



Taiwan
THE HEART OF ASIA



Media Recall (Unaided)

66%

of those who recalled seeing Taiwan Tourism ad (N= 306) would consider Taiwan

Campaign:
Taiwan Tourism

Category:
Travel Agency

Target Audience:
Adults aged 25 and above

Media:
Downtown Line - Platform screen doors

Duration:
10 October 2013 - 26 March 2014

DISCLAIMER: While Moove Media Pte Ltd (UEN: 200200864C), its member firms, or its related entities ("Moove Media") has taken reasonable care to ensure the accuracy and completeness of the information provided in this document, it will not be liable for any loss or damage of kind (whether direct, indirect or consequential losses to other economic loss of any kind) suffered due to any omission, error, inaccuracy, incompleteness, or otherwise, any reliance on such information. The information in this document is subject to change without notice.