



How neuroscience and smart targeting can elevate your brand's impact.

**Smarter Ads, Better Recall:
The Power of Addressable Advertising**

According to Neuroscience: Why Addressable Ads Work?

A global neurological study conducted by a leading global addressable advertising platform examined the impact of addressable advertising (AA) on viewers' cognitive responses.

The research revealed that addressable advertisements significantly activated neural pathways associated with attention, emotional engagement, reward anticipation, and memory retention.



This heightened brain activity translated into measurable improvements in ad recall.

Participants demonstrated a:

+10%

Increase in accurate recall of addressable ads



1.7%

Faster response time

Notably, when viewers selected the video content themselves, their ability to remember addressable ads improved further, suggesting that personal choice may enhance cognitive receptivity to targeted advertising.

Case Study 01

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Strong Recall, Stronger Results: Leading Oral Care Brand Case

This campaign exemplifies the core message of Smarter Ads, Better Recall. By leveraging addressable advertising, the campaign achieved an exceptional ad recall rate, showcasing the power of targeted content to enhance memory retention.

83%
Ad recall rate

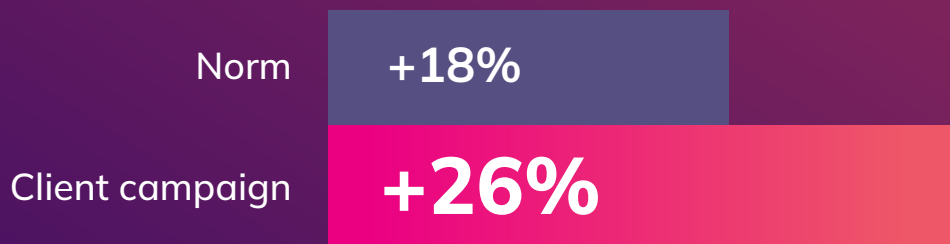
vs

54%
Norm

This strong recall directly supported the campaign's objective to **increase brand awareness and consideration.**



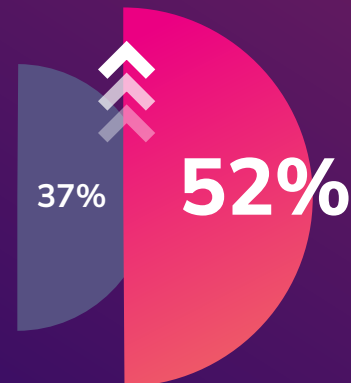
Uplift in Brand Consideration



Conversion



Future Intent Growing



Male viewers showed the most significant increase in interest,

while female audiences maintained strong loyalty levels.

This indicates that addressable advertising can both expand reach and deepen existing brand relationships.



Purchased past-month vs consideration in next purchase

Case Study 02

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Creating Confidence with Clarity: Leading Home Wellness Brand Case

As part of its brand renewal initiative, a leading home wellness brand aimed to create a halo effect by strengthening brand perception and emotional connection.

Through addressable advertising, the campaign delivered tailored messaging to Malay and Chinese audiences.

