

## MEDIA RELEASE

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### **MOOVE MEDIA SALUTES NSMEN WITH 3D “MOBILISATION MAN” ADS ON BUSES**

**14 June 2017** – The safety and security of this nation is not something we should ever take for granted.

And we have our national servicemen to thank as we celebrate 50 years of National Service (NS) this year. To honour our national servicemen, 50 NS-themed buses that will be travelling island-wide, including Bishan, Clementi and Shenton Way, will either be wrapped in the pixelised patterns of the Singapore Armed Forces (SAF) uniforms or in designs that represent Home Team national servicemen. Of these, 25 single decks will have a 1.8m tall “mobilisation man” installed on the back of bus. The “mobilisation man” is a well-known icon, closely associated with the operational readiness of our Operationally Ready NSmen.

Said Mrs Jayne Kwek, CEO of Moove Media: “Our national servicemen are the foundation of Singapore’s national defence and we are glad to commemorate NS50 with the ‘mobilisation man’ on the back of 25 SBS Transit buses. The ‘mobilisation man’ is indeed iconic and will be effective in reaching the masses, in line with the campaign’s objective of celebrating NS50 nationwide.”

The “mobilisation man” bus ads for the NS50 campaign will run from today to 27 August 2017.



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### **Moove Media**

Moove Media Ltd is the advertising arm of ComfortDelGro and has been in operations since 2005. In Singapore, Moove Media offers an integrated Out-of-Home advertisement platform on SBS Transit buses and interchanges, rail (North East Line, Downtown Line, Light Rail Transit systems in Sengkang and Punggol), ComfortDelGro taxis, ComfortDelGro buses, as well as other prime ambience sites reaching commuters islandwide. Moove Media also offers bus advertising services in Sydney, Newcastle, Canberra and Victoria, Australia.