



# How Relevance and Screen Quality Build Brand Trust and Drive Action

| Viewers Value Relevance and  
Big-Screen Quality

# According to Neuroscience: Why Do Viewers Prefer Relevant Ads On Big Screens?

Addressable ads deliver significantly more substantial impact and viewer engagement compared to traditional formats.

Global neuroscientific research by a leading global addressable advertising platform reveals that viewers are four times more receptive to addressable ads when they are tailored to their interests.



People liked  
addressable ads  
**4x more**  
than regular ones

**74%**  
remembered  
what they saw in  
addressable ads

**68%**  
for standard  
ads

vs

While hyper-targeted digital ads often erode trust, TV advertising maintains its credibility.

59%

trust TV ads

Only 6%

trust online ads



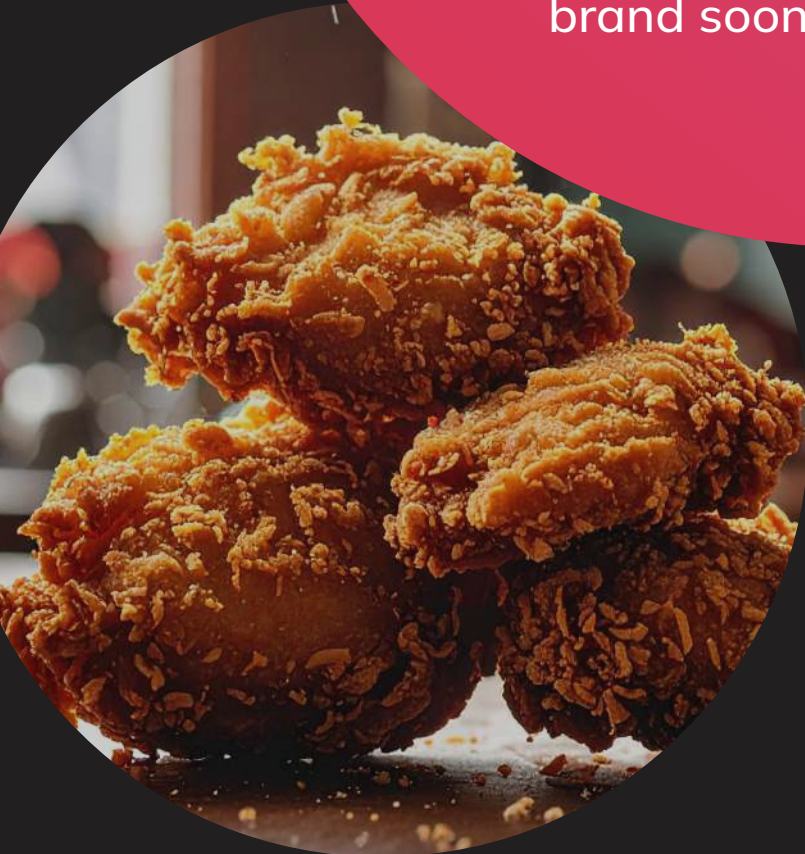
Importantly, one in three viewers says they are more likely to engage with TV ads when they are relevant, highlighting the strategic advantage of personalized, high-quality addressable advertising.



## From Screen to Store: Leading Quick-Service Restaurant Brand Case

With fewer outlets than its competitors, a leading quick-service restaurant sought to enhance its brand perception and increase awareness of its identity as a proudly fast-food brand in Malaysia.

The campaign successfully drove short-term action, generating immediate interest and motivating audiences to engage with the brand soon after exposure.





Addressable  
ad

**84%**  
Ad enjoyment

**78%**  
Exposed **vs** **58%**  
Unexposed

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

The brand achieved higher awareness among viewers who saw the ad compared to those who were unexposed, reflecting a positive incremental impact.

**+19% lift**  
in brand  
consideration

**49%** Client campaign

**30%** Norm

Among those who planned to visit, 85% intended to go within the next month, showing clear influence on short-term action.

**85%**  
planned to visit  
within a month







## Interest That Converts: Leading Tech Brand Case

As a leading tech brand widely recognized in the mobile space, the launch of a new product required renewed attention and action from consumers.

Through an addressable advertising campaign, the brand successfully delivered relevant, high-quality messaging across premium screens to generate immediate interest and guide viewers toward conversion.



