

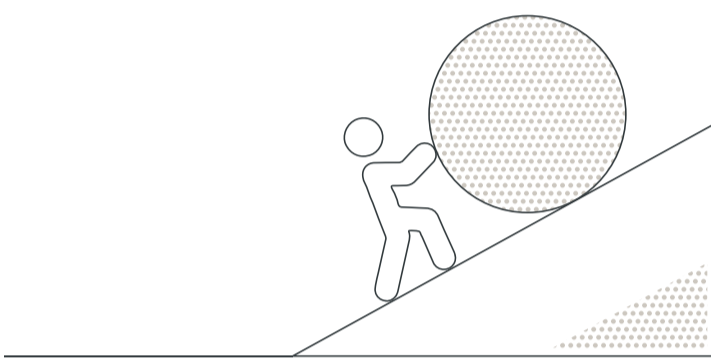
# Electrical, Computers, Furniture and Bedding Retailer – Spurred High Repeated Purchases During Raya

Bringing the best of TV & digital, Astro Addressable Advertising achieved regional and local recognition, winning the Asia-Pacific Broadcasting Award 2023 and MDA d Awards 2023 within its inaugural year, underscoring its impact on brands and the advertising landscape.



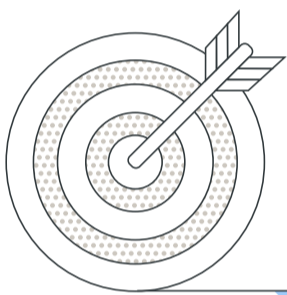
## Background

During the intensely competitive Raya shopping season in Malaysia, a diverse advertisers from different industries competing for audience attention to boost sales.



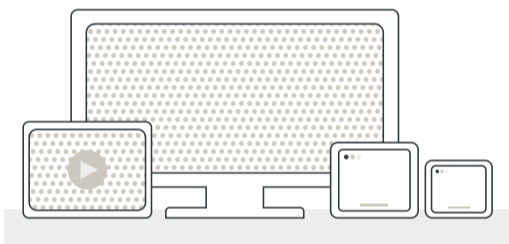
## The Challenge

The brand sought to overcome the hurdle of effectively reaching its target audience during the highly competitive Raya season amidst a sea of advertisers.



## Objective

The brand aimed to drive higher awareness of its Raya promotional offer through a targeted audience approach, ultimately improving overall brand future consideration.

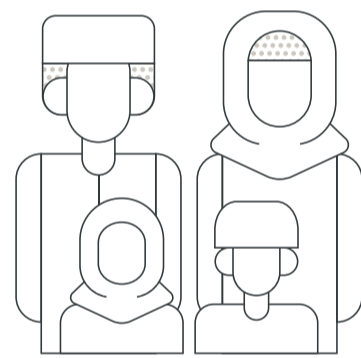


## Strategy

Astro Addressable Advertising across Linear TV and Video On Demand

Campaign Length: 3 Weeks

## Target Audience



Malay

**M40**

**T20**

Households

## The Results

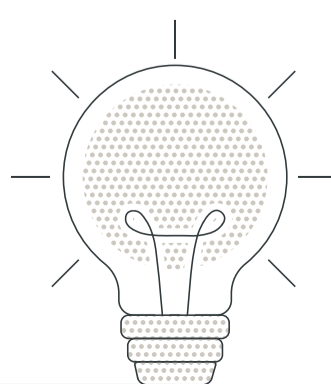


**Overall, the Raya ad campaign has delivered a strong consideration shift (+21%pts), surpassing the norm (+17%pts)**

**High rate of repeated purchases at 2x**

**Most viewers visited the website after the ad**

**The top choice for the audience's next purchase**



## Actionable Insights

Harness the positive consideration generated by audience actions and emotions post exposure.

Direct efforts towards leveraging the success of repeated purchases and website visits to actively engage potential customers.