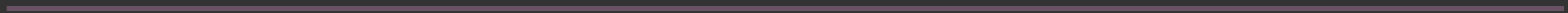
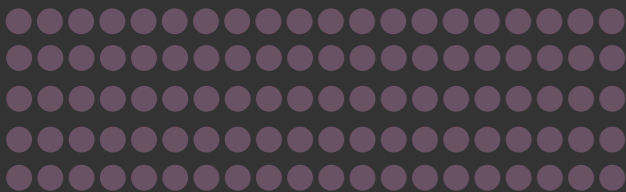


TAMAN ANGGREK MALL

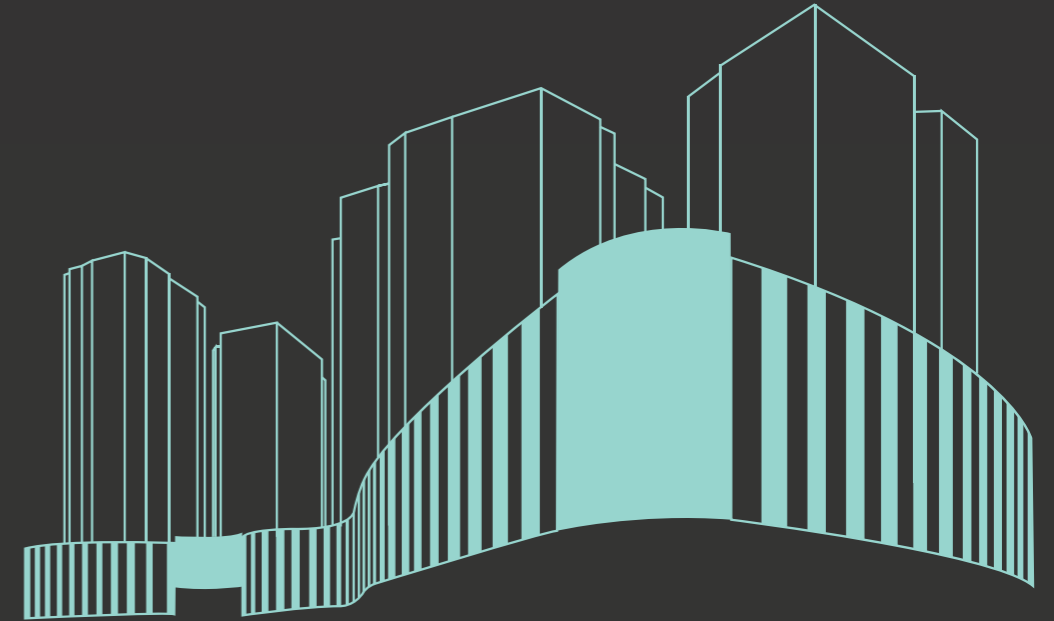
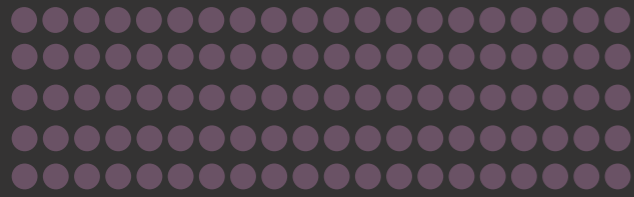
# LED Illuminated Facade





TAMAN ANGREK

ABSOLUTELY  
YOURS



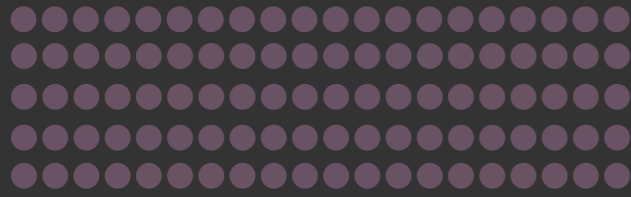
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# The World's Largest LED Illuminated Facade

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Taman Anggrek is home to the World's Largest LED Facade  
recorded by The Guinness Book of World Records.

