

# Christmas to Chinese New Year

in Singapore

Ion Orchard

Bugis Junction

Chinatown

Marina Square



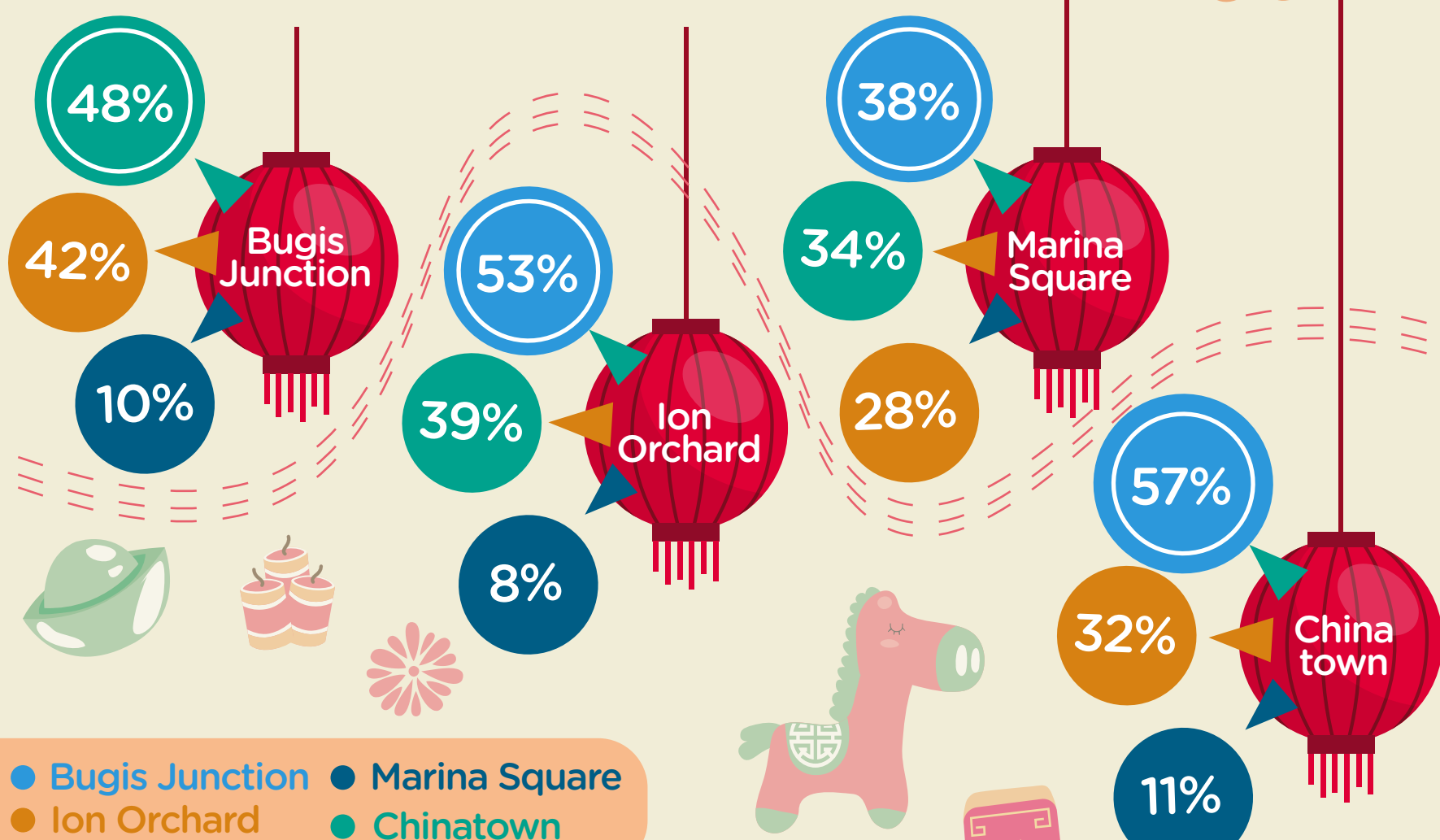
## Consumer Footprints

**48%** of people who were around Bugis Junction during Christmas were seen in Chinatown during Chinese New Year

**Only 8%**

of people who were around Ion Orchard during Christmas were seen in Marina Square during Chinese New Year.

