

How Personalizing Messages Turns Reach into Response

Maximizing Results with Tailored Creative in Addressable Ads



What Happens When Creative Gets Personal?

Addressable advertising offers powerful targeting capabilities, and its effectiveness can be significantly enhanced through creative optimization.

Currently, fewer than 1% of addressable ads are customized for their audience—highlighting a significant opportunity for brands to elevate performance.



When ad creative is tailored to specific regions or audience segments, it consistently delivers stronger outcomes: higher ad enjoyment, increased brand consideration, and real-world actions such as website visits and product trials.



This insight reveals a significant performance gap—where brands can improve substantially by personalising their creative.

**Fewer
than 1%**

of addressable ads
are customized



Optimising content to reflect audience identity—by region, language, or lifestyle—turns attention into engagement and intent into action.



Localized Messaging That Resonates: Leading Telco Brand Case

This campaign demonstrated the power of regional relevance in addressable advertising.

By adopting a region-first strategy, the campaign targeted audiences in Johor, Melaka, and Negeri Sembilan, using creative that directly addressed local identities—such as calling out “Johoreans” in the messaging.

This localized approach created a strong emotional connection and delivered standout results.

74%
Ad enjoyment
among Johor
viewers

65%
Overall
ad enjoyment

63%
Norm

VS

42%
brand consideration
among exposed
viewers

19%
Unexposed

VS

50%
Interest
in 30-day trial

rising to
56%
in Negeri
Sembilan



These results clearly show that when messaging resonates with local pride and identity, it captures attention and drives meaningful consumer response—from brand consideration to product trial.

Precision That Drives Interest: **Premium Automotive Brand Case**

A premium automotive brand utilized addressable advertising to target Upper T20 Malay and Chinese households with messaging tailored to their lifestyle and aspirations.

The creative was customized to reflect premium values and modern mobility—resonating with an audience that appreciates both luxury and relevance.



This uplift signals that well-targeted, personalized creative can accelerate the decision-making process even for high-involvement products.

**1 in 2
viewers**

visited the brand's
website after seeing
the ad

**44%
Increase**

in brand consideration
among Upper T20
households

**1.4x
uplift**

1 in 3 viewers expressed
future purchase
consideration



The campaign addressed a key challenge of reaching affluent Malay consumers—highlighting how precision in both targeting and creative can bridge brand perception gaps and spark intent.

Conclusion

Smarter Messaging, Stronger Outcomes

Creative relevance transforms addressable advertising from targeted reach into meaningful impact.



When ads are crafted to speak directly to the audience—whether by region, demographic, or lifestyle—they generate stronger emotional reactions, higher brand consideration, and real business results.

These brands show that tailored messaging enhances every stage of the consumer journey—from awareness to action.

Whether your goal is to increase trial sign-ups, drive website visits, or boost purchase intent, optimising creative for addressable environments is the key to unlocking full campaign performance.



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

Email us at
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Awards & Accolades



Associated Brands



References

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