

DNA OF ASTRO MEDIA SOLUTIONS

Connecting audiences through content and creativity



Not all impressions are equal

We live in a fragmented media world...



Multi-screening is the norm



Increase in
selective engagement



Declining trust in media
and brands



Shorter attention spans

**While reaching your audience has never been easier,
getting their attention has never been harder.**

Your Brand's Attention Advantage

As Malaysia's leading content-led integrated media specialist, we provide the stage for brands to shine by connecting them to **high-value audiences** through **high-reach, high-quality media** environments designed to deliver **superior outcomes at scale**.



5 REASONS to Partner with Astro Media Solutions

#1



Deliver attentive reach that commands desired action

High-quality media environments with unparalleled cross-channel synergies amplify creative storytelling for brands.

3x Higher Active Attention

Go where the attention is – TV delivers 2x to 3x higher active attention than social and digital video⁽¹⁾

#2



Top trending content to build engagement instantly at scale

Rapid, simultaneous mass reach remains critical to brand building – decisively establishing a brand in popular culture.

Dominate 79% Local Viewership⁽²⁾

Be an attention magnet by leveraging on Malaysia's most popular and trending content, titles and personalities

#3



Reach and influence high value audiences that matter most

The impact is maximized given our audiences command bigger purchasing power and pay higher attention in a less cluttered ad environment.

70% More T20 Homes

Astro audience profile is 70% higher skew of T20 homes with monthly household income above RM10K⁽³⁾

#4



Pioneer in Addressable Advertising with unified measurement

Balance trust with precision - our tech-enabled addressable advertising bridges the gap for targeted impact, supported with unified measurement.

+20 pts Consideration Uplift

Reach the right people at the right time with multiscreen impact for superior brand and business outcomes

#5



Drive full funnel effectiveness on brand and business

Media powerhouse that deliver attention has a compounding effect across the funnel to drive stronger performance.

Up to +6x Brand Lift & Sales

Proven results: from a +19% market share of a FMCG brand, to 6x increase in distribution of a paint company⁽⁴⁾

#1

Attentive Reach that commands Desired Action



23 Global Studies Prove It:

TV Still Reigns Supreme for Capturing Audience Attention

LUMEN

THE
ATTENTION
COUNCIL

Nielsen

Amplified
Intelligence

thinkbox

WARC

MAGNA

groupm

dentsu

Google

IPG
MEDIA
LAB

KANTAR
MILLWARD
BROWN

ebiquity

ANALYTIC
PARTNERS

HAVAS
Media Network

T>>VISION
INSIGHTS

MINDSHARE

TV delivers **2-3x higher active attention** than social and digital video¹, resulting in **greater brand recall and long-term memory encoding**² that translates into **higher ROIs and stronger brand outcomes**³

Source: Astro meta-analysis of 23 independent research conducted across multiple markets (U.S., U.K., Australia,)

1. Amplified Intelligence, 2019; 2. Lumen Research, 2022; 3. Thinkbox, 2021; Nielsen, 2023

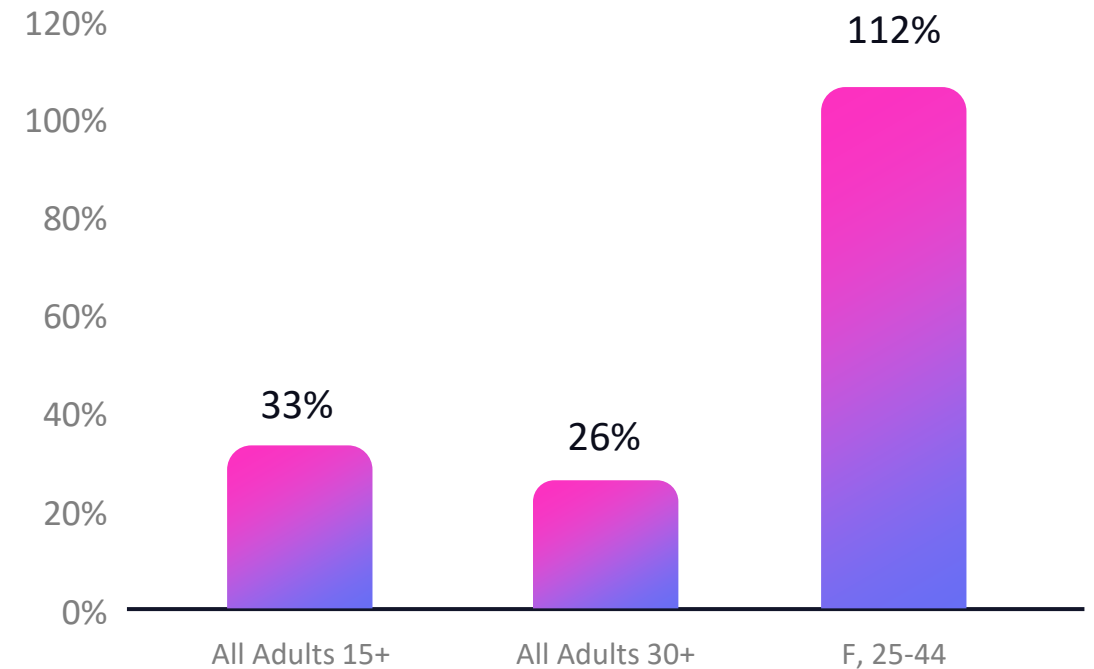
The Video Strategy Brands Need: Improve quality-adjusted reach

Simulations conducted via **Malaysia GroupM's video-neutral planning tool, mScreen**, revealed that with the increase of budget allocation on TV, the quality-adjusted reach will be improved with higher View-Through Rate (VTR).



