



Media Recall (Unaided)

Among those who recalled seeing Uniqlo's ad (N=120);

84%

mentioned that they saw it at MRT stations.

Campaign

Uniqlo Concept Store

Category

Boutique/Fashion Outlets

Media Type

NEL HarbourFront Station

Target Audience

People aged 15 and above

Campaign Duration

April 2011



Base: 250 respondents. Surveyed by Consumer Probe commissioned by Moove Media