

ONLY TITANIUM GIVES YOU
2.5 MILES
HERE AND OVERSEAS



Media Recall (Unaided)

62% of those who recalled
OCBC Titanium Card ad
(N= 111) saw it on taxis.

Campaign:
OCBC Titanium Card

Category:
Banking & Finance Services

Target Audience:
Adults aged 25 and above

Media:
Taxis

Duration:
27 March 2013 – 18 June 2013

Base: N=500. Surveyed by Nielsen commissioned by Moove Media