By incorporating View-Through Rate (VTR) as a key metric in video planning with higher investment on TV to improve attentive reach, brands can foster more meaningful audience interactions and thus drive better brand outcomes.

Optimum Increase of TV investment to Improve Quality-Adjusted Reach



The Video Strategy Brands Need: Go where the attention is



astro
addressable
advertising

96%
Average Video
Completion Rate



>1 BIL minutes
viewed monthly on Astro STB
On-Demand (+10% YoY)



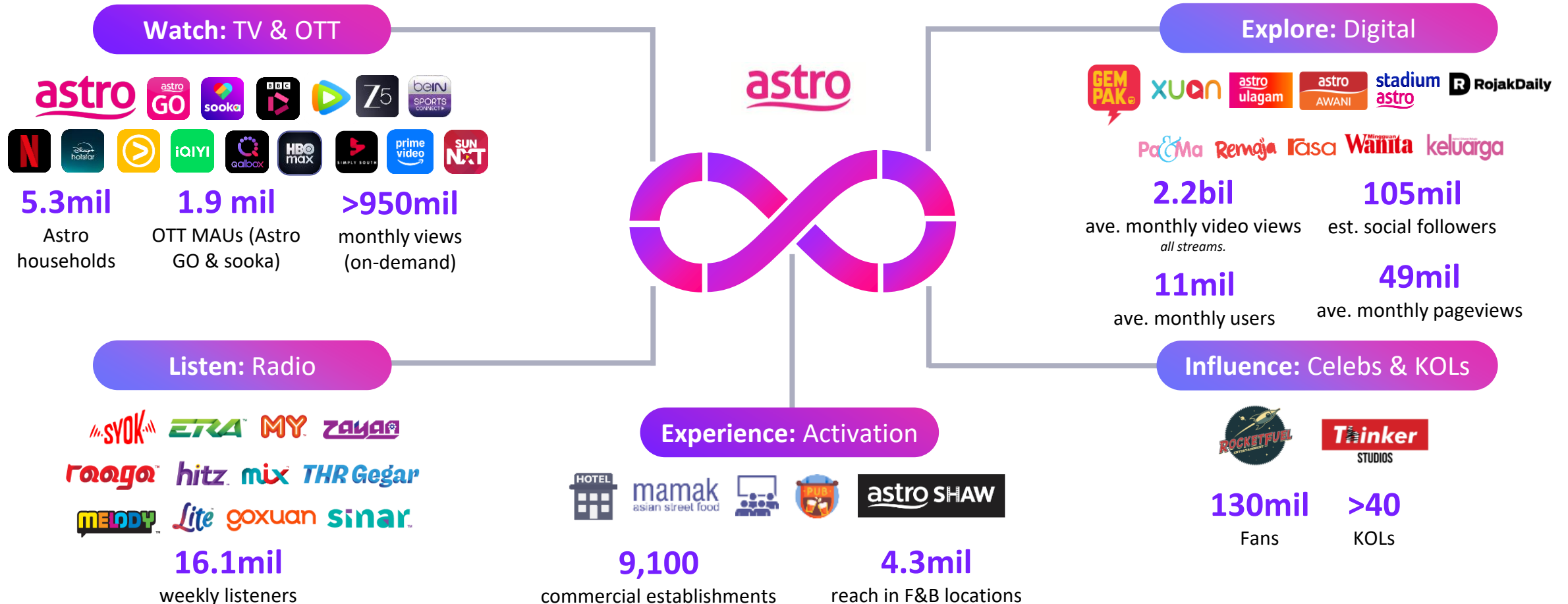
+34% YoY
on monthly total minutes
viewed on-demand



+128% YoY
on monthly total
minutes streamed

Unparalleled Cross-Channel Synergies

High-quality media environments amplify creative storytelling to deliver attentive reach



#2

Top Trending Content to build Engagement at scale

Be an attention magnet by leveraging on Malaysia's most popular and trending content, titles and personalities



On-Screen Live

Live Entertainment: *Gegar Vaganza* is Malaysia's No.1 reality show for 11 years with 9mil fanbase and still growing.

Live Sports: No.1 destination for best live sports with the biggest pool of sports fanatics across all fields, both local and global arena.

Live News: Astro Awani is the most trusted news brand recognized for the 7th year in a row by University of Oxford Reuters Institute.



