Advertising and Marketing Opportunities at SMRT Orchard Xchange by Harry Tan

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The best way to advertise to the youth is going to the places where they usually go. Luckily, these days itâ€™s not that hard to figure out. Just look for the biggest Forever 21 store around town and youâ€™ find the place buzzing with 15 â€“ 24 year old young adults who are just begging to see your advertisement.

The biggest Forever 21 store in Singapore is the one that opened recently at Orchard Exchange which is conveniently right above Orchard MRT station. Boasting an area of 22,000 sq ft., expect that this F21 store will surely become a landmark and will attract, well, a lot of people. With the addition of â€œ21 Menâ€• in their collection, also expect that there will be both fashion-savvy men and women to advertise to.

If youth is the target audience you have in mind then this is the best platform for your campaign. Because of this great opportunity, Orchid Station has turned into a Digital Media Hub that will provide advertisers with a variety of interactive digital platforms. SMRT Media, which offers one of the largest Outdoor Advertising solutions, has also added a projection screen as one of their platforms that will make sure advertisements will not be missed.

But Orchard MRT station will be getting a shopping belt soon with its location in Singaporeâ€™s largest shopping district, so thereâ€™s a great possibility that it will provide an even larger audience and a greater spot for outdoor advertisers. From families eating out to businessmen going for a meeting, advertisers will not only be able to reach out to young adults shopping for the latest trends but also to those who are in the working class. And with a great variety of audiences, different Outdoor Digital Media advertisers can benefit from using this platform for their campaign. Advertising so close to malls and shops will also be a lot more convenient since it will direct your consumers quickly to where you want them to go.

Location, as we all know, is very essential when it comes to outdoor advertising. Itâ€™s more convenient to find locations that are packed full of people like malls and train stations. And thatâ€™s why Orchard Xchange provides a great opportunity for subway and Train Advertising campaigns to reach out to as many people as they can with a lot of innovative solutions but with minimal cost. Locations like these are always full of people going to work, school, malls, etc. Thereâ€™s a greater possibility to captivate your audience with successful advertising campaigns in great locations like this.

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SMRT Media is an a Outdoor Advertising Agency based in Singapore that offers reliable Outdoor Advertising Solutions. For a Effective Outdoor Media Advertising Campaigns, check: a http://smrtmedia.com.sg/

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