

FairPrice Group Media Kit



A family of five, including a young girl, a man, a woman, a young boy, and an older man, are walking together in a park. They are all smiling and looking towards the right. The background is filled with large, leafy trees. The entire image has a blue tint.

Singapore's Largest Retail Media Network

**your gateway to reach
a diverse, engaged
audience at scale**

High Reach Touchpoints, Nationwide Impact
**seamlessly connecting
shoppers across our
grocery, food and partners
network via in-store, and
digital**



>2M identifiable customers
from our NTUC Link loyalty
programme



>80% of them are
digitally connected and
frequently engaged the app

Key statistics at a glance: FairPrice Group customers and network



>50%

digitally connected belongs to the younger and mid-to-higher affluent segments



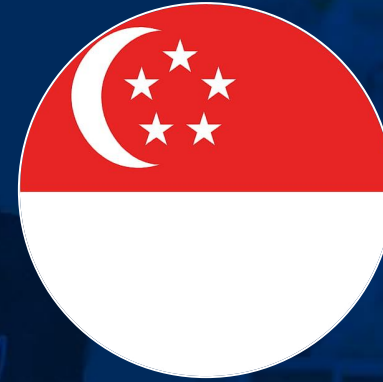
2 in 3

digitally connected uses the FairPrice Group app on a weekly basis translating to high WAU



>80m

average monthly page / screen views with average session duration of >3 mins



>60%

grocery market share with the largest network of stores



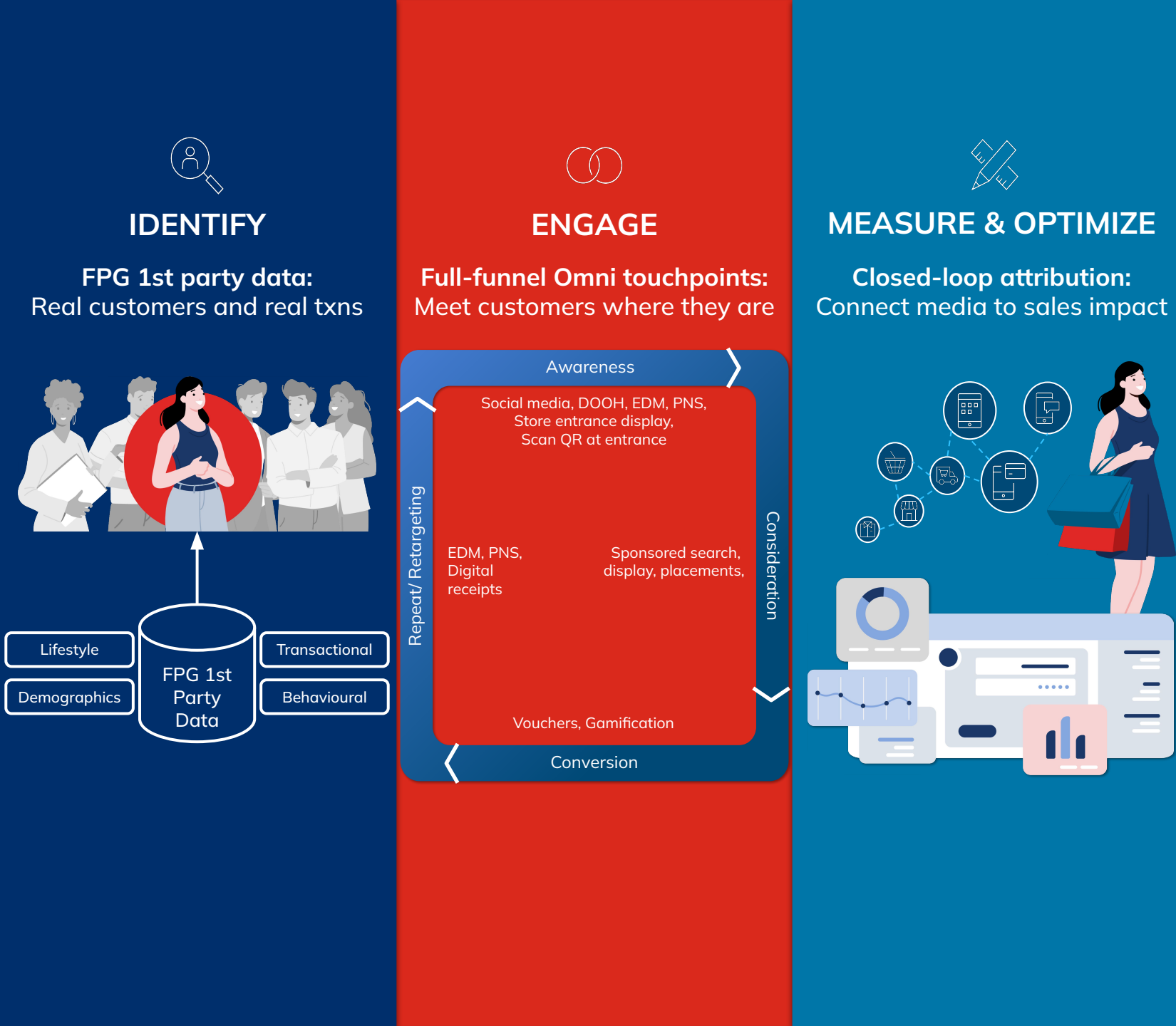
570+

retail, food and beverage, and convenience outlets islandwide

Our Retail Media Solution

Integrated Solutions,
Measurable Results

FairPrice Group can
provide an integrated
solution with
compelling value
propositions to
advertisers



Innovating Customer Experiences: From loyalty evolution to digital excellence to better understand our customers

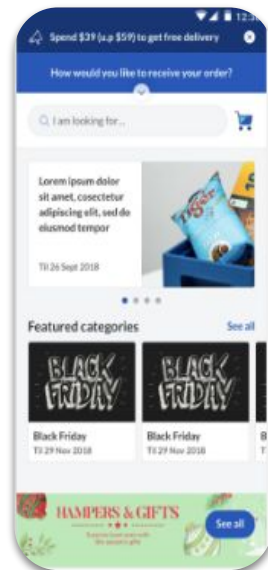
1998

NTUC Link
(Grocery In-store)



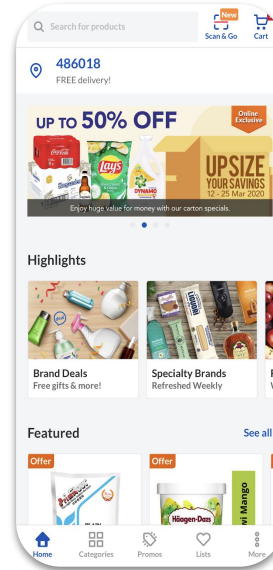
2019

FairPrice Online App
(Online Grocery)



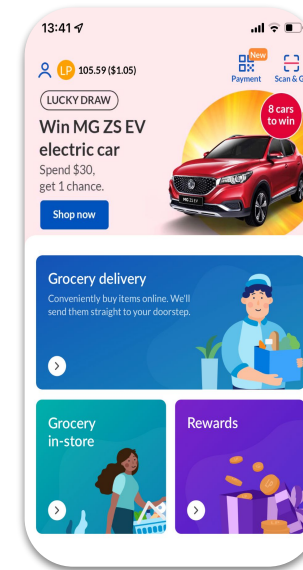
2020

Scan & Go
(Omnichannel)



