



Media Release

For Immediate Release | 3 January 2022

Stellar Ace forms advertising partnership with Singtel Media

Stellar Ace is partnering with Singtel Media, the advertising sales arm of Singtel's Consumer Singapore business, to give advertisers greater value and a more seamless process for media buys. As part of a multi-year collaboration starting 1 January 2022, Singtel Media will engage Stellar Ace to sell and manage advertising for all its platforms including SMS and Singtel TV.

The complementary media assets of both companies offer synergies and scale. Singtel Media's TV, mobile and digital assets together with Stellar Ace's HOME-TRAVEL-EAT-SHOP-PLAY (HTESP) ecosystem will provide a complete and unique daily touchpoint proposition for advertisers. Advertisers can easily combine their in-home and out-of-home advertising activation efforts to maximise reach and deliver targeted messages and campaigns to audiences more efficiently and effectively than before.

Ms Jeslyn Tan, Managing Director of Stellar Ace said, "Stellar Ace has established a unique daily ecosystem of HTESP touchpoints over the past 12 months. And now with this exciting partnership with Singtel Media, we represent an authentic and unmatched offline and online network to our advertisers with an expansive suite of solutions that could cater for all needs, regardless of budget with targeted ROI outcomes."

Ms Diana Chen, Vice President of Home, Consumer Singapore, Singtel, said, "This collaboration brings together the combined advertising strengths of Singtel inside the home and Stellar Ace outside the home to better serve the needs of advertisers. With the extensive reach and diverse range of our assets, we will be able to help them create even more engagement with consumers by reaching the right audience at the right moment."

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Stellar Ace – Advertise. Create. Engage for all of Singapore

Visit www.stellarace.com.sg for more info

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