

Double-Digit Sales Frenzies: eCommerce Brand Won High Consideration Uplift among Chinese in Central

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

In the dynamic realm of 'double-digit' sales events that ignited fervour in the online shopping sphere, the eCommerce landscape became a battleground with numerous contenders vying for consumer attention.



Challenge

As one of the leading eCommerce brands, they found their brand thrust into a high-stakes battle for visibility, grappling with the urgent need not merely to participate but to remain top-of-mind throughout the sales period.



Objective

The brand strategically aimed to drive heightened awareness and more crucially, to boost app usage during these pivotal sales periods substantially.

Target Audience

M40
Households

T20
Households

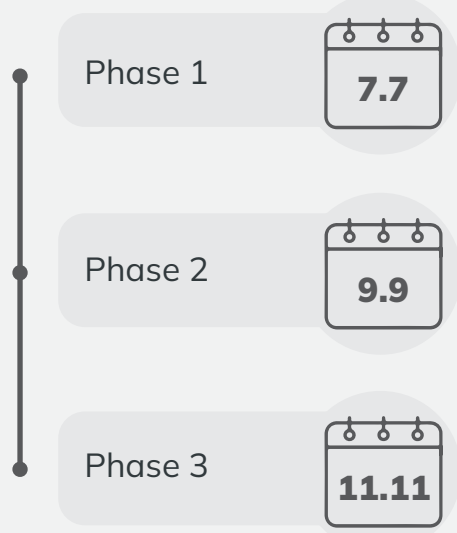
Strategy

Astro Addressable Advertising across



- Linear TV
- Video On Demand

Campaign Length



The Results

63%
Average ad awareness

+10% pts
Average brand consideration uplift*

*Significant uplift observed among the Chinese and Central region audiences in every campaign = heightened resonance towards 'double-digit sales' campaigns.

Actionable Insights

The Chinese audience in the Central region exhibits a remarkable potential for further engagement and conversion. This points towards a promising pathway for the eCommerce brand to maximise impact and sustain success in this competitive marketplace.