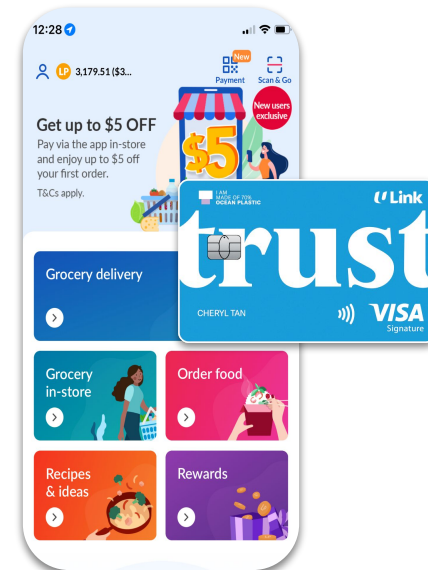
2021

Launch of Digital Loyalty
& Payment



2022 & beyond

Digitalising Food Services
& Launch of Trust Bank JV



We know their **shopping frequency**, **average monthly spends**, **basket items**...

...start knowing their **online shopping transaction details**...

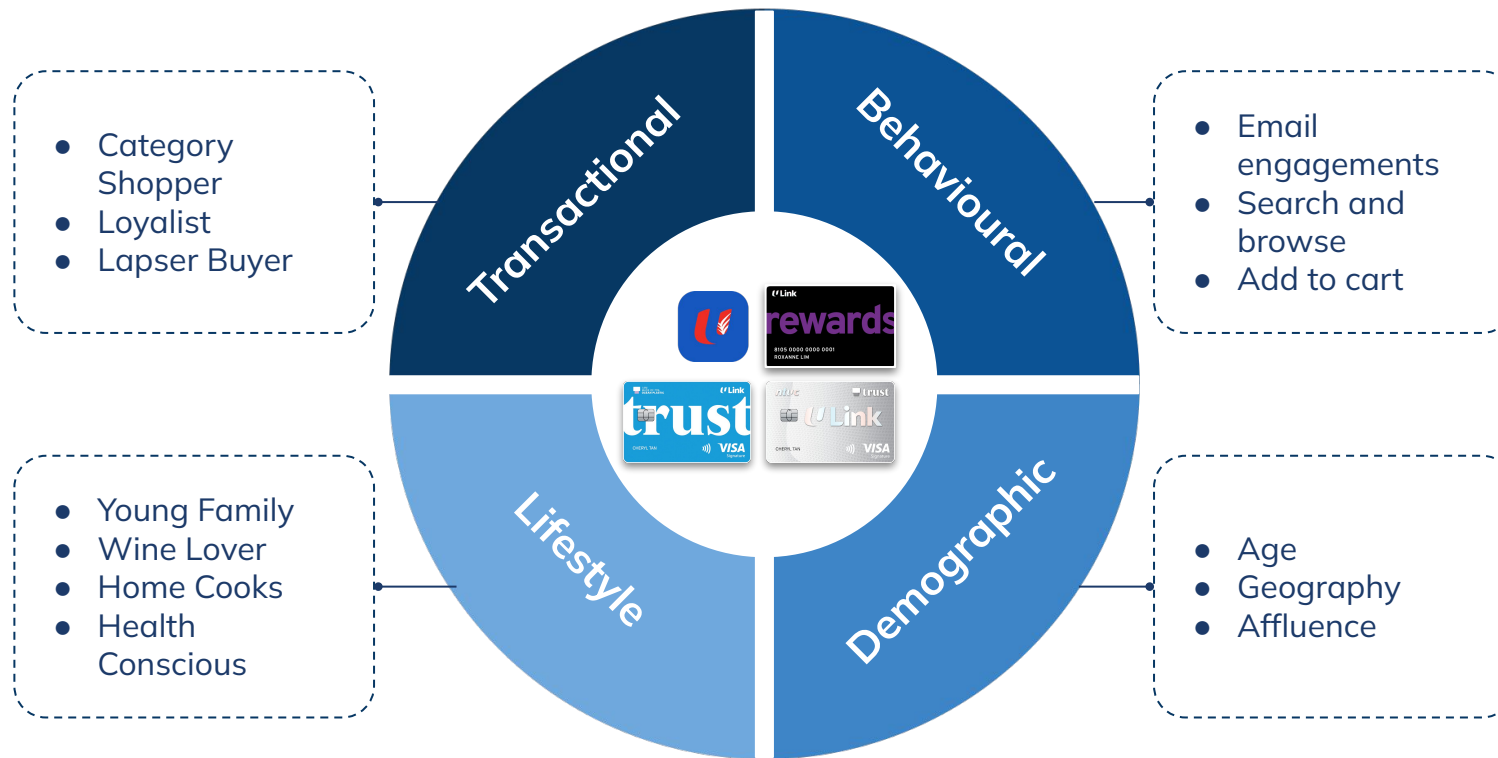
...ability to **partially stitch up in-store and online grocery shopping behavior**...

...being able to fully **stitch up customers omnichannel shopping behaviour**, aiding **discovery from pre-sales, sales, post-sales**...

...deepen our understanding of customers, **looking beyond omnichannel but also omnivertical engagement and shopping behavior**

Breadth & Depth of Data: Empowering our partners with actionable data for long-term growth

We use >200+ traits and permutations across 4 main categories to identify the ideal audience for your campaign objective



Get to know our audiences



Target with confidence using our transaction-based audiences, eliminating the confusion of black-box interest segmentations



Break out of category silos to understand customer behavior (e.g. Affluent, purchase segmentation, app behavior and more)