73%
Overall
ad awareness

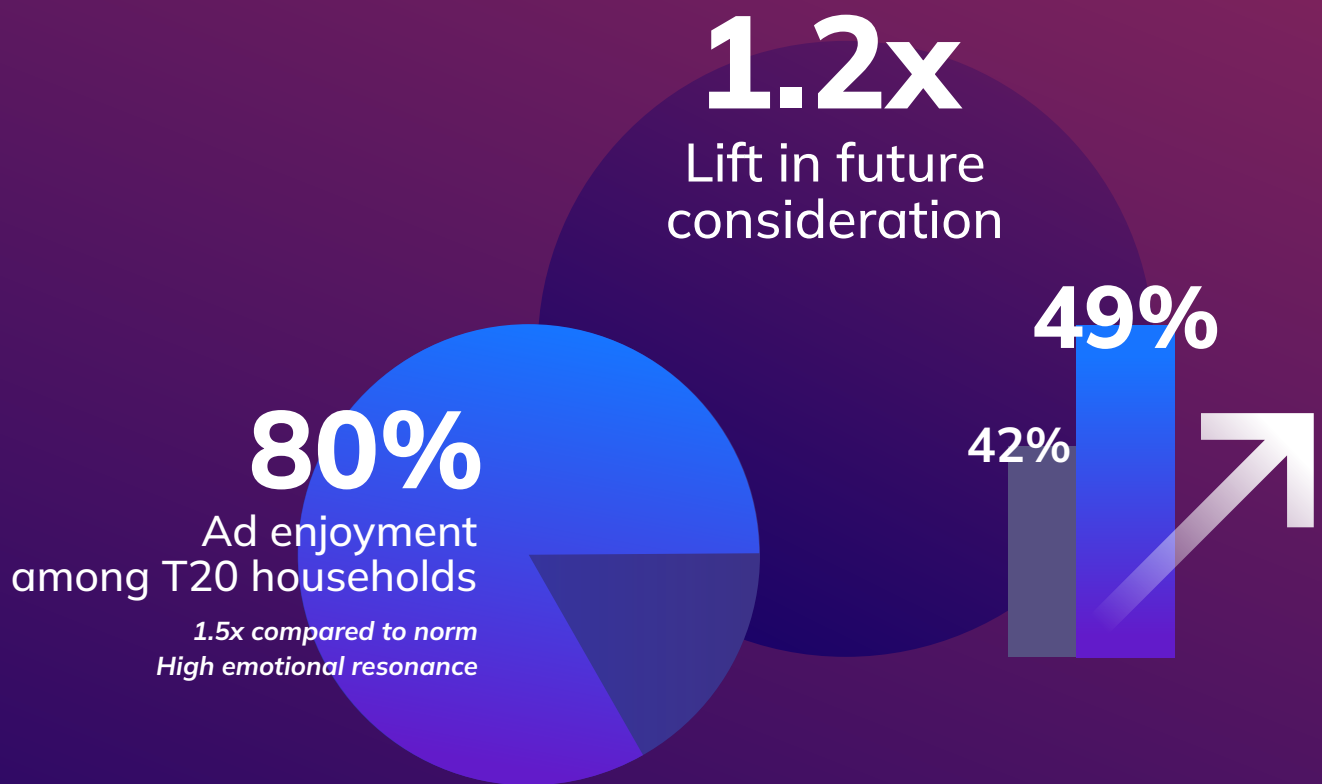
vs

54%
Norm

77%

Ad awareness among
Malay viewers
Top-performing group

The campaign's impact extended beyond visibility:



These outcomes demonstrate the effectiveness of smarter, targeted advertising in driving more effective brand engagement.

By aligning content with audience relevance, the company successfully reinforced its renewed brand identity and built consumer confidence, demonstrating how addressable advertising supports strategic branding goals.



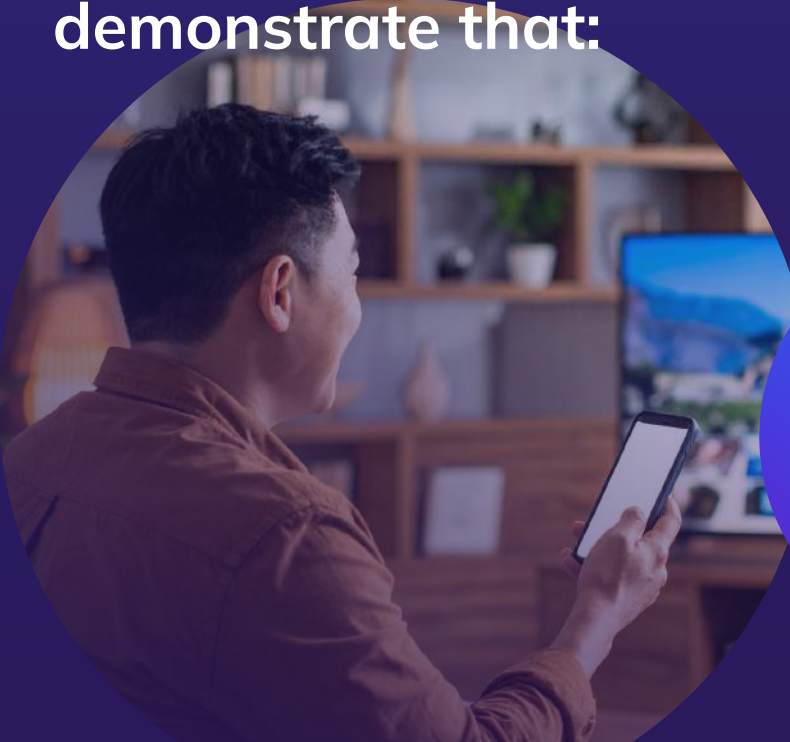
Conclusion

Smart Targeting, Smarter Impact

Addressable advertising delivers smarter, more relevant brand experiences by aligning messages with audience interests across multiple screens.

This precision targeting enhances cognitive engagement, activating attention, emotion, and decision-making processes that lead to a more substantial brand impact.

Insights from neuroscience and real-world campaigns demonstrate that:



Relevant content
captures attention
more effectively

Sharper
engagement drives
higher recall,
consideration, and
action



**When brand
consideration and intent
grow, so does your return
on media investment.**

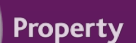
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References

1. © and database right Ascential Events (Europe) Limited, 2025-2027
2. Independent Bespoke Brand Lift Studies