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MindShare And Maxus Focus TVCs

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By: Staff Writer, Singapore

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Singapore - GroupM agencies, MindShare and Maxus Singapore have installed Focus Media's TV screens at their office lift lobby, and customised the platform to show client TVCs only.

"Focus Media has demonstrated a market-sensitive approach in their screen network expansion by targeting specific social groups to expand their Singapore audience base. Instead of placement-via-opportunity, they take the effort to listen to the needs of marketers and agencies, and install their screens only at the places with viable marketing audiences," Jeffrey Seah, CEO MindShare and Maxus Singapore, said.

The two GroupM agencies are the first two media agencies in Singapore to adopt this Out-of-Home (OOH) TV platform in their own office lift lobbies.

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- MindShare Singapore
- Maxus Singapore
- Focus Media

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