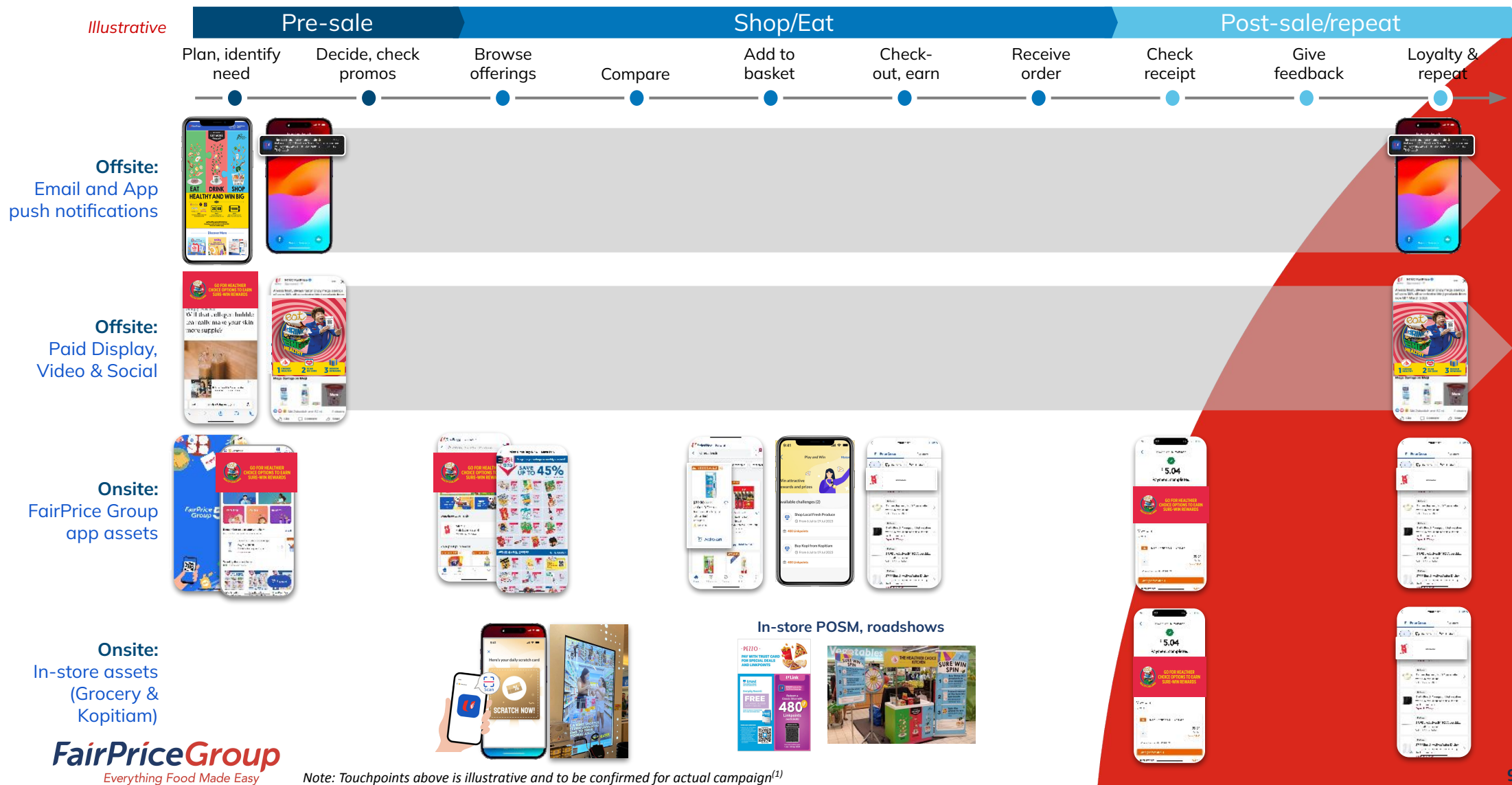


Achieve brand goals by leveraging our strategic pre campaign insights to target high value audiences

Audience activation: Achieve specific objectives and deliver measurable outcomes through our tailored retail media solution offerings

 Retail media solutions	 Advertiser type	 Description
 Lifecycle management to drive category market share growth	 FERRERO  L'ORÉAL	Consumer Packaged Goods Grow brand and category market share by acquiring new customers, engaging existing customers and reactivating lapsed customers as the primary key levers
 Full-funnel marketing strategy across all FairPrice Group's channels and touchpoints in the customer journey	     FERRERO  L'ORÉAL	Consumer Packaged Goods & Non-Consumer Packaged Goods High reach and impact end-to-end marketing to drive new product launches and branding campaigns targeting the 2m+ audience base across the different touch points
 Lead generation to attract 1PD audience and convert into customers	   	Non-Consumer Packaged Goods Target specific audience segments, drive them to fill onsite form and convert them into customers (e.g. Drive leads for insurance advertiser, pass back the leads via FTP for them to follow up and close)

Engaging Shoppers Across the Journey: Reach your audience at the right moments with FairPrice Group's retail media assets



Precision Targeting,
Measurable Results

**Delivering the
right content to
the right audience,
at the right time,
and being
measurable**

Attributable conversion and sales

Engaged user level conversion and sales⁽¹⁾

Attributable user level engagement

Unique reach, impressions and click-through⁽¹⁾

Customers data and insights

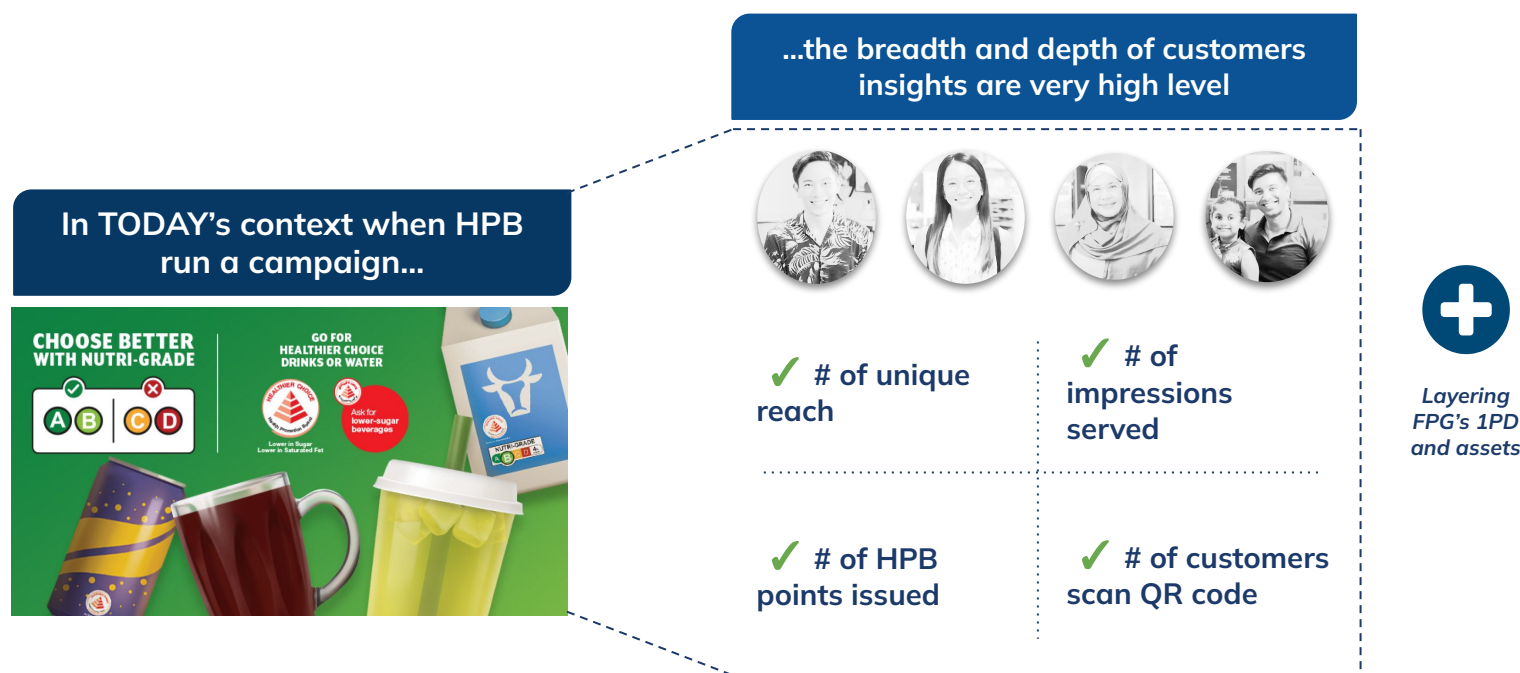
FairPrice Group's customer profile (e.g. Young family)