Vernacular

TV: Astro's vernacular content dominated 79% of TV viewership and topped the chart across Malay, Chinese and Indian programs.

Cinema: Astro Shaw contributed 71% of local GBO share, with Astro First being Malaysia's largest home cinema for local movie premieres.



Cultural

National: *Inilah KITA* united Malaysians through various platforms - reaching 7.4mil viewers and sparking viral moments.

Festive: Raya drama soared with 620mil TikTok views, CNY pop-up drew 4.9mil viewers, and Deepavali hit 1mil+ viewers in 2 weeks.



Audio

Radio FM: No. 1 Radio Network in Malaysia with 13 stations topping listenership across all 4 languages.

Digital Audio: SYOK leads with 3mil downloads and 30+ live stations, streaming over 18mil times monthly.

Dominating On-Screen Live with Malaysia's Top-Quality Shows



Malaysia No.1 TV show in 2024

Gegar Vaganza standing strong as with massive engagement:

- Close to **9mil** viewers on TV and over **1 billion** digital views
- **12 weeks** trending conversation on X
- **108mil** social media reach with 430K mentions from 22K unique authors



Astro Classic Golden Melody Singing Competition is one of the most recognisable programmes in Malaysian Chinese's households.

- **1.3mil TV** viewers with **5.2mil** digital views



Big Stage S5

- TV views: **5.3mil**
- Digital views: **436mil**



Gempak Most Wanted Awards 2024

- TV views: **2.1mil**



Kilauan Emas 2024

- TV views: **5.4mil**
- Digital views: **102mil**



Muzikal Lawak Superstar S4

- TV views: **5.1mil**
- Digital views: **189mil**



Sepahtu Reunion Live Tour 2024

- TV views: **4.7mil**

No.1 Destination **Best Live Sports** with the **Biggest Pool of Sports Fanatics**



Premier League

- **8.95mil Total Viewers**
- **5.28mil** watched Super 6 Vs Super 6 live matches
- Average Time View on Premier League is **253 mins (Live)**

Source: Kantar Media DTAM | Total Individuals 4+ Universe: 15.262 mil
Period: 17 Aug 2024 – 31 Mar 2025

- **5.39mil Total Viewers**
- **4.55mil** glued to STL GP live matches
- **2.17mil** live viewers from Champions Cup
- **1.74mil** watched Division 1 live matches
- Average Time View on STL is **131 mins (Live)**

Source: Kantar Media DTAM | Total Individuals 4+ Universe: 15.262 mil
Period: 25 Aug 2023 – 17 Nov 2024

- **More than 2.0mil Malaysian tuned in**

Source: Kantar Media DTAM | Total Individuals 4+ Universe: 15.262 mil, Period: 1 – 23 Feb 2025

- **5.24mil Live Viewers**
(viewership 8 Dec 2024 – 5 Jan 2025)
**Formerly known as AFF Mitsubishi Electric Cup*

Source: Kantar Media DTAM | Total Individuals 4+ Universe: 15.252 mil, Period: 8 Dec 2024 – 5 Jan 2025)



Access instant highlights,
match statistics, player
statistics, fixtures of upcoming
matches, and more!



- **9.41mil Total Live Viewers**
(viewership 10 May 2024 – 31 Mar 2025)



- All **244 matches** Live/Delayed on Arena Bola
- **8.54mil** watched Liga Super Live Matches
(viewership 10 May 2024 – 31 Mar 2025)



- **6.25mil** live viewers from Piala FA
(viewership 12 Jun – 24 Aug 2024)



- **4.97mil** live viewers from Piala Malaysia
(viewership 20 Nov 2024 – 31 Mar 2025)

Source: Kantar Media DTAM | Total Individuals 4+ Universe: 15.252 mil
Period: 10 May 2024 – 31 Mar 2025 (Liga Malaysia)



And many more...