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# RECOGNITION

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## Guinness World Record **2012**

World's Largest LED Illuminated Facade

## Indonesian Advertising Awards ( Citra Pariwara ) **2012**

Gold ( Outdoor - Single & Campaign )

Silver ( Outdoor - Single & Campaign )

## Indonesian Advertising Awards ( Citra Pariwara ) **2013**

Grand Prix ( Best in Show )

Gold ( Outdoor - Single & Campaign )

Silver ( Outdoor - Single & Campaign )

Silver ( Direct Promotion )

Silver ( Non Conventional )

## International Council of Shopping Centers Global Awards (ICSC) **2013**

Finalist (Event & Promotion) Activation LED Promotion

## International Council of Shopping Centers Global Awards (ICSC) **2014**

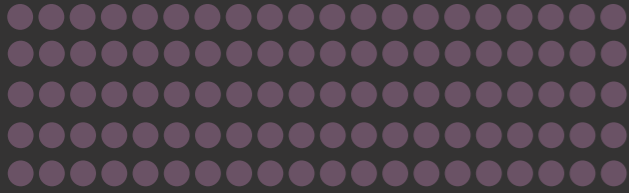
Finalist (Event & Promotion) Activation LED Promotion

## Asia-Pacific Advertising Awards ( AdFest ) **2014**

Bronze Lotus ( Best Use of Ambient: Large Scale )

Finalist ( Best Use of Screens & Displays )

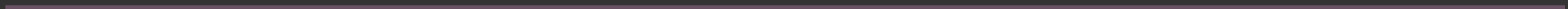
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# BACKGROUND & RESEARCH SPECIFICATIONS

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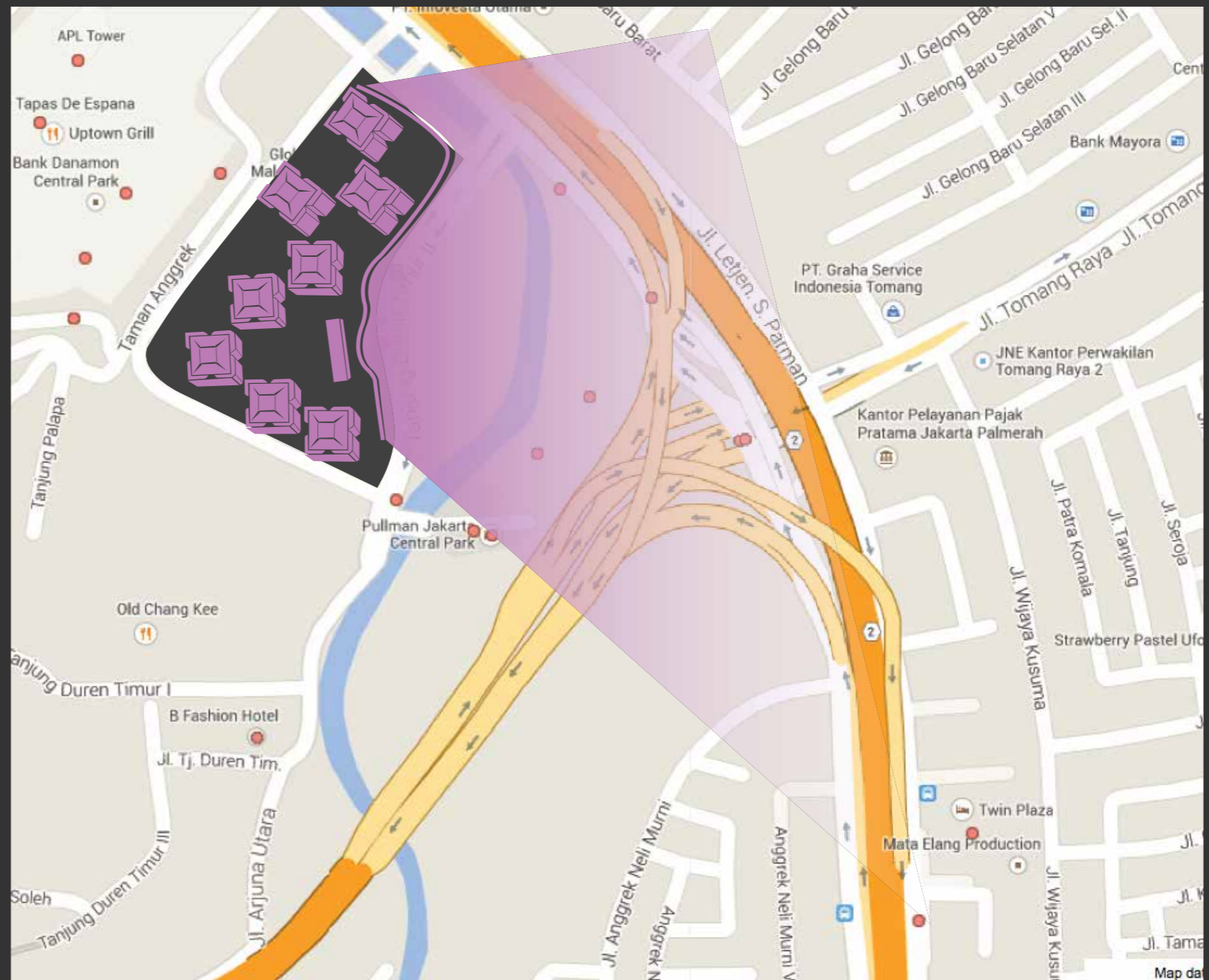
# Traffic Studies

