

Philips – Shaping Category Purchase Intent Beyond Its Brand Recognition

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.

PHILIPS

BACKGROUND

A leader in consumer lifestyle products, Philips found itself confronted with the challenge of accentuating its innovative technology in a fiercely competitive landscape.

CHALLENGE

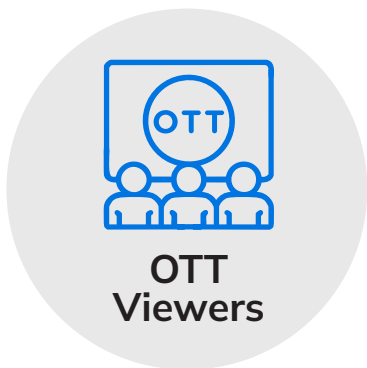
Despite its wide recognition for consumer lifestyle offerings, Philips needed to underscore its innovative technology to distinguish itself among competitors.



OBJECTIVE

In the Floorcare line campaign, the brand aimed to **trigger consumers' attention to its 3-in-1 offerings**, combining vacuum, mop, and handheld function. Concurrently, it aspired to drive brand preference over competitors.

TARGET AUDIENCE



STRATEGY

Astro Addressable Advertising via Astro GO (Video On Demand)

Campaign length:



4 weeks

RESULTS

Brand Purchase Intent

+8% pts

+10% pts

Males

+21% pts

Chinese

Philips' brand awareness is **ROBUST**



Almost **8 out of 10 people** are aware of it as a cordless vacuum brand.

ACTIONABLE INSIGHTS

With 49% still using corded vacuums and a substantial 25% not owning any vacuum, there is a discernible market opportunity for Philips to expand its market share in innovative technology vacuum.