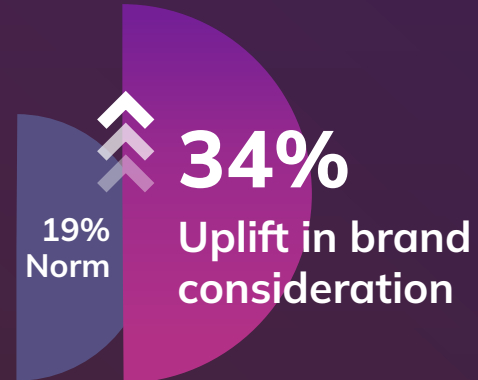
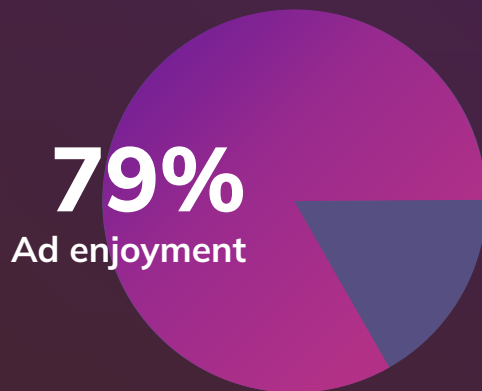
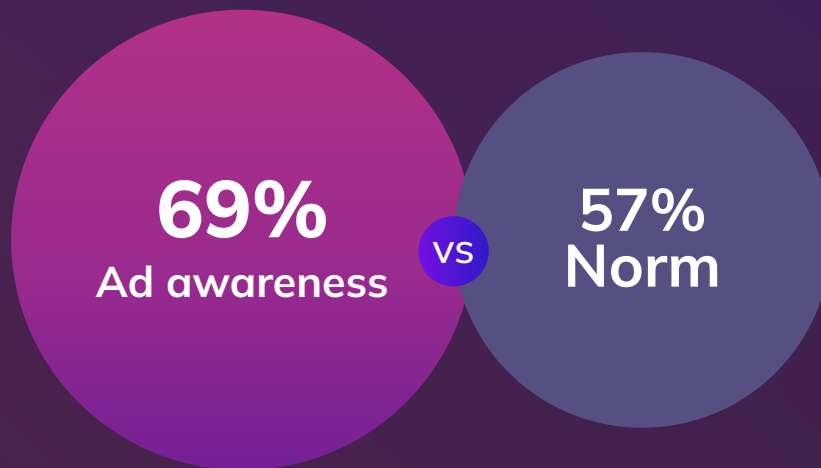
The campaign achieved high awareness among:

Viewers  
aged  
**18–24**

Indicating a strong initial interest from younger audiences, building interest for the volume of the future.



However, the majority of purchase consideration came from viewers aged 25–44, a prime working group for new brand prospects.



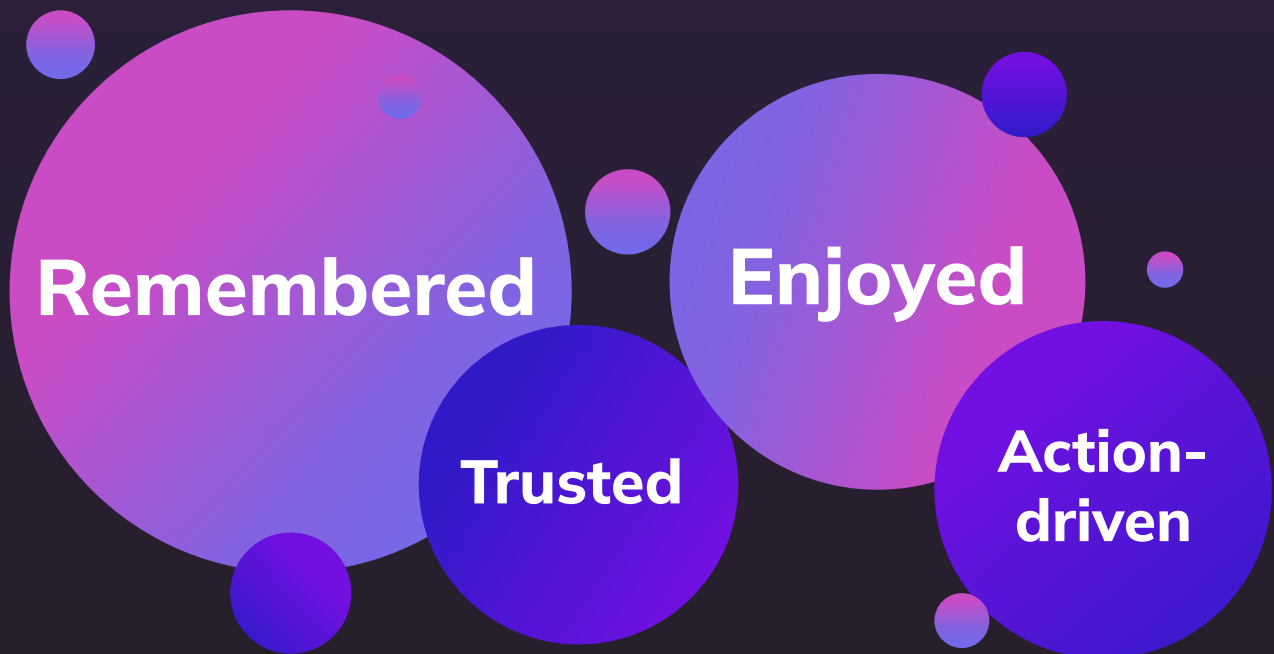
The campaign also helped build future brand preference and loyalty, reinforcing the role of addressable advertising in driving both immediate conversion and long-term brand growth.

# Conclusion

## From Relevance to Results

Addressable ads connect relevance with premium screen impact, delivering ads that audiences enjoy, remember, and trust.

These brands are turning this into tangible results—by reaching the right viewers with the right message, in the most effective format.





**This is not just smarter  
media. It's advertising  
that works.**



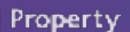
Let's deliver relevance on the screen  
that matters.  
**Get in touch today!**

Email us at  
**mediasolutions@astro.com.my**

## Awards & Accolades



## Associated Brands



### References

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