Lead generation

Drive leads from FairPrice Group's 1st party data

Closed-Loop Attribution: Measure real user engagement across the customer journey, linking retail media touchpoints to transactions

Illustrative example:



Deepen the breadth and depth of customers insights through FPG



We know David engaged the campaign touchpoints and this is profile:

+ Age: 35 - 40

+ Young family with kids
(Purchased baby SKUs)

+ Lives at Bukit Timah
(Ordered grocery online)

+ Fan of old Chang Kee
(Redeem rewards)

+ Bought nutri-grade A SKU
(During campaign)

+ Drive a car
(Pump petrol at Caltex)

"Closed-loop" to track campaign conversion to measure ROAS

Omnichannel customers reach and engagement
**amplifying campaign across the
FairPrice Group's grocery and
food network**



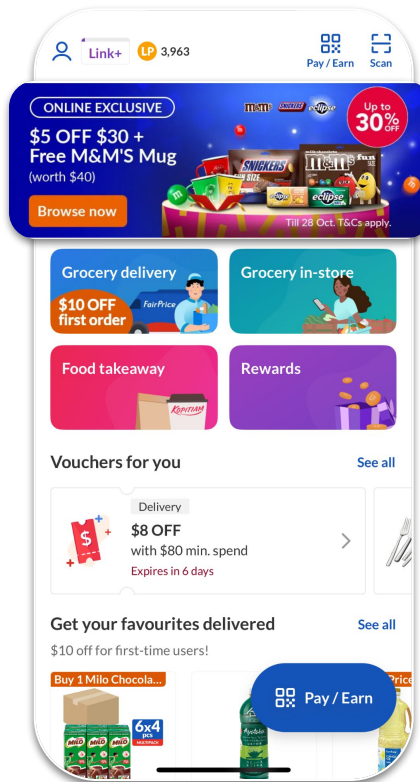
App's Digital Assets: Drive awareness and engagement via high frequency digital touch points

Omni Homepage

Splash Screen

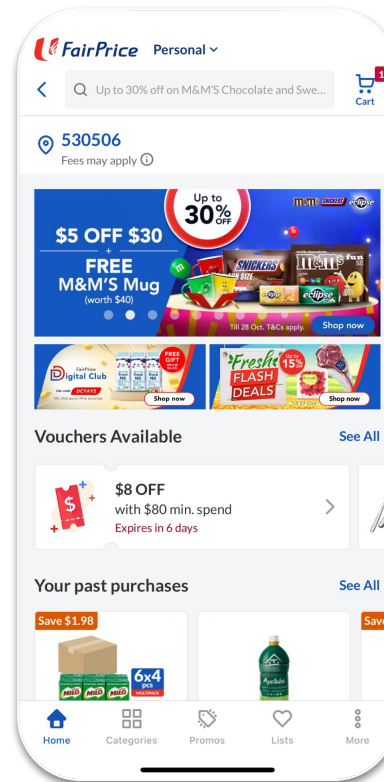


Masthead Banner



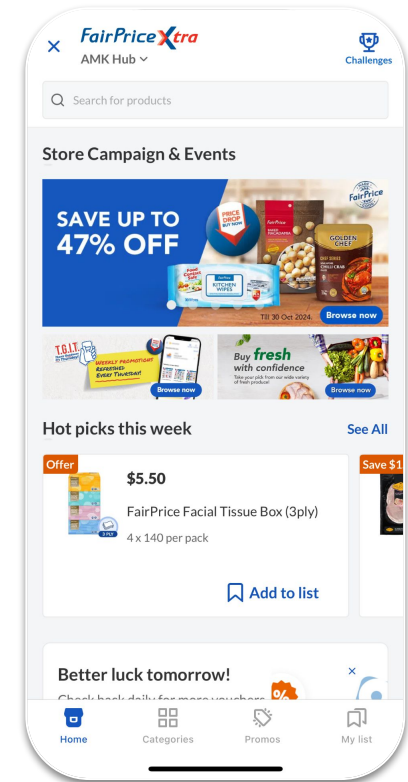
Online Grocery

Homepage Banner



In-store Grocery

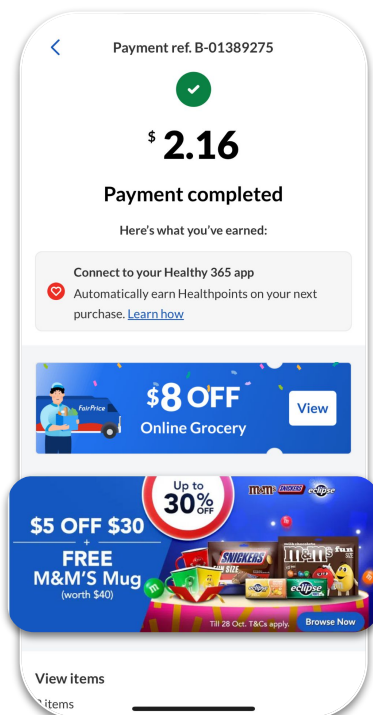
Homepage Banner



App's Digital Assets: Drive awareness and engagement via high frequency digital touch points