Malaysia's Leading News Content Ecosystem



2.1 Mil

Average Monthly TV reach



40.5 Mil

Average Monthly video views
FB / IG / YT / X



248.2 Mil

Average Monthly short-form video views
TikTok

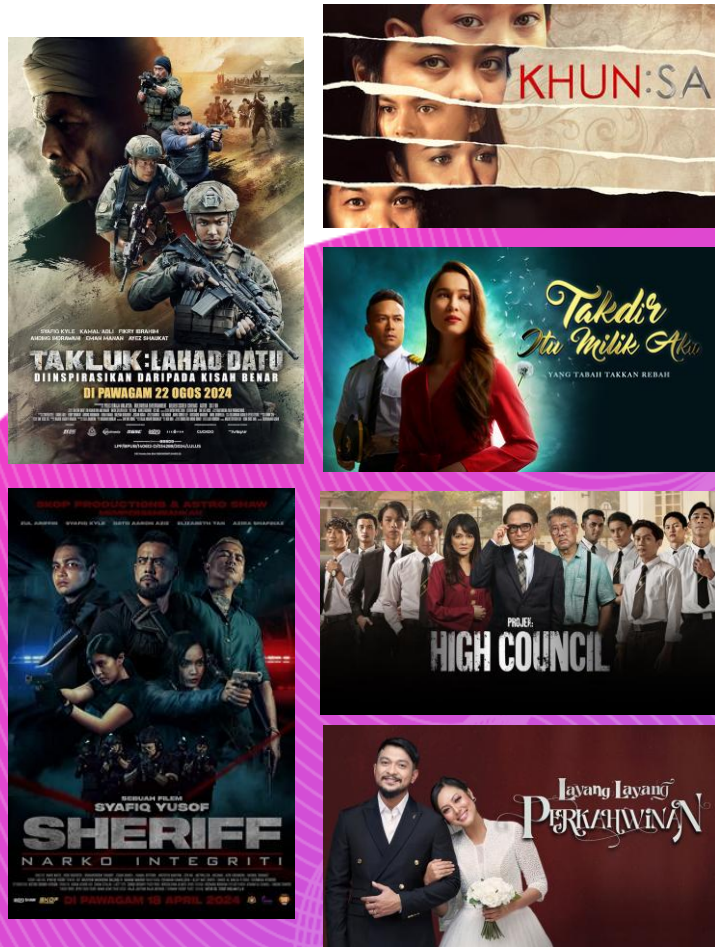
Top News Content Average Monthly TV Reach

Genre

TV Viewers



No other platform/channel has more of **Malaysia's Most Searched Local Movies and Series in 2024** than Astro



2 OUT OF TOP 3 Most Searched Movies of 2024 are Malaysian movies on Astro / sooka

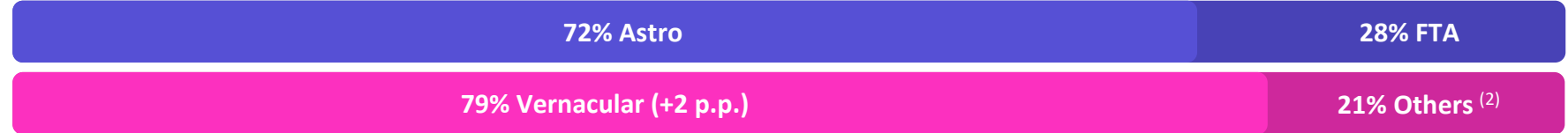
1. [The Greatest of All Time]
2. **Sheriff: Narko Integriti**
3. **Conquer: Lahad Datu**
4. [Exhuma]
5. [Vina: Sebelum 7 Hari]
6. [Amaran]
7. [Ipar adalah Maut]
8. [Raayan]
9. [Maharaja]
10. [The Beekeeper]

Astro has the LARGEST SHARE of the Top 10 Most Searched Local Series

1. [Running Man]
2. Aku Bukan Ustazah
3. [Marry My Husband]
4. [Queen Of Tears]
5. **Khun:sa**
6. **Takdir Itu Milik Aku**
7. **High Council**
8. Nuh Dan Nayla
9. **Layang Layang Perkahwinan**
10. Wanita Syurga

Vernacular content dominated 82% of TV viewership

TV viewership share ⁽¹⁾



TV
8.8mil

VOD
2.7mil

Malay Reality Show



TV
7.6mil

VOD
8.3mil

Malay Drama



TV
2.5mil

VOD
1.7mil

Malay Astro Original



TV
2.9mil

VOD
79k

Malay Reality Show



TV
1.9mil

VOD
7.1mil

Indian Drama



TV
1.1mil

VOD
132k

Indian Reality Show



TV
1.7mil

VOD
61k

Chinese Current Affairs



TV
1.6mil

VOD
83k

Chinese Current Affairs



TV
0.9mil

VOD
16k

Chinese Reality Show

NB

(1) Target Audience: Kantar Media, Dynamic TV Audience Measurement (DTAM). All Astro Pay-TV viewers

(2) Others include Sports, English and International content

TV TV viewers on STB and Astro GO

VOD On Demand streams on STB, Astro GO and sooka

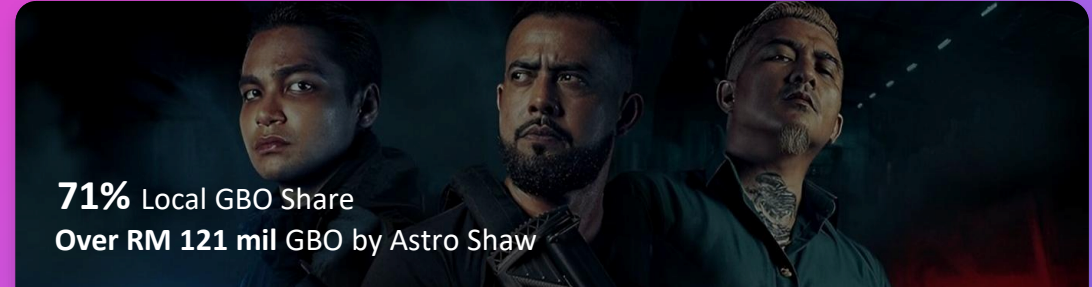
Top Local Movie 2023



70% Local GBO Share
Over RM 104 mil GBO by Astro Shaw

astro SHAW	1	Polis Evo 3
astro SHAW	2	Malbat Misi Bakara
astro SHAW	3	Didi & Friends The Movie – Lagenda Muzika
	4	Imaginur
astro SHAW	5	Rahsia
	6	What! The Heist
	7	Abang Adik
	8	Coast Guard
	9	War On Terror: KL Anarki
astro SHAW	10	Ma, I love you

