



Media Release

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Stellar Ace and FairPrice Group Media form partnership to offer a unique, omnichannel opportunity for advertisers to engage commuters, shoppers, and diners.

Stellar Ace and FairPrice Group (FPG) Media today announced their collaboration to offer a suite of comprehensive, omnichannel media inventory to advertisers. Now, advertisers can efficiently engage shoppers with relevant messages from their daily commute to shopping and dining.

Advertising investment has steadily grown in retail media. A study conducted by Forrester Consulting in 2020 indicated that retail media has proven to be a strategic investment for savvy brands because it delivers on critical key performance indicators (KPIs). 95 percent of respondents shared that their companies have seen an increase in return on investment (ROI) or return on advertising spend (ROAS) due to retail media.

As the Digital Shelf Institute has noted in its recently published report, in addition to this immediate sales growth, brands also enjoy the ROI ripple effects of this media investment across other valuable KPIs such as social validation and repeat rate.

Stellar Ace and FPG Media partnership brings it to a whole new level by offering a unique and connected ecosystem covering commute-street-dine-shop-mobile digital network which combines thousands of digital screens across train stations, bus interchanges, to supermarkets, convenience stores, to food courts in malls, coffee shops in heartlands, direct mobile consumer engagement through WINK+ and unique destinations like Lau Pa Sat, together with the fast-growing FairPrice Online e-commerce platform.

FairPrice Group Media brings together media inventory at over 570 retail and dining locations across Singapore, together with its e-commerce platform, FairPrice Online. This rich array of media options are backed by the unique data capabilities of the award-winning Link rewards program.

Jeslyn Tan, Vice President of Stellar Ace said, "We are thrilled about this partnership with FPG Media. We thank Disney+ and Dettol, as first-mover advertisers on these bundled platforms. The full suite of assets which we are now representing, brings together perfectly our very own Travel-Eat-Shop-Play ecosystem creating a strong audience top of mind recall across their daily touchpoints. We now offer a comprehensive Offline to Online (O2O) solution, led by measured data insights, and the ability to curate cross-asset creative ideas for our clients."

Vivek Kumar, Director of Strategic Marketing & Omnichannel Monetisation at the FairPrice Group said, "FairPrice Group aims to be a trusted and preferred provider of everything food as we continually look at ways to deliver a better customer experience to our shoppers and diners. SMRT Stellar Ace is a trusted partner for us to bring greater innovative, and holistic, omnichannel media solutions, backed by our unique data capabilities, to advertisers."

About FairPrice Group

FairPrice Group was established in 2019 through the formation of four entities comprising NTUC FairPrice, NTUC Foodfare, Kopitiam, and NTUC Link, with the purpose of making life better for all and to fulfil a vision of being a leader in everything food. FairPrice Group looks to optimise the resources of all four social enterprises and leverage their respective strengths to put customers first, provide better value for all and to make everything about food easy.

With an extensive network of close to 570 touchpoints, FairPrice Group seeks to provide an integrated array of products and services, from groceries, ready-to-cook, and ready-to-eat offerings, to on-premise dining of cooked meals, food take-aways, and a rewards programme that delivers personalised and delightful experiences. The FPG network has the footprint that can capture the minds, hearts, and stomachs of relevant messages throughout their daily lives.