Payment

Checkout Receipt Banner



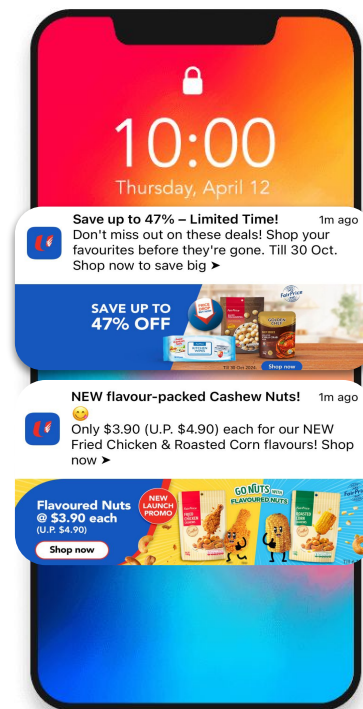
Email Marketing

Dedicated EDM

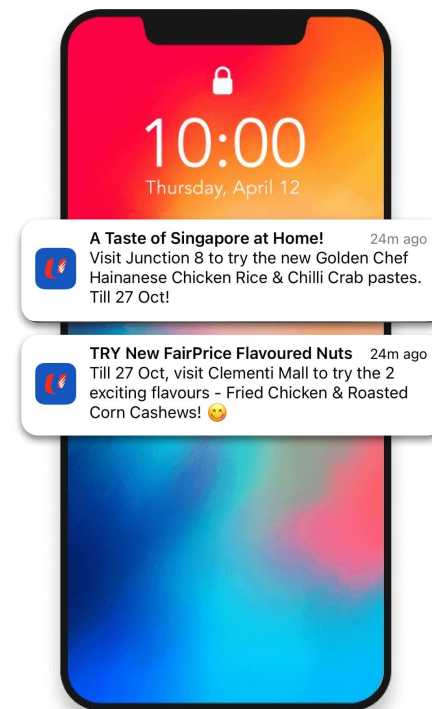


Push Notifications

Push Notification



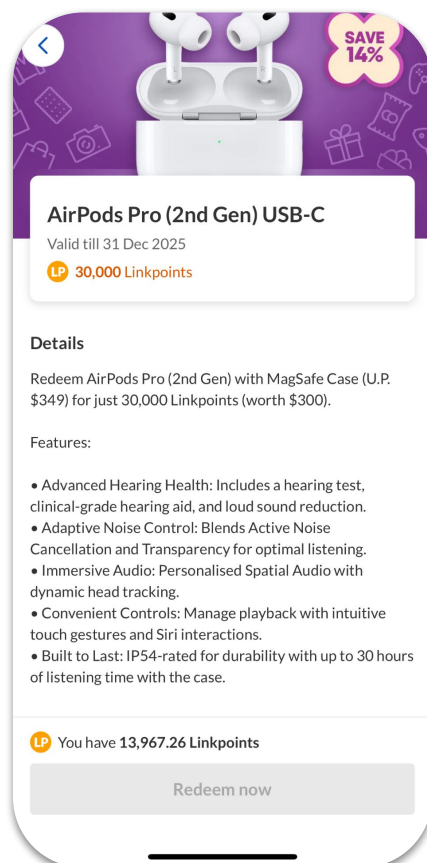
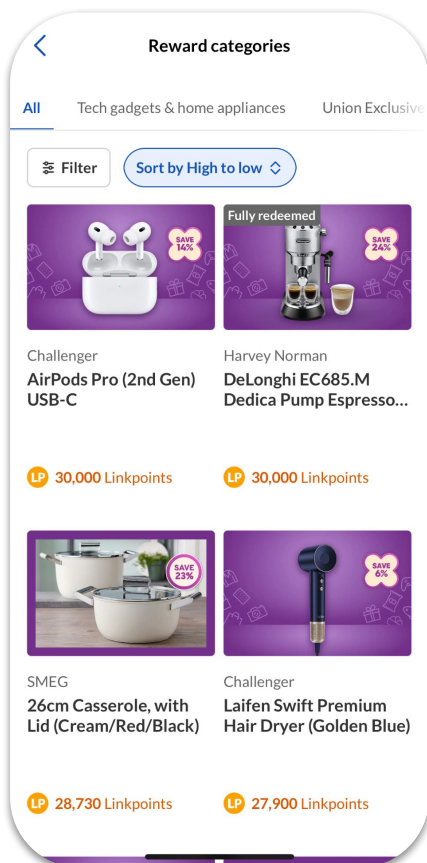
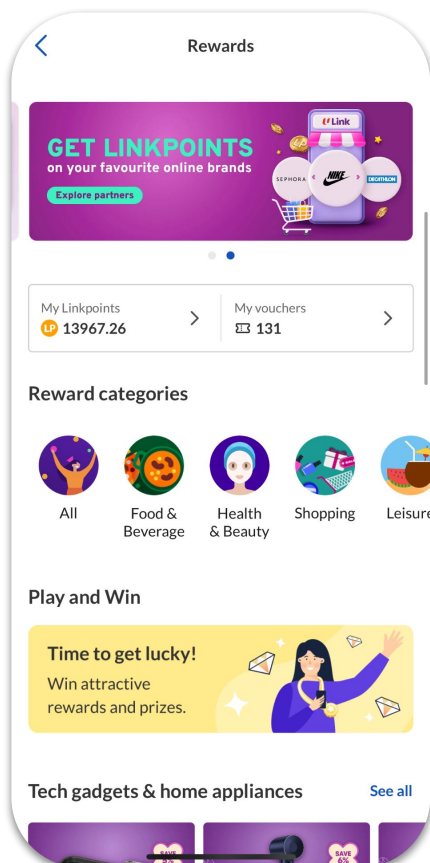
Geo Push Notification



FairPrice Group's Link Programme: Link Rewards as an engagement lever to delight customers beyond grocery and food

Highly engaged rewards programme with >95% redemption rate...

...and >120 partners island-wide



...and many more

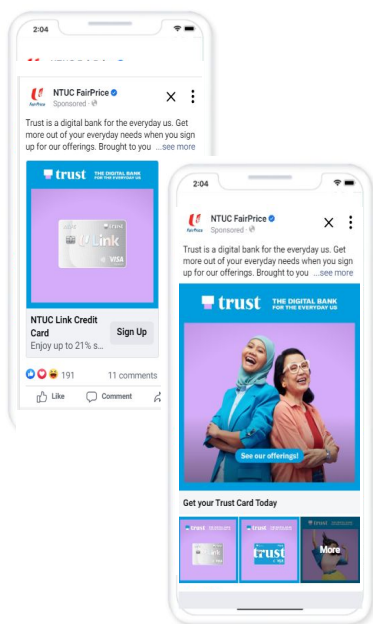
Paid Digital Media Efficiency: Integrating offsite audience activation and measurement solutions with onsite assets to drive engagement outside of FPG



Meta paid social ads audience activation and measurement solution



Programmatic display & videos audience activation and measurement solution

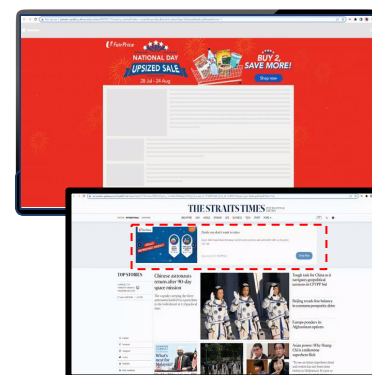


WHY Meta with FPG?

- Enhance ads relevance beyond branded creative for HPB's paid social strategy with our 1st party data

HOW can your brand drive offsite engagement via Meta?

- Increase creative relevance by ensuring that we are reaching the right audience with the right message



WHY programmatic via TTD?

- Ability to leverage on FPG 1st party data for audience activation and closed-loop to measure performance for open internet engagement through our partnership with TTD

How can your brand drive programmatic offsite engagement via TTD?

