

2016 STB BT Branding (Jan-Apr)

Singapore Tourism Board

04.05.2016

Bloomberg MEDIA



Digital Summary

- Campaign is contracted to deliver 1,538,395 impressions.
- 1,539,211 impressions with 2,090 banner clicks.

Campaign delivered

- Campaign Average CTR = 0.14%
- Best performing placement:
 Business Video Live
 - Business Video Live TV :60 Mid-roll January, 0.41% CTR





