

POSB
Loan Assist

NEED A QUICK CASH?

Get it in 5 mins with posb loan assist!
Affordable instalment from \$2.20 per day*



Media Recall (Unaided)

31% of those who recalled
POSB Loan Assist ad
(N= 338) saw it on buses.

Brand Awareness

70% (N=500)

Campaign:
POSB Loan Assist

Category:
Banking & Finance Services

Target Audience:
Adults aged 25 and above

Media:
Buses, Bus Hubs and NEL Stations

Duration:
4 March 2014 – 28 April 2014

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