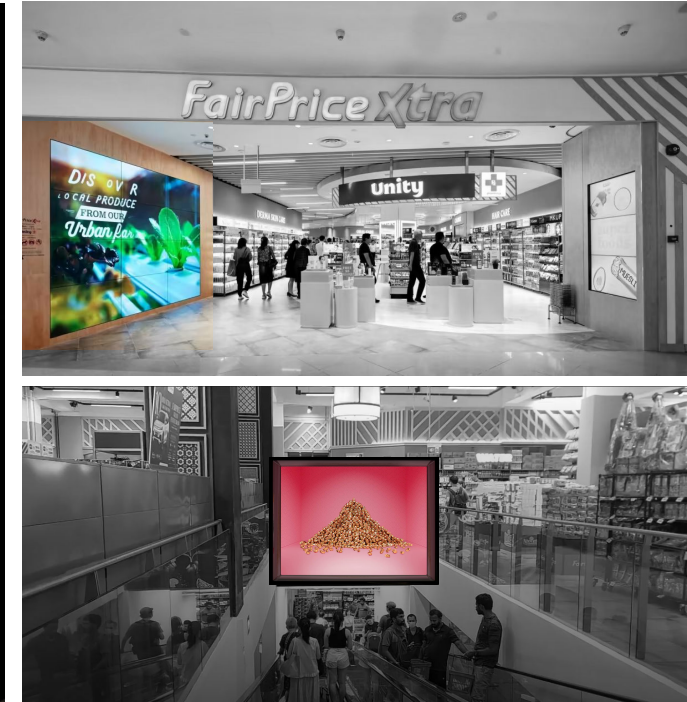
- Target FPG customers on relevant inventory layering contextual targeting across the open internet based on apps/sites that are related to consumer electronics etc

In-store digital screens: Amplify campaign awareness targeted at the in-store grocery shoppers

Awareness across >150 screens



Augment impactful campaign key visuals to capture in-store grocery shoppers' attention



Digital billboard format currently only available at FairPrice Xtra, VivoCity

Kopitiam in-store assets : Amplify campaign awareness and customers engagement across the food network

36 digital screens across 15 outlets



Point of sales materials (POSMs) across Kopitiam and Lau Pa Sat



POS screens at the cashier

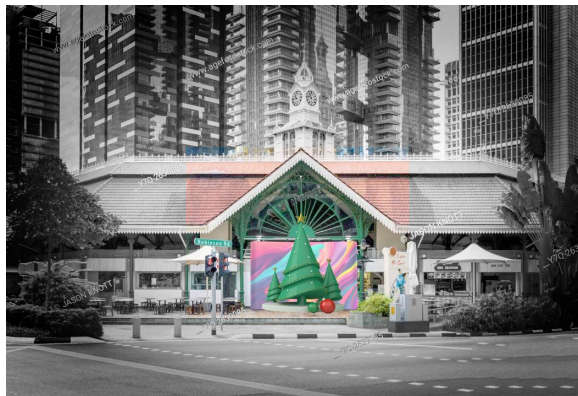


Static table decal

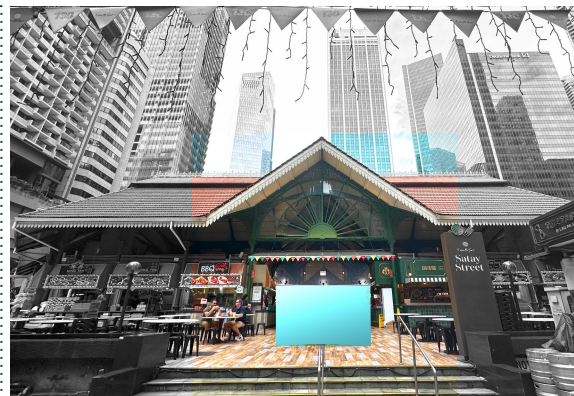


Lamp post banner at Lau Pa Sat

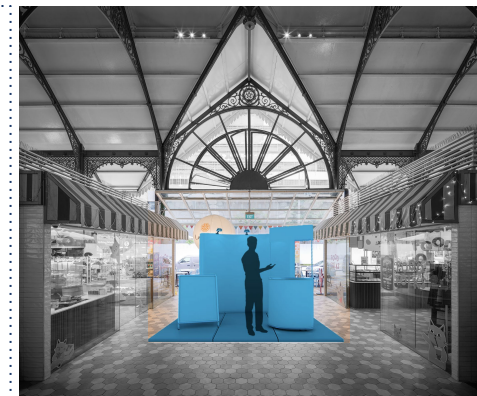
Brand activation at Lau Pa Sat targeted at the CBD crowd



Installation at Main Entrance (Cross St/Robinson Road)

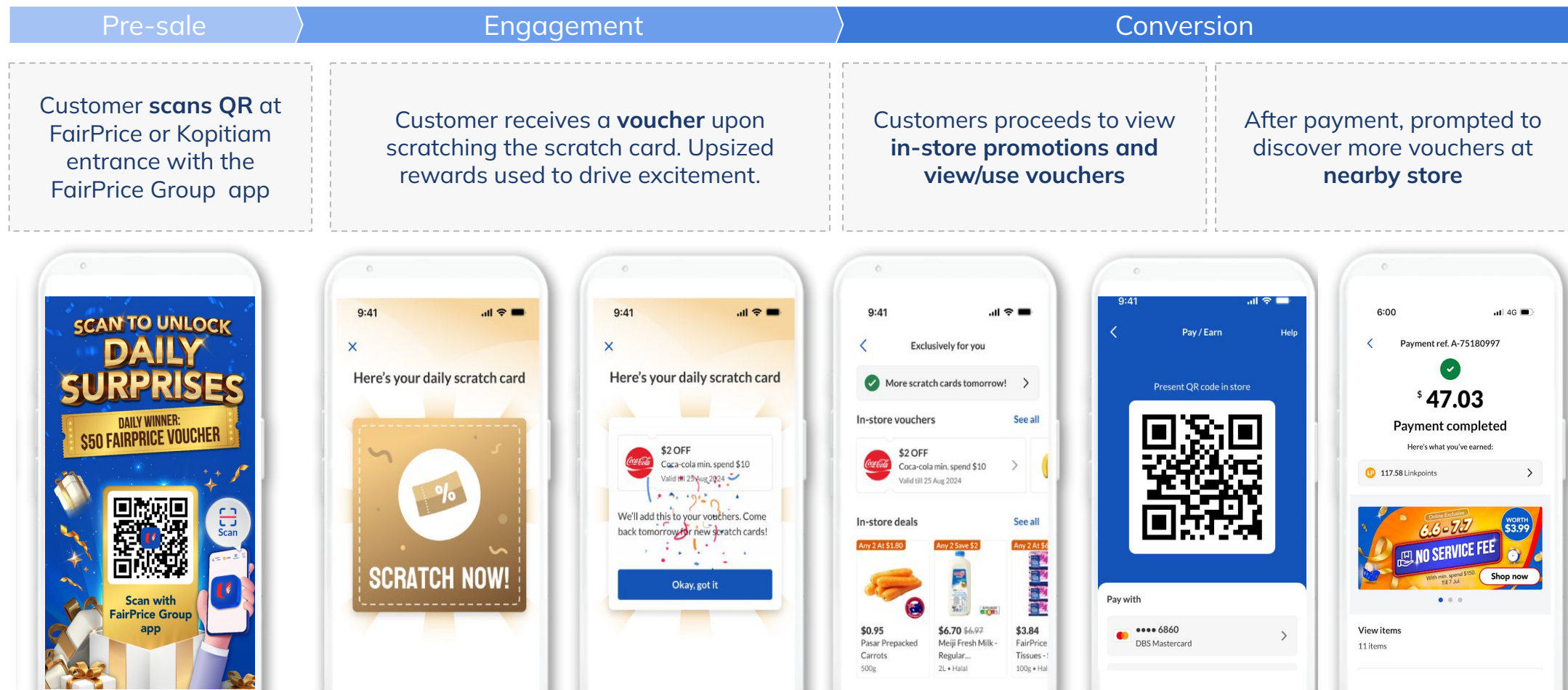


Atrium Activation Space



Installation at Satay Street (Boon Tat Entrance)