## MTA LED Catchment Area

The key to this research is understanding consumers with an opportunity to see the MTA LED Screen.

The map on the right approximates the MTA LED “catchment area” that the research was targeting.

MTA conducted the study across Jakarta to obtain the views of people going past the catchment area from various areas of Jakarta.

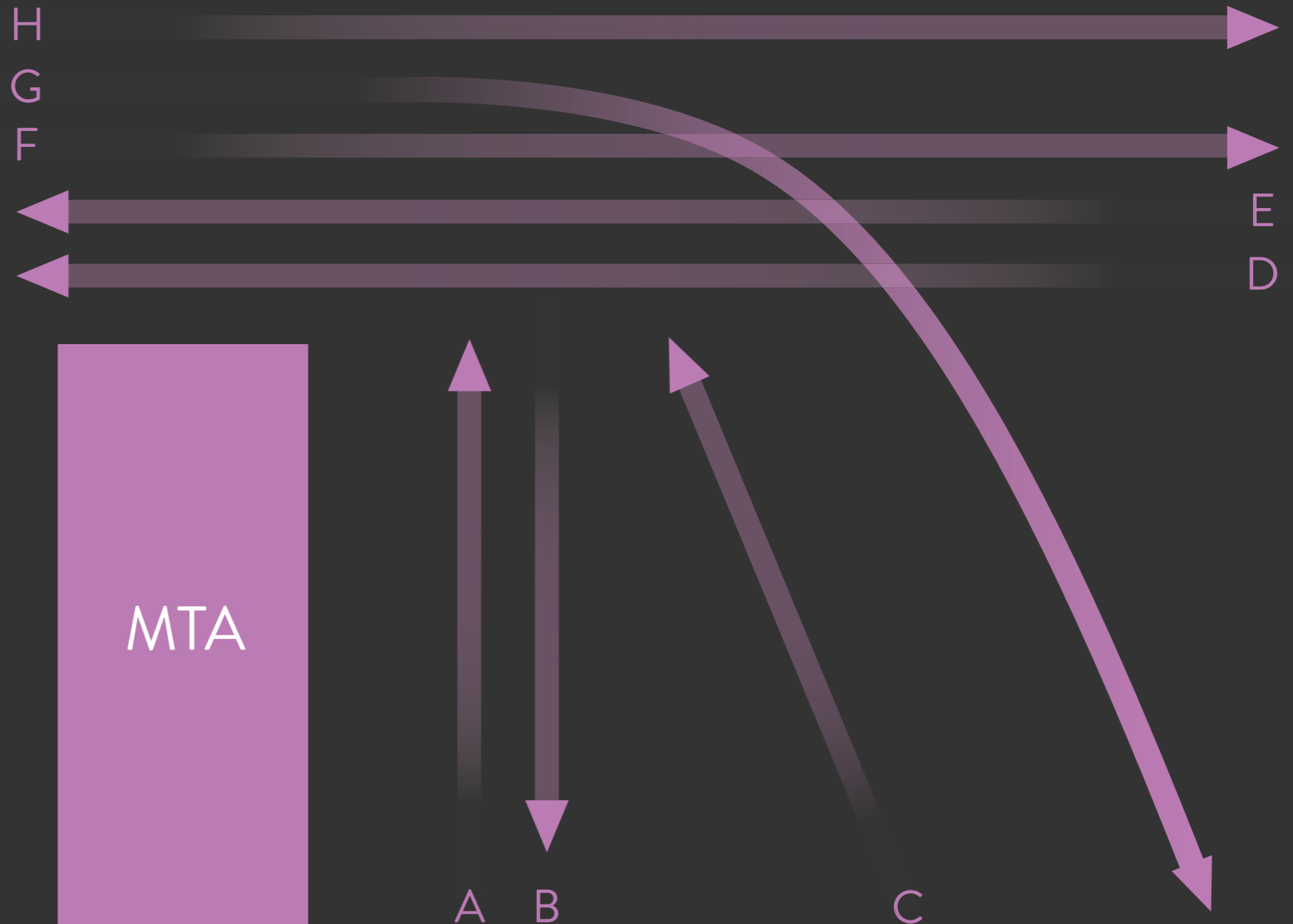


# Traffic Studies

## Routes for Passing MTA

Mal Taman Anggrek crossed by several routes, 5 routes from Cawang to Grogol and 3 routes from the opposite direction.

