We do this by relying on our growing network of media assets, spanning all corners of Singapore. These include:
 - a. Train stations: Screens, posters and wallscapes
 - b. Shopping malls: Large digital screens at shopping malls in key Orchard belt, Parkway Parade, Paya Lebar Quarter Mall, and Jem
 - c. On the road: Fleets of buses and taxis and transformer trucks
 - d. Event spaces: for immediate call-to-action activation
4. Enhancing our key media assets to complete the loop for offline and online touchpoints are:
 - a. WINK+: a loyalty app with daily interaction and exposure to full page and banner ads, with capabilities for quick dipstick surveys and gamification. The 2nd edition WINK+ from Home campaign in educating users of health guidelines and measures in the current Phase 2 (Heightened Alert) will be scheduled for launch on 28 May 2021.
 - b. Ace Biota: a data driven ad tech platform that makes for smarter ad buying for offline assets with sharper consumer data analytics for pre-campaign planning. Clients can layer an effective retargeting strategy to further enhance campaign performance, validated by results in a custom attribution report. Benefiting from this new synergy include McDonald's, Moomoo by FutuSG, Livinguard and Samsung.

¹ Voted by Marketing's Annual Media Spend Benchmarking Survey 2019

5. Jeslyn Tan, Vice President of Stellar Ace, is confident that the team's deft use of Stellar Ace's enhanced media offerings and ad technology will continue to help marketers succeed in their campaigns.

"Stellar Ace's strength in positioning is our ability to reach the everyday consumer, 24/7. As we pair our media assets advantageously with data intelligence, we are dedicated to delivering more value per dollar spent, through unique combinations of our offline and online touchpoints. This is our commitment to our clients, especially as we navigate through these uncertain times."

6. Reporting to Jeslyn is Daryl Chua, a media sales veteran who has assumed the new role as Stellar Ace's Head of Sales. He oversees sales and partnerships to pivot and grow the business into the next milestone in the O2O (Offline-to-Online) arena.
7. Interested parties to our solutions can connect with their sales representatives or drop us an enquiry at stellarace@smrt.com.sg for full details of our offerings.

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