Scan-At-Entry: Focusing on gamification to drive excitement and engagement



Bringing Solutions to Life
**use cases showing how our
solutions drives engagement,
transactions, and measurable
success**



Sales Booster

360 activation across in-store and online touchpoints to drive visibility

OBJECTIVE

Boost sales across in-store and online during Chinese New Year 2025



Reached **180K** unique users across the FPG touchpoints



860K ad impressions delivered



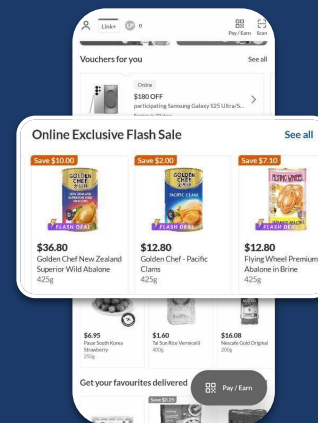
15% sales uplift vs pre-campaign

FairPriceGroup
Everything Food Made Easy



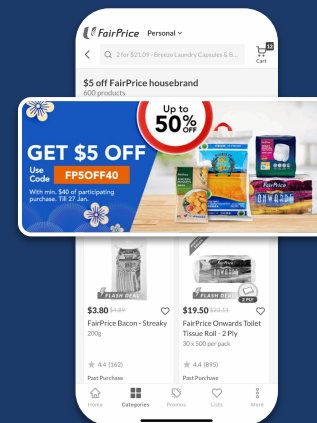
SPLASH SCREEN

1st exposure upon app open



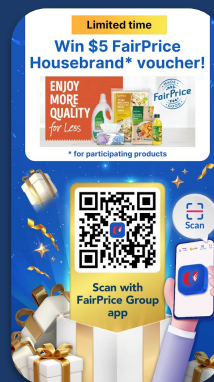
FEATURED SWIMLANE

Product showcase at the top



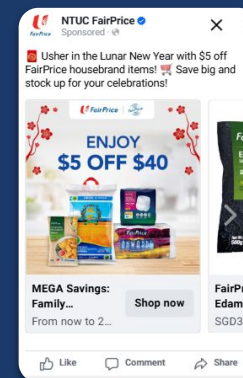
ECOMM BANNER

Reinforce reminder on the promotions



INSTANT REWARDS

In-store gamification



OFFSITE (META)

Offsite to nudge outside of FPG



CRM (EDM)

Reinforce reminder through EDM

Note: Non-exhaustive list of assets illustrated above

New Product Launch

Surfacing the right inventory at the right time to the right audience segments

OBJECTIVE

Drive awareness of the newly launched Tortilla chips product



Reached **530K** unique users across the FPG touchpoints



7.3M ad impressions delivered



Converted **>1%** of the unique customers reached

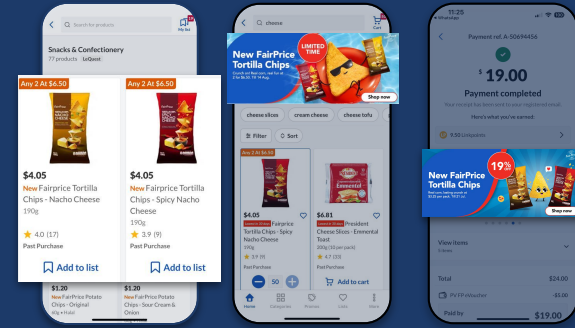
FairPriceGroup
Everything Food Made Easy

ToFu: Drive Awareness

MoFu: Drive Consideration

BoFu: Drive Conversion

Onsite:
FPG app
assets

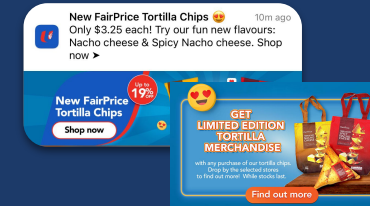


HIGH REACH PLACEMENTS
Drive awareness upon app open

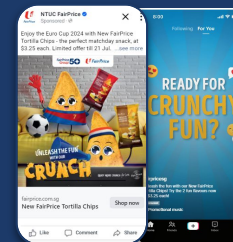


Offsite:
FPG EDM
& PNS

HIGH SOV IN-TILE PAGES BANNERS
To reinforce the awareness of the new product launch



EDM & PNS
Mass reach to the full identifiable and contactable customers



Offsite:
Paid
Display,
Video &
Social

TARGETED PNS
Identified and re-target potential customers with product vouchers to drive them the conversion funnel



META (DRIVE REACH)
Drive incremental reach targeted at the non-contactable identifiable customers and rest of market excluding contactable

META (RETARGET)
Retarget customers segments who have not engaged any of the touchpoints or engaged but have not purchased

TTD Audience Activation & Measurement

Enrich paid digital media targeting with FairPrice Group's 1st Party Data

OBJECTIVE

Drive brand awareness outside of FairPrice Group ecosystem

Global first



34x

higher ROAS compared to previous social media campaigns



15x

lower CPA compared to previous social media campaigns

Tiger Beer CNY campaign: Drove **lower CPA** vs past campaigns with targeted high-value FairPrice audience segments and closed-loop measurement; Followed up with 2 campaigns post CNY success

Market-first in SG



189%

uplift in sales during campaign period



12-hours

average conversion time

Coca Cola CNY campaign: Track customers who **clicked on Coca Cola's display ads** on the open internet, and **made a purchase online or in-store**

Scan Gamification

Drive customers growth through targeted initiatives through EDM, PNS and vouchers

OBJECTIVE

Drive engagement through acquisition and reactivation



Targeted **~400K** unique users across the EDM and PNS



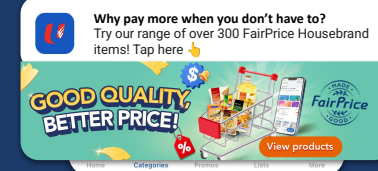
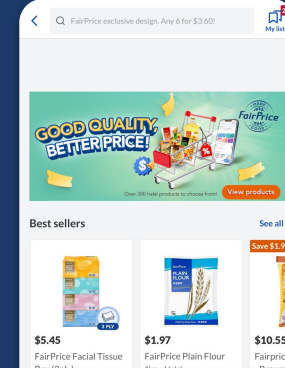
4M ad impressions delivered



>80% voucher redemption % by the targeted customers



1ST MONTH
Key focus on acquiring new and reactivating lapsed customers with targeted EDM, PNS and voucher



2ND MONTH
Target customers who utilised the vouchers to drive repurchase (Based on the category repurchase cycle)

An optimisation example:
"Personalised" content to more targeted segment within the campaign target audiences



3RD MONTH
Optimize conversion in the next repurchase cycle to improve ROI

Sustainability: Go Green Singapore 2025

Leverage games to drive awareness, engagement and sales of sustainable products, and incentivise customers with vouchers for sustainable products as game rewards

Campaign Performance:



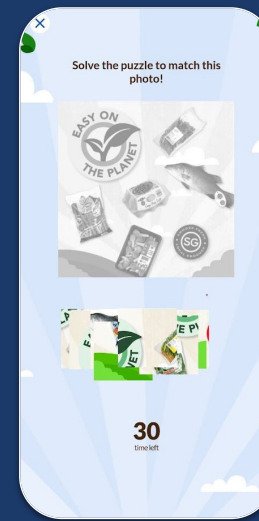
115k engaged the Go Green mini gamification



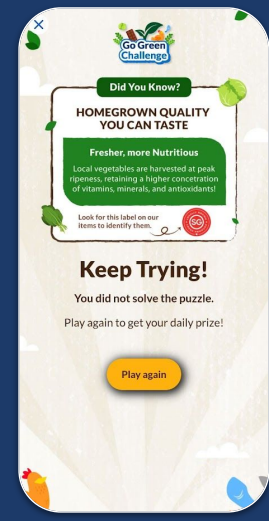
9.5% avg. vouchers redemption rate %



INTRO PAGE
Read up about the mechanics



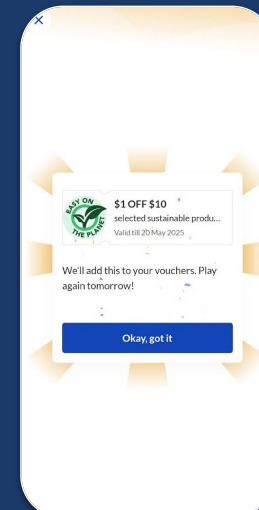
START
Engage the game and mechanic



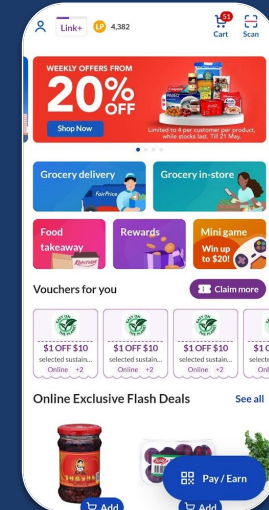
RESULT (LOSE)
Page to encourage repeat



RESULT (WIN)
Inform about the prizes won



REWARDS
Collect voucher that shopper won



HOMEPAGE
Voucher reflected on the swimlane

Health Promotion Board

Amplify awareness of Healthier Choice Beverages (HCS) across online and in-store

OBJECTIVE

Shape behavior and increase HCS transactions during CNY 2025



Reached **945k** unique users across the FPG touchpoints



10M ad impressions delivered



12% increase in consumption vs CNY 2024

FairPriceGroup
Everything Food Made Easy

Full funnel omnichannel activation and targeted offers at specific customers segments



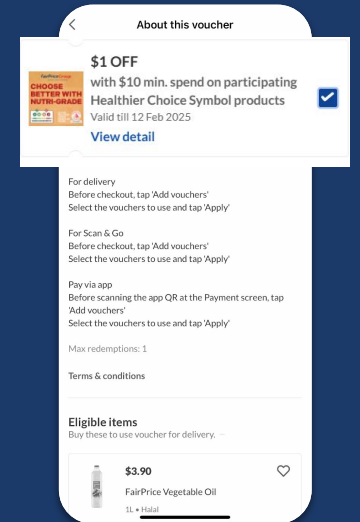
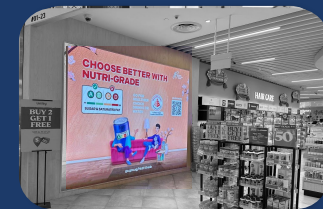
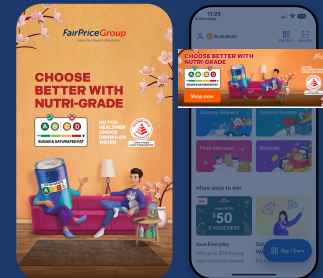
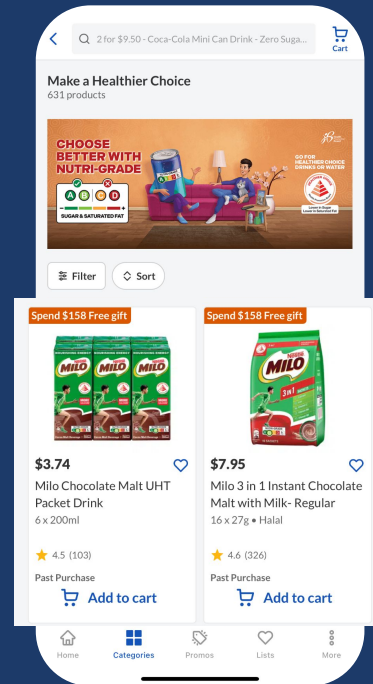
AMPLIFICATION
Drive awareness of the Healthier Choice Beverages products



FPG MEDIA SOLUTION
...Through our Digital & In-store assets



PRODUCT VOUCHER
...Alongside with vouchers as tier-up to drive acquisition



Note: Non-exhaustive list of assets illustrated above

BYD Lead Generation Campaign

Test Drive a BYD Electric Vehicle Today

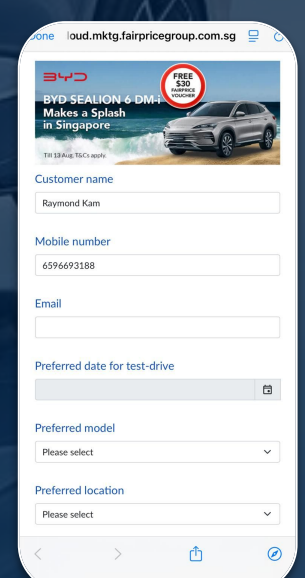
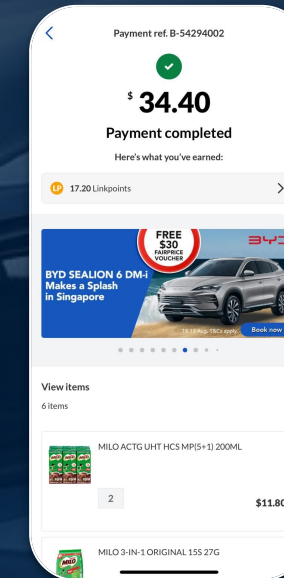
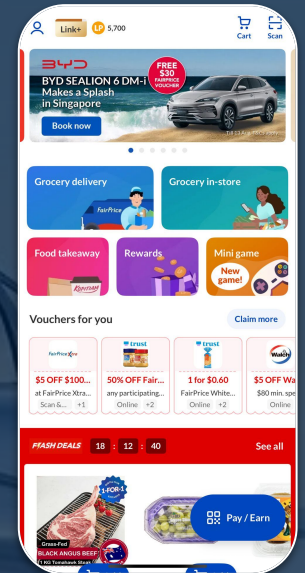
Amplify BYD campaign targeted young families with kids and drivers across high impact onsite placements to capture leads and test drive

5.3M

Impressions delivered
across the onsite and CRM

1.7k

Leads generated for the 5
different BYD models car
test drive



Let's Partner for Success
**we are ready to grab a
coffee with you, discuss
solutions to help achieve
your business goals
together**



Thank You!