



CITRON VIOLET



swipewifi™

# SWIPE WIFI INTRO

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# WHAT IS SWIPE WIFI

*SwipeWifi™ simplifies the wifi log in process  
at our venues.*

*Visitors just swipe through the “cards” to  
gain wifi access.*



# HOW IT WORKS

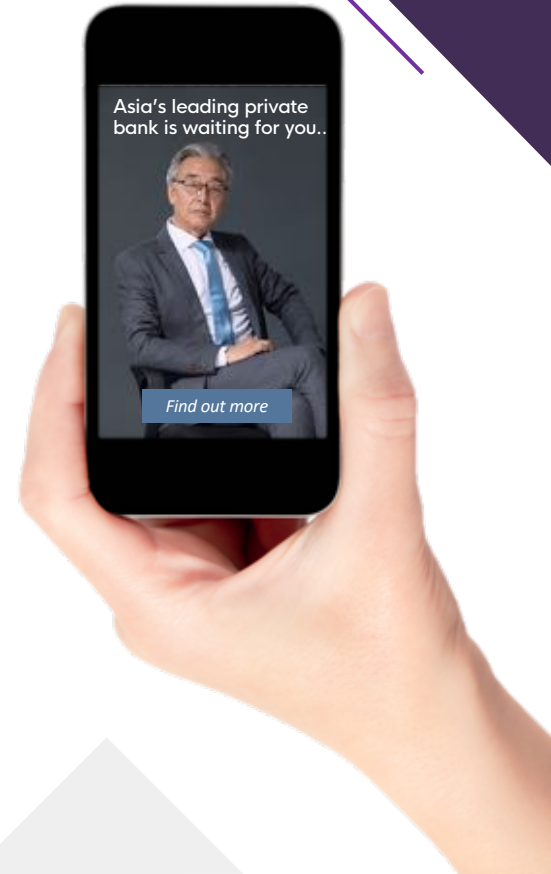
*Most of the cards provide information and promos for the venue*

*There are also 3 paid ad slots*



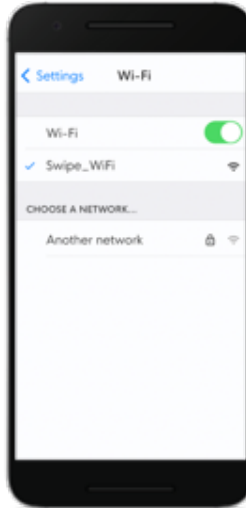
# BRAND NEW AD FORMAT

- 100% Viewable, Full screen ads
- Link through to existing web sites / booking tickets, app download etc.
- 1-4% CTR depending on offer
- Language targeting available
- 100% SOV available



# JUST SWIPE TO CONNECT

Step 1



Select venue  
Wifi

Step 2



Venue  
welcome  
screen

Step 3



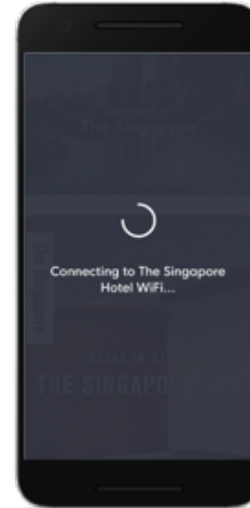
3-5 cards  
promote  
venue

Step 4



3 Paid ads  
with CTA

Step 5



Connected to  
WiFi

# MOBILE DEMO

[OPEN ON A MOBILE](#) - The demo is built for a mobile or tablet - you “Swipe” between the ads





# MORE ENJOYABLE

96% of surveyed users found Swipe Wifi improved the log in process.

Easier to use and more enjoyable.



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# SWIPE VENUES

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# 4-5 STAR HOTELS

In both city centers and tourists hot spots like Bali, our 5 star collection targets the high net worth Asian traveler

Our collection includes global hotel groups and stand alone luxury boutique resorts.

Only selected brands are able to advertise in this category



In-Market  
Tourist



Luxury



Corporate



Family



# 1-3 STAR HOTELS

Our 1-3 star hotels offer a huge range of opportunities to target in-market tourists.

All guaranteed to reach tourists who are actually in the country at that moment.

Reach tourists before they can even log on to TripAdvisor, WeChat or Google



In-Market  
Tourist



Corporate



Family



# RESTAURANTS & BARS

Depending on the specific venue, may also reach a tourist market (eg: nightclub in Bali)

Also depending on the specific venue, Restaurants, bars and nightclubs may reach a luxury audience.



In-Market  
Tourist



Luxury



Corporate



Locals



# GYMS AND RECREATION

High end gyms in central locations are a prime hub for a local health conscious audience.



Corporate



Locals



CITRON VIOLET



# FAMILY VENUES

Tourist Attractions, Indoor playgrounds and other family friendly attractions are perfect for brands looking to target parents.



Family



Locals



# CO-WORKING SPACES

Tourist Attractions, Indoor playgrounds and other family friendly attractions are perfect for brands looking to target parents.



Corporate



Locals

# ATTRACTING CHINESE TOURISTS

- There were 4.1 million Chinese tourists in Singapore in 2018 and 1.76 million in Indonesia.
- Chinese tourists spent considerably more than tourists from other regions – 3 billion in 2018 across both Singapore and Indonesia
- SwipeWifi lets you directly target affluent Chinese visitors in-market. They simply select ads in Mandarin.



# UNIQUE INVENTORY

- Targeting foreigners who are in currently in the country
- Luxury targeting
- Full screen ads
- Outsmart ad blockers
- 100% viewability
- Link through to existing web sites surveys, enquiry forms etc





# THANK YOU



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Exclusive media agency for SwipeWiFi™ in APAC