

Transitions®

Transitions' unaided ad recall stands at a magnificent

44%.



Campaign
Transitions

Category
Opticals

Media Type
NEL Dhoby Ghaut Station (12 Sheet Travelator)

Target Audience
People aged 15 and above

Duration
15th May 10 – 18th June 10



Enjoy automatic glare
UV protection on the go
comfortably dark outdoors



Based on 250 respondents. Surveyed by Consumer Pulse (commissioned by Moove Media)