Top Local Movie 2024



71% Local GBO Share
Over RM 121 mil GBO by Astro Shaw

astro SHAW	1	Sheriff
astro SHAW	2	Takluk: Lahad Datu
astro SHAW	3	Kahar: Kapla High Council
astro SHAW	4	The Experts
astro SHAW	5	Dongeng Sang Kancil
	6	All-in
	7	Babah
	8	Pendekar Awang
astro SHAW	9	Don Dukun
	10	Anak Perjanjian Syaitan 2



MERDEKA 2024

- Inilah KITA pop-up TV channel: > 7.43 million TV viewers.
- Astro Radio's Syok Fest KITA event: 20,000 attendees.
- KITA FM: 13 radio stations broadcasted nationwide for 18 hours.
- "Inilah KITA" song: > 5.5 million digital views, 4.3 million TV viewers.
- Viral video with Wonda: > 8 million digital views.
- Hero KITA movement: 105,000 digital views, 1,000 entries.



RAYA 2024

- Dramas remain top hit with Malays, hitting **620mil views** on TikTok.
- No.1 drama *Takdir Itu Milik Aku* reached **7.2mil TV viewers**.
- Outperformed FTA's *Wanita Syurga* and *Lelaki Itu*.



CNY 2024

- Xilele pop-up channel recorded **4.9mil TV reach** (+16%).
- **1.6mil views** on Astro GO (+23%).
- Astro CNY Countdown Gala 2025 showed strong Y-O-Y growth: Nearly **500K viewers** on Linear TV (+22%) and **40.1K OD titles** viewed.



DEEPAVALI 2024

- Over **1mil viewers** in 2 weeks on pop-up channel.
- Targeted at Astro subs who enjoy traditional & modern South Indian cuisine.

Nation's Leading Radio Stations

Radio FM

Astro Radio Reaching
72%
of Peninsular
Malaysia Listeners

Connecting
Malaysians in
Every Way

62.5%
Malay Audience Reach

Malay Commercial Brands

ERA	5,247,000
SINAR	3,880,000
THR GEGAR	1,509,000
ZAYAN	420,000

88.9%
English Audience Reach

English Commercial Brands

HITZ	2,300,000
MIX	902,000
LITE	761,000

74.2%
Chinese Audience Reach

Chinese Commercial Brands

MY FM	2,728,000
MELODY	1,156,000
GOXUAN	303,000

83.0%
Indian Audience Reach

Indian Commercial Brands

RAAGA	1,329,000
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Digital Audio

astro
audio

Malaysia's most influential Audio Entertainment & Infotainment App

- **Leading streaming** platform for Radio & Podcast in Malaysia
- One of the most popular music apps across Apple App Store, Google Play Store, and Huawei AppGallery
- Access to **more than 20 live radio stations** and a vast podcast library, featuring real-time interactive engagement.



3 million
App downloads



2.6 million
Avg Monthly Unique Listeners



9.3 million
Avg Monthly Streams



649 thousand
Avg Monthly Podcast Listens

Astro subscribers are
70% higher

skew of T20 homes

* Monthly household income >RM10K



14% more

Malay households

*against total population – DOSM

Almost **50%**

of Astro viewership
came from youngsters
aged below 35



Astro subscribers are
25% more
likely to have bought a car
in the past 12 months

#3

Reach & Influence **HIGH VALUE** Audiences

The impact is maximized given our
audiences command bigger
purchasing power and pay higher
attention in a less cluttered ad
environment



Astro subscribers are
54% more
willing to pay for
monthly entertainment



Astro subscribers are
41% more
willing to pay for luxury brands



Astro subscribers are
27% more likely to have
invested in various financial product

#4

SEA's **First Addressable Advertising** with Unified Audience Measurement

Consumers have adopted new technologies much faster than research methodologies have evolved in the era of time shifted viewing; hence we have worked with Kantar to develop a Unified Measurement, covering cross screen impact.

Better Targeting, Real Audiences

Leveraging first-party data filtered by Race, Location/Geographical, Income level, Interest based targeting etc



astro
addressable
advertising

True Addressable Multiscreen Impact

Across multiscreen TV, connected devices (Linear, VOD, and soon Digital)



Achieve superior brand and business outcomes

High quality media placements leaves a stronger audience impression – an impact that has a compounding effect across the funnel, resulting in stronger business outcomes.



