



Sales Impact of OOH Transit Advertisements at MRT Stations and Bus Stops

Context

Problem Statement:

How might we prove that Out-of-Home (OOH) transit advertisements at MRT stations and bus stops drive measurable sales impact?

We are looking for innovative start-ups that can harness and integrate various data sources to generate actionable insights on commuter behavior and engagement with transit ads.

About the Organisers

- **Stellar Lifestyle:** SMRT's business arm managing Singapore's largest transit retail and advertising network, with a growing portfolio in lifestyle concepts and digital engagement platforms.
- **Stellar Ace:** SMRT's media business, connecting brands to millions of commuters via integrated OOH-to-online campaigns.
- **Business Innovations Generator (BIG):** BIG is a four-month founder-centric incubator at SMU. It supports early-stage start-ups with mentorship, go-to-market guidance, workspace, and grant opportunities.

Supported by:

- **JRE Ventures:** Corporate venture capital arm of East Japan Railway Company (JR East, Japan's largest railway company) with a focus on retail, advertising, and logistics inside railway stations.
- **UOB:** UOB is one of the world's top banks, with 500 branches across 19 countries. It has a strong ASEAN presence and focuses on innovation and sustainable growth.
- **Enterprise Singapore:** Enterprise Singapore is the government agency championing enterprise development. The agency partners committed companies to build capabilities, innovate, and go global. It drives growth – empowering local businesses and shaping industries, anchoring Singapore as a trade and startup hub, and establishing trust in products through quality and standards.

What Are We Looking For?

Solutions may include (but are not limited to):

- **Data-Sales Attribution:** Ability to track, nudge or lead demographic data to monitor or improve sales in localised, high-traffic environments (i.e., retail units, train stations, bus stops)
- **Data Analysis:** Use exploratory, regression, and cluster analysis to uncover consumer patterns and behaviors.
- **Audience Profiling:** Build detailed commuter profiles based on insights (e.g., demographics, interests, spending).
- **Data Integration:** Combine first- and third-party sources (e.g., video analytics, surveys, web/social data) to create holistic views.
- **Usability & Reliability:** Provide an intuitive interface and efficient processing performance.

Prototypes must be testable in Singapore, with the potential for expansion in Japan.

Possible Use Cases

1. **Personalised Ad Recall & Attribution:**
A commuter sees a digital ad for a new snack brand at an MRT station. Later, they make a purchase online or at a nearby store—captured through linked transaction and location data.
2. **Hyper-Local Advertising Engagement:**
At a bus stop, a commuter receives a mobile offer based on their travel habits and prior ad exposure. The system tracks ad engagement through redemption and geolocation signals.

What's In It For You

- Up to SGD65,000 of grant funding for the winner of this challenge (see Award Model)
- Be part of the August 2025 cohort of the Business Innovations Generator (BIG) incubation programme. Access to mentors, community, downtown co-working facilities and more.
- Access to locations and/or established businesses to testbed solution

Evaluation Criteria

Submissions will be reviewed by an evaluation panel composed of Stellar Lifestyle, SMU IIE, JRE Ventures, UOB.

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| Solution Fit (30%) | <u>Relevance:</u> To what extent does the proposed solution address the problem statement effectively? |
| Solution Readiness (30%) | <u>Maturity:</u> How ready is the proposed solution to go to market? <u>Scalability:</u> Is there any evidence to suggest the capacity to scale? |
| Solution Advantage (20%) | <u>Quality of Innovation:</u> Is the solution cost-effective and truly |

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| | innovative? Does it use new technologies in the market, and can it generate new IP? |
| Management Team (20%) | <u>Business Traction</u> : Does the product have user and revenue traction? <u>Team Experience</u> : Do the team members possess strong scientific/technical backgrounds? |

Award & Submission

- Funding is milestone-based and subject to agreements and due diligence.
- Finalists may need to complete grant forms and submit supporting documents.
- **Deadline: 30 June 2025, 2359 (SGT/GMT +8)**