



# At Dhoby Ghaut NEL

Client: Lipton  
Campaign: Share a Lipton Moment  
Media: Travellator Concept  
Duration: 7 Mar – 3 Apr 2013

## Our Success Story



“The bright colours definitely caught my attention and it makes me want to purchase Lipton Tea.”

Cassandra Sadeli  
Finance Manager



“The location of the ad is good. The colours and visuals reminded me of the Lipton brand right away!”

Tan She Yen Dyan  
Telemarketer



“The ad is simple yet attractive. The colours used certainly caught my attention as I walked by.”

Md. Amin Santer  
Site Supervisor