- MTA : Mal Taman Anggrek
- A : Tanjung Duren - Grogol
- B : Slipi - Tanjung Duren
- C : Tangerang Highways -
- E : Slipi Highways - Grogol Highways
- F : Grogol Highways - Slipi Highways
- G : Grogol Highways - Tangerang Highways
- H : Grogol - Slipi

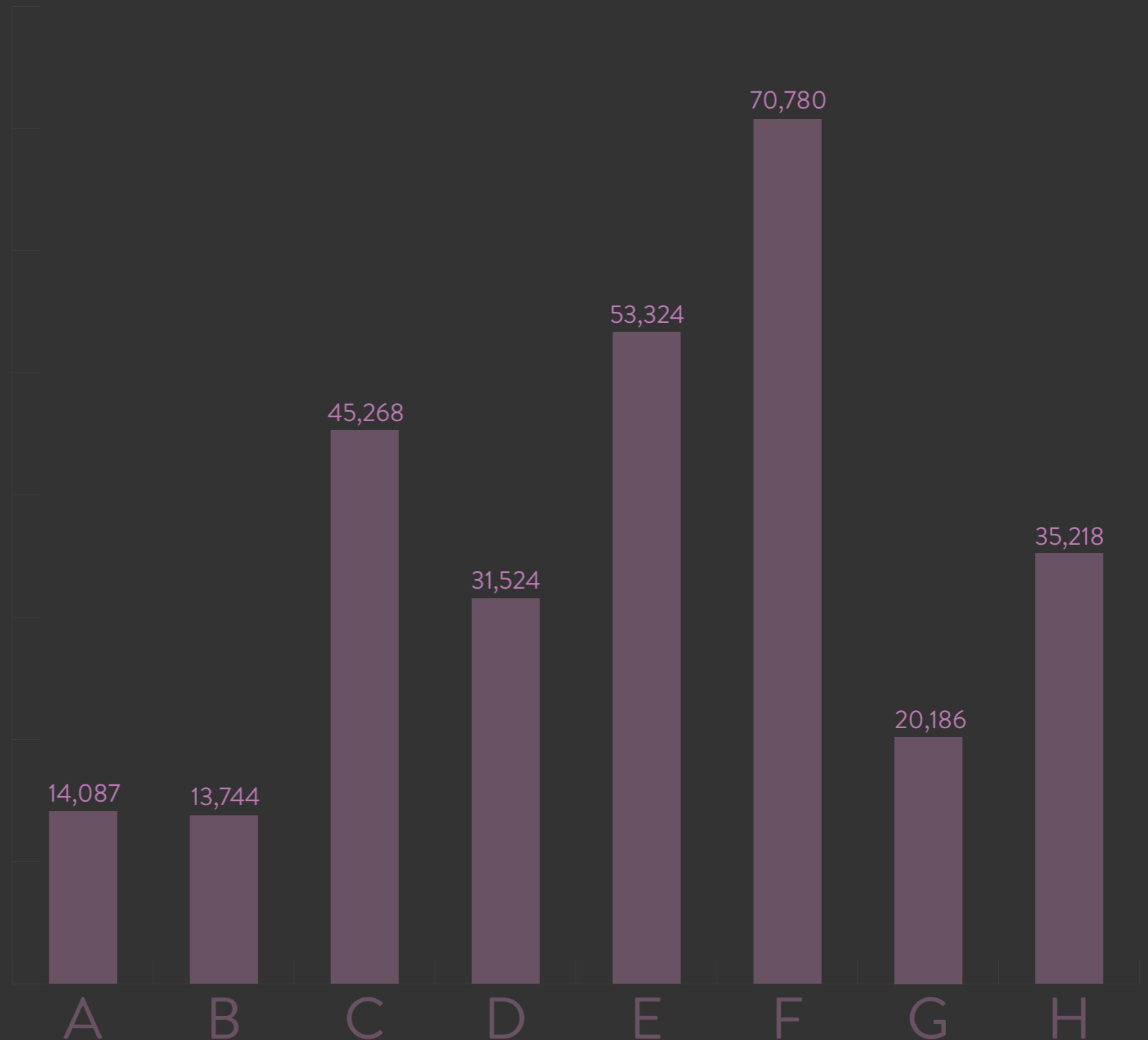


# Traffic Studies

## Avarage Traffic / Day

Traffic routes Mal Taman Anggrek  
1,989,042 vehicles/week.

