

Media Release

For Immediate Release | 11 August 2021

Stellar Ace moves into heartlands with HDB win

Establishing their HOME network for their Consumer Daily Touchpoints Ecosystem



1. The HDB heartlands will be welcoming 'a new neighbour' with the appointment of Stellar Ace as the newest provider and manager of digital screens in the North-East District of Singapore covering 19 constituencies, among them, Ang Mo Kio, Bedok, Pasir Ris, Punggol, Aljunied and Hougang.
2. These screens will be lifestyle skewed to host a myriad of content ranging from local town council news for the estates, nationwide updates on public advisories, and a haven for value seekers with 'lobangs' through commercial advertisements.
3. Stellar Ace has introduced a new sales package for potential advertisers with guaranteed exposure on their larger screens, compared to what is available in the market, to reach the residents effortlessly across this HOME network coverage. This latest solution will assure advertisers ample presence of their marketing message throughout with very cost-effective ROI from as low as \$0.0073 per spot.
4. Every consumer journey begins at HOME. This heartland acquisition completes their ability to bring the advertisers message across the consumer's daily touchpoints of HOME-TRAVEL-EAT-SHOP-PLAY media assets.

A daily routine starts from leaving the home, travelling on our buses, trains or cabs to work/school, having lunch out with friends at a food court, making a grocery run at a supermarket or convenience store after work and ending the day back at home with some mobile phone

entertainment. Our offline to online (O2O) digital connectivity across our assets assures the reach and engagement direct to the consumer where their daily lifestyle matters the most.

5. Jeslyn Tan, Managing Director of Stellar Ace said, “We believe cross channel reach is of top priority for advertisers especially in this current period of safe measures. Ads ultimately must meet eyeballs. Our momentum in media asset acquisition and innovative engagements with digital capabilities reaffirms us as the largest out-of-home (OOH) omnichannel media company in Singapore with a true Consumer Digital Daily Touchpoint.”
6. Interested advertisers, can connect with their sales representatives, or drop us an enquiry at ace@stellarlifestyle.com.sg for full details to our latest HDB media platforms, in-house creative capabilities, and activation engagement ideas.

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

Visit www.stellarace.com.sg for more info

Media Contact

Shabirin Ariffin

Stellar Ace

Mobile: (65) 9825 3899