Insights\*

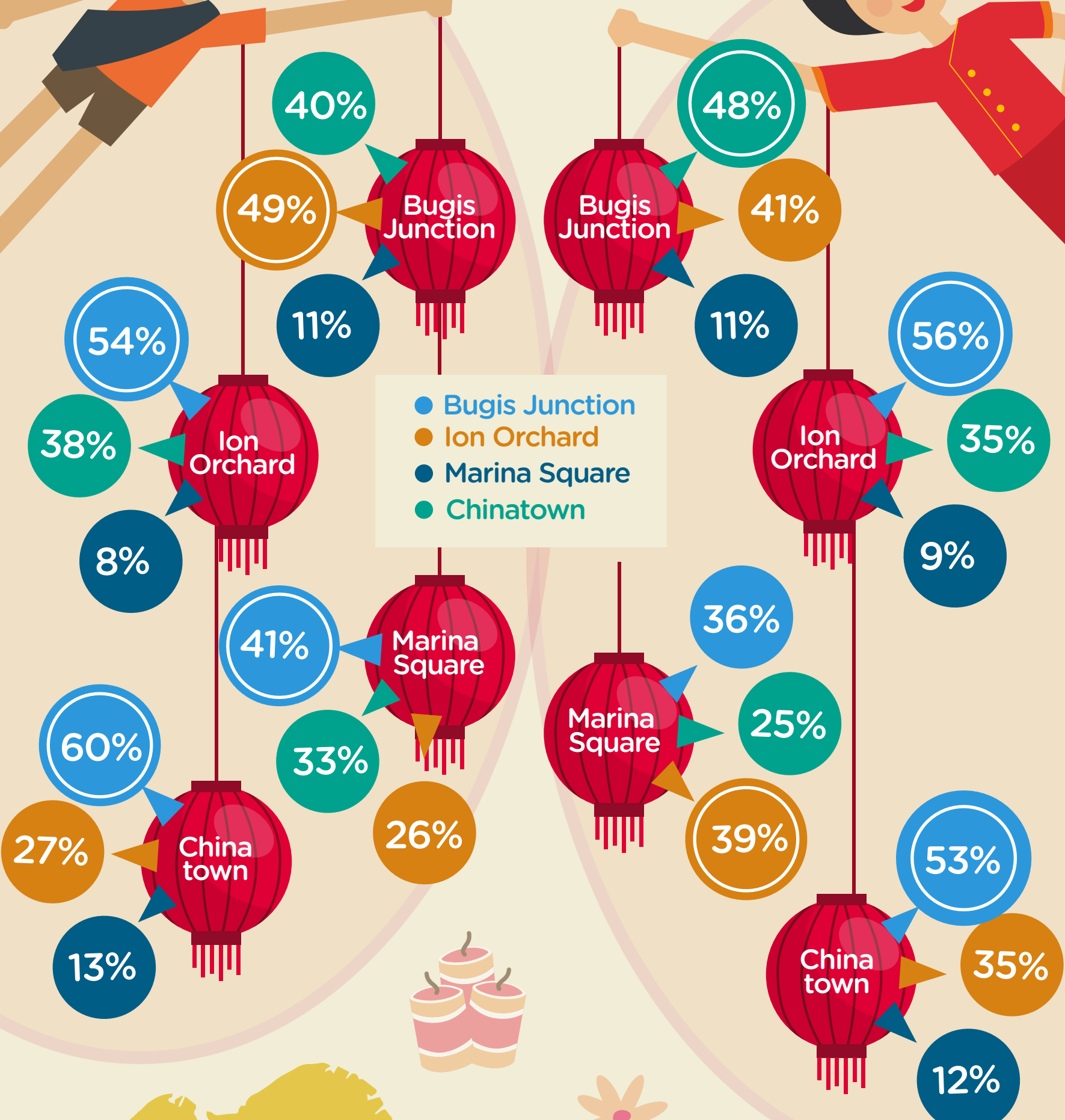


**Higher number of Females moved to Chinatown from Bugis Junction compared to Males.**

**Higher number of Males moved to Chinatown from Marina Square compared to Females**

Males

Females



During Christmas



1300 to 1500 hours  
Ion Orchard  
Music



1400 to 1600 hours  
Bugis Junction  
Music



1900 to 2100 hours  
Chinatown  
Photography



1600 to 1800 hours  
Marina Square  
Utilities

Rush Hour Trends & Trending Apps

During Chinese New Year



1500 to 1700 hours  
Ion Orchard  
Photography



1600 to 1800 hours  
Bugis Junction  
Photography



1800 to 2000 hours  
Chinatown  
Photography



1300 to 1500 hours  
Marina Square  
Social Networking

### About Near:

\*no. of unique users ~6000

Near is the largest location intelligence platform providing real-time information on places, people and products. The Near platform powers Allspark, its flagship product enabling customers to visualize, engage and analyze audience data including their location and behaviour for data-driven decisions.

Founded in 2012, Near is headquartered in Singapore with a presence across Australia, South East Asia, Japan and Europe. To date, the company has more than 700 million profiled audiences and has put it to work for marquee brands including P&G, Coca Cola, Ikea, Audi, McDonald's, Toyota, Nike and Samsung.

Near is backed by investments from leading venture capitalists Sequoia Capital, JP Morgan Private Equity Group, Telstra Ventures and Global Brain Japan.

Visit [www.near.co](http://www.near.co) to find out more.