- A : Tanjung Duren - Grogol
- B : Slipi - Tanjung Duren
- C : Tangerang Highways - Grogol
- D : Slipi - Grogol
- E : Slipi Highways - Grogol Highways
- F : Grogol Highways - Slipi Highways
- G : Grogol Highways - Tangerang Highways
- H : Grogol - Slipi





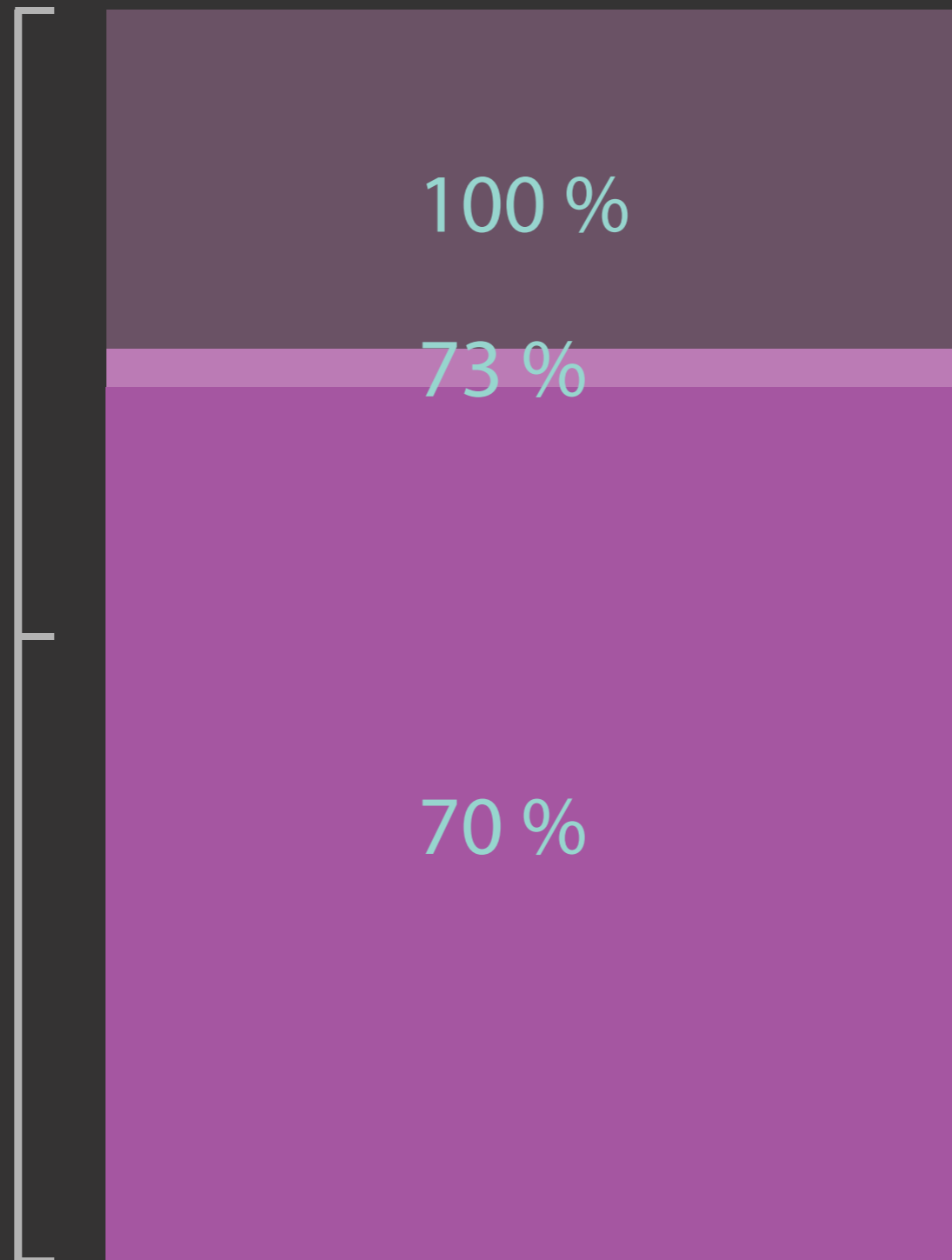
# Awareness

## MTA LED Awareness

All passers-by are aware of “the brand”, nearly three quarters were able to mention “the brand” spontaneously when asked about LCD/LED Billboards



