

Campaign: Creditable  
Category: Services/ Banking and Finance/ Personal Line of Credit  
Media: Taxi  
Target Audience: People aged 15 and above  
Duration: Feb – Dec 2011

**Media Recall (Unaided)**

65% of those who recalled Maybank's Creditable Ad (N=191) saw it on taxi.

**CreditAble makes everything feel light.**  
Ease your mind with extra cash.

