



Dine



THE NEXT
FRONTIER
OF MEDIA



Shop



Live



FPG ADvantage Launch Special

1-for-1 Deals — Don't Miss It!

Celebrate the launch of FPG ADvantage, Singapore's leading omnichannel retail media platform, with an exclusive limited-time offer. Book your FPG ADvantage media package by 11 November 2025 and enjoy 1-for-1 deals across selected ad solutions — from digital screens to in-app placements. Because when every shopper moment counts, one ADvantage is never enough.

ENDEMIC PACKAGES

		财源广进 DIAMOND	招财进宝 PLATINUM	大吉大利 GOLD	万事如意 SILVER
Availability		1 slot / week	1 slot / week	1 slot / week	1 slot / week
Placement	Assets	Duration	Duration	Duration	Duration
Omni Homepage	Interstitial Ad ⁽¹⁾	1 Day	1 Day	1 Day	-
	Masthead ⁽¹⁾	1 Week	1 Week	Up to 2 days	-
Online Grocery	Homepage Banner ⁽²⁾	1 Week	1 Week	1 Week	1 Week
	Promotion Banner	1 Week	1 Week	1 Week	-
	Digital Checkout Banner ⁽¹⁾	1 Week	1 Week	1 Week	1 Week
	Brand Deal Feature	1 Week	1 Week	1 Week	1 Week
	Generic Keyword Search (Max 3)	1 Week	1 Week	1 Week	1 Week
	Default Keyword Search	1 Day	1 Day	-	-
	Sponsored Solutions	\$1000	\$1000	\$500	\$500
CRM	Dedicated EDM	1 Push (Dedicated)	1 Push (Multi-brand)	1 Push (Multi-brand)	1 Push (Multi-brand)
	Dedicated PNS	1 Push	1 Push	-	-
Total Worth		>\$65K	>\$55K	>\$35K	>\$20K
CNY Price (1 Jan - 25 Feb 2026)		\$22,888	\$20,888	\$16,888	\$10,888
Post CNY Price (26 Feb - 25 Mar 2026)		\$16,888	\$14,888	\$11,888	\$8,888

*FPG ADvantage reserves the right to vary any assets within the packages for the campaigns. All packages will start on Thursday, and end on the following Wednesday.

1. Asset sequencing allocation will be determined by FPG ADvantage.

2. OG Homepage Banner 2 is allocated for Diamond. OG Homepage Banner 4 is allocated for Platinum. OG Homepage Banner 6, 7, and 8 are allocated for Gold Packages. OG Homepage Main Banner 9, 10, 11 are allocated for Silver.

3. Top-up to FairPrice Group Ads Platform wallet. Price is already included as part of the CNY Special Package Price.

		大展宏图 ELITE	吉祥如意 PRIME	马到成功 PLUS
Assets		Duration	Duration	Duration
In-store Homepage Banner ⁽¹⁾		1 Week	1 Week	1 Week
Scan@Entry ⁽²⁾		4 Weeks	2 Weeks	2 Weeks
In-App Gamification ⁽³⁾		4 Weeks	2 Weeks	2 Weeks
In-Store Digital Screens ⁽⁴⁾				
293 Digital Screens across				
• 33 FairPrice Finest/Hyper/Supermarket outlets		4 Weeks	2 Weeks	2 Weeks
• 30 Unity outlets				
• 64 Cheers outlets				
VivoCity Digital Screens ⁽⁴⁾				
• L1 Unity Entrance		4 Weeks	2 Weeks	-
• Travelator (Anamorphic Video Compatible)				
Punggol Coast Mall Digital Screens ⁽⁴⁾				
• Omni Store - Large LED Wall				
• Digital Ribbon @ L1		4 Weeks	2 Weeks	-
• Unity LED Screen and Ribbon @ L2				
• L1 Trolley Bay Digital Screen				
Total Worth		>\$65K	>\$35K	>\$12K
Q1 2026 Price		Starts From \$31,888 ⁽⁵⁾	Starts From \$17,888 ⁽⁵⁾	Starts From \$4,888 ⁽⁵⁾

*FPG ADvantage reserves the right to vary any assets within the packages for the campaigns. All packages will start on Thursday, and end on the following Wednesday.

1. Asset sequencing allocation will be determined by FPG ADvantage.

2. The minimum required budget allocation for the Scan@Entry voucher feature is \$2,000. Voucher distribution via Scan@Entry is executed on a probability-based system (or randomized allocation), and is not guaranteed to any individual customer or instance of entry.

3. The inclusion and placement of any specific SKU or Client Logo within the In-App Gamification feature are subject to the sole discretion of FPG ADvantage.

4. Each advertising slot for digital screens is fixed at a maximum duration of fifteen (15) seconds. Acceptable content formats include static images (JPEG) or video files (MP4).

5. The final price for the Omni Supplier Package is subjected to adjustment based on the final determined offsite budget allocation.

NON-ENDEMIC PACKAGES

	ADvantage Amplify	
	Elevate your brand presence through omnichannel storytelling	
	Package A	Package B
Assets	Duration	Duration
Interstitial Banner	3 Days	3 Days
Omni Homepage Masthead Banner	2 Weeks	1 Week
Payment Checkout Banner	4 Weeks	2 Weeks
Push Notification	2 Pushes	2 Pushes
In-store Digital Screens 'Run of Screen' (141 stores, 450 screens)	4 Weeks	2 Weeks
Total Worth	>\$140K	>\$80K
Package Price	\$120K	\$70K

- Terms & Conditions:
1. FPG ADvantage reserves the right to vary any assets within the packages for the campaigns.
 2. Asset sequencing allocation will be determined by FPG ADvantage.
 3. Each advertising slot for digital screens is fixed at a maximum duration of fifteen (15) seconds. Acceptable content formats include static images (JPEG) or video files (MP4).
 4. Estimated delivery: Up to 3M impressions across eligible placements, subject to inventory availability and campaign duration.

	ADvantage Activate	
	Turn audience engagement into meaningful conversions	
	Package A	Package B
Assets	Duration	Duration
Interstitial Banner	3 Days	3 Days
Omni Homepage Masthead Banner	2 Weeks	1 Week
Scan: Content Card	4 Weeks	2 Weeks
Push Notification	4 Pushes	2 Pushes
Total Worth	>\$60K	>\$40K
Package Price	\$50K	\$30K
Optional Addon:		
In-store Digital Screens 'Run of Screen' (141 stores, 450 screens)	4 Weeks	2 Weeks
Total Worth (with screens)	>\$120K	>\$70K
Package Price (with screens)	\$100K	\$55K

- Terms & Conditions:
1. FPG ADvantage reserves the right to vary any assets within the packages for the campaigns.
 2. Asset sequencing allocation will be determined by FPG ADvantage.
 3. Each advertising slot for digital screens is fixed at a maximum duration of fifteen (15) seconds. Acceptable content formats include static images (JPEG) or video files (MP4).
 4. Estimated delivery: Up to 2M impressions across eligible placements, subject to inventory availability and campaign duration.

THANK YOU

Contact the Retail Media Team to get started today
retailmedia@fairpricegroup.sg

Booking Deadline:
11 November 2025

Learn more about
FPG ADvantage

 **www.FPGADvantage.com.sg**



Terms & Conditions:

- Bonus credits are based on Ala Carte rates and valid until 31 December 2025, and paid packages are valid until 30 June 2026.
- Ad inventories are allocated on a first-come, first-served basis.
- FPG ADvantage reserves the right to amend the promotional terms without prior notice.