#5

Driving Full Funnel Effectiveness

on Brand & Business beyond Media Outcome

Brand Interest & Engagement



CelcomDigi Merger
+60%
Search Volumes



Tourism Australia
+8.3%
Website Traffic



ArtiqAir x Masked Singer
+2037%
Website Visits
(Get In Touch with Us Page)



Ella Furniture x Impiana
Broke Record
for Sales & Traffic
(in 48 hours after TV show)

Brand Associations



Maxis – CNY
+5%
Brand Uplift



U Mobile – Raya
+73%
Overall Brand Index



Kentucky Town for Gen-Z
+11.8pp
Brand Index Lift
(among the Gen-Z)

Brand Considerations/Preference



PTPN Education Fund
+16.8%
New Account Signup



Wonda Coffee 'Kopi Tarik'
+1.2X
Purchase Intent



Nippon Paint
6x
Increase in Distribution

Brand Penetration/Sales Growth



Sunsilk for Gen-Z
+18.9%
Market Share



Dove for Hijabis
17%
Market Share Peak
(Surpass closest competitor)



KFC K-Cheese Crunch
+13%
YOY Sales, Daebak!



CLEAR Men
+4.5%
Penetration
(No.1 Men Shampoo)

Astro isn't just about driving awareness – it's a full-funnel powerhouse that delivers measurable impact across every stage of the consumer journey. Our solutions connect content with brand storytelling to drive both long and short term performance.

CelcomDigi merger launch unites rival stations for a historical record-breaking simulcast

CLIENT

CelcomDigi

CHALLENGE

Establishing a Unified Identity

In a saturated telco market, CelcomDigi aimed to communicate its new unified identity post merger while addressing customer concerns about network integration and service quality.

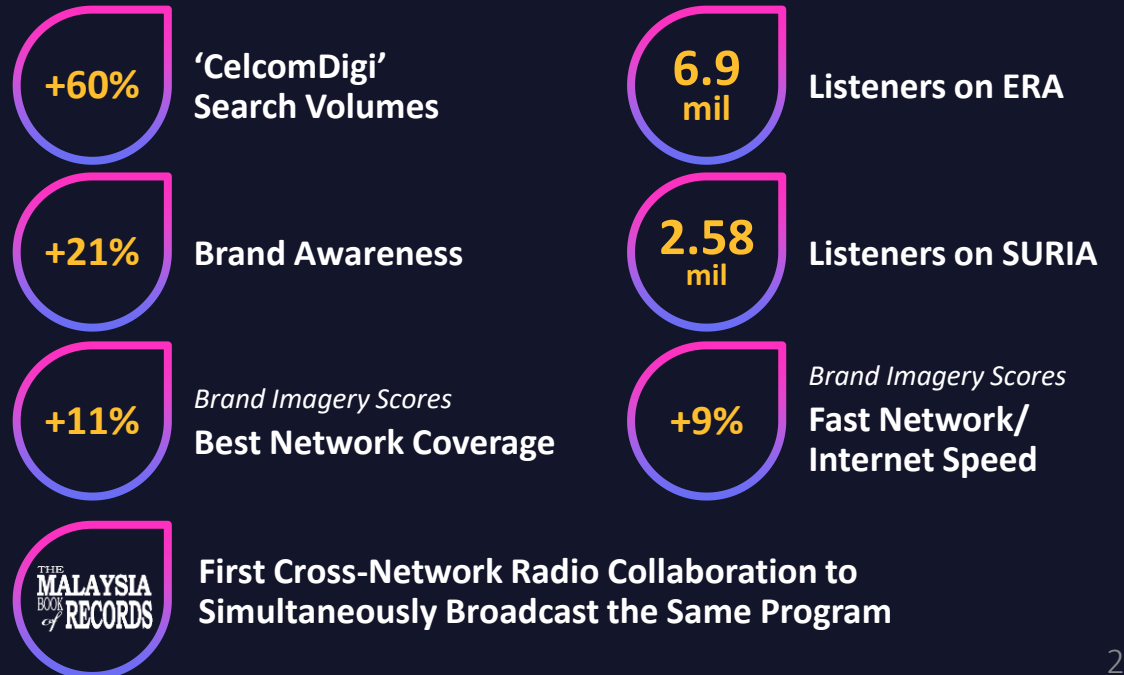
SOLUTION

A Historical Record-Breaking Simulcast

To create an impactful demonstration of the merger's advantages, we orchestrated a radio simulcast by uniting two rival Malay radio stations – ERA and SURIA. This powerful collaboration symbolised the combined strength of two giants, effectively highlighting the merger's values to consumers.



CelcomDigi Merger Launch Unites Rival Stations for a Historical Record-Breaking Simulcast



Tourism Australia partners with Astro's Projek Bapak Bapak to boost travel to Australia

CLIENT

Tourism Australia

CHALLENGE

Reigniting Australia as the Top Travel Choice

Turning the tide in a competitive tourism market, Tourism Australia aimed to capture the attention of Malaysian travellers, emphasising its unique and family-friendly attractions.

SOLUTION

4 Celebrity Dads, 1 Hilarious Aussie Adventure

'Boomer' celebrity dads tackled on fun challenges while highlighting the unique Australian experiences. Leveraged fathers' influence in family vacation decisions, integrating TV, digital and social media strategies to engage and drive traffic to Tourism Australia platforms.



Watch Video



59%

Reach amongst Target Audience
(surpassing benchmark +9%)

10.2 mil

Digital Views
(Astro's digital & social media)

2.8 mil

TV Viewers

17.2 mil

TikTok UGC Views

+52.5%

Average TV Ratings
(vs. Season 1)

+8.3%

Website Traffic Increased
during the programme

ArtiqAir heats up sales after cooling The Masked Singer stage!

CLIENT

ArtiqAir

CHALLENGE

A David and Goliath Story

ArtiqAir, a new homegrown brand in the air-conditioning industry, needed a fast track to gain market presence and brand trust to build partnership in a competitive market against the big players with big budget.

SOLUTION

A Strategic Partnership with Entertainment

Despite not the top sponsored entertainment show, The Masked Singer garnered a strong viewership base and social media following. ArtiqAir capitalised on this ideal IP as the sole sponsor, strategically positioned itself with 100% SOV on TV, extended a significant impact on digital platforms – without breaking the bank.



Watch Video



+50%

Sale in Q1 2024
(vs. previous quarter)

Partner

**Haier's Official
Rent-To-Own Partner**

+2K%

Page Views
'Get in Touch with Us'

**Brand
Presence**

**Brand Presence across
47 TF Value-Mart outlets**

**Social
Media
Follower
Growth**

+ 246% Facebook
+ 139% Instagram
+ 7,661% TikTok

(Q4 '23 vs Q1 '24)

Ella Furniture: Setting a new sales record in just 48 hours of the show airing

CLIENT

Ella Furniture

CHALLENGE

A Silver Lining

While many small businesses struggled when the pandemic hit, Puan Ella seized the spotlight and soared to new heights.

SOLUTION

A powerful fusion of media, content marketing, star power and craftsmanship

With the No.1 home reference, Impiana: Makeover Ruang Selebriti, Ella Furniture infused its brand story through authentically engaging content, powered by popular celebrities on the top-rated Malay TV channel, Astro Ria. From weekly product integration to testimonial capsule on digital.



Watch Video

//

Teaming up with Astro and Nu Ideaktiv was a game-changer. They took care of everything from ideation until on-air, giving us peace of mind.

'Impiana: Makeover Ruang Selebriti' is a real content marketing masterpiece. It **boosted awareness, created buzz** and **drove our sales to new heights**.

//

Puan Ella

The Founder of Ella Furniture

>2.5
mil

TV Viewers

≈1
mil

Digital Reach

Record-
Breaking

Alif Satar's Sofa steals the show, orders and bookings skyrocket in just 48hours after TV show debut.

Maxis' heartwarming CNY Brand Film creates meaningful connections with families

CLIENT

Maxis

CHALLENGE

We Are Not Cold and Arrogant

Maxis needed to overcome its cold brand perception and demonstrates its commitment to genuine human connections during CNY.

SOLUTION

Balancing Modern Digital Interaction with Traditional Values

Raw, unscripted interviews featuring real stories of four prominent personalities making heartfelt calls to loved one, broadcasted as a 3-min brand film. Amplified across touchpoints: TV, Radio and Digital, radio contest activation, inspiring Malaysians to 'Create Meaningful Connections'.



Most Preferred CNY telco ad



Brand Uplift in Total



Total Impressions



'Brand that speaks to me'



Total Views



'Brand that humanizes connectivity'

U Mobile's Bombastika Raya: A festive game-changer

CLIENT

U Mobile

CHALLENGE

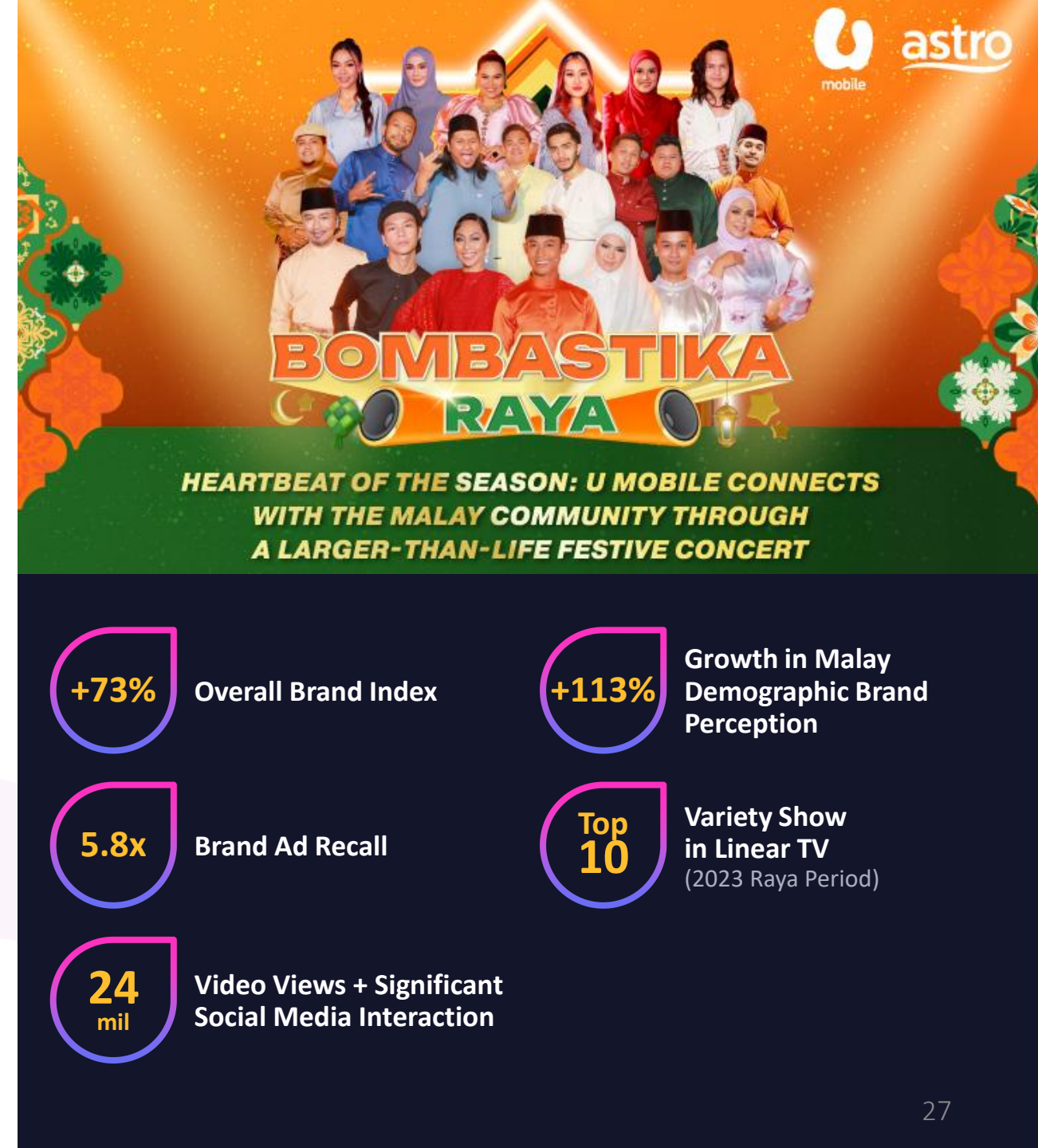
Revival of What Was Missed

The brand index scores for Malay audience were 10% lower than the overall, highlighting a significant disconnect with this key demographic.

SOLUTION

Leveraged Community's Love for Musical Entertainment Content

Pivoted from traditional brand films to a live busking concert featuring top Malaysian celebrities. The event was broadcasted across TV, radio and digital platforms to maximize reach and engagement, ensuring widespread visibility and interaction.



Kentucky Town: where Gen-Z have a finger lickin' good time!

CLIENT

KFC Malaysia

CHALLENGE

Revitalising Gen Z's Connection with KFC

KFC's brand health among Gen Z was lagging, requiring a fresh approach to connect meaningfully with this unique generation.

SOLUTION

3F Strategy: Friendship, Fashion, Food

We introduced Kentucky Town (K-Town), a Gen Z focused experience platform that blended social connection, style and exclusive menu items, amplified through Astro's top radio stations - ERA, Hitz and MY.



26,000

K-Town Visitors

3.1x

Incremental in sales
from exclusive menu

46.6%

Brand Consideration
(+5.6pp)

40.1%

Brand Index
(+11.8pp)

49.4%

Buzz
(+16.9pp)

Brand Metrics



Watch Video

PTPTN evolution: from loan provider to edu-solution expert

CLIENT

PTPTN

CHALLENGE

PTPTN repositioned its 'debt collector' public perception

with Kak Ngah Patin, refocusing brand communication as a personal financial planner & education solution specialist.

SOLUTION

360° Transform, Educate, Engage

Foster genuine public connection & digestible communication with humanised older sister persona, redefining its value proposition & utilising strategic key periods.



Watch Video



6.7
mil

66% of Malay TV
Viewers

1.7
mil

Extended Reach
From Branded Content

4.7
mil

Radio Listeners

+17.4%

Loan Reimbursement

+16.8%

New Account Openings

+ 6x

App Downloads

> 9.6 mil

Reach

> 1.6 mil

Views

> 1.1 mil

Engagements

The OR1ginal taste of Malaysia Wonda-fully uniting Malaysians

CLIENT

Wonda Coffee

CHALLENGE

Strengthening Market Share

Wonda Coffee, known for pioneering canned 'Kopi Tarik', sought to solidify