\*Base : Total Sample (n=354)

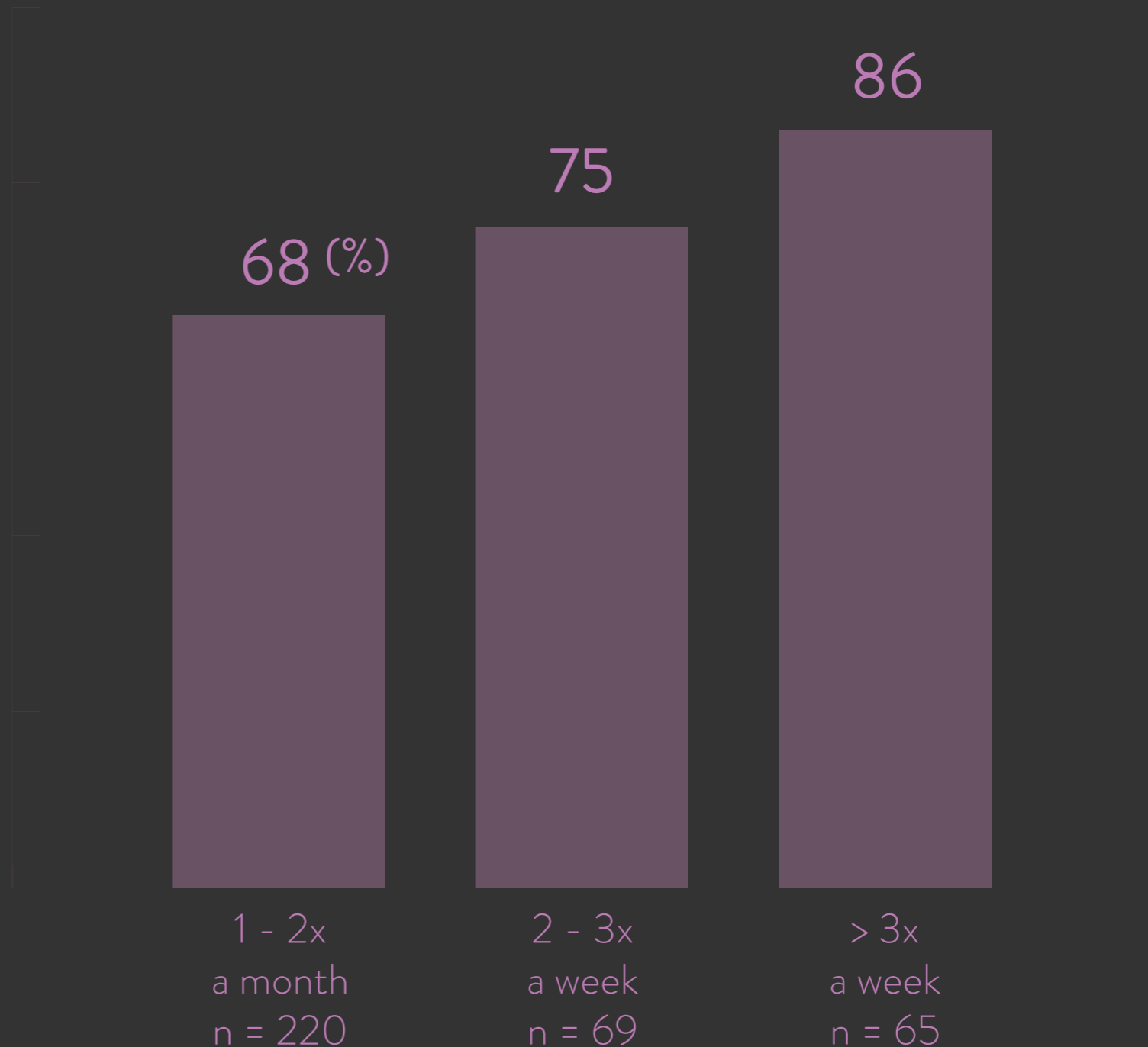


# Awareness

## Spontaneous Brand Awareness

### Frequency of Passing by

Spontaneous awareness of MTA LED also increases with frequency of passing by the catchment area, a good result.



\*Base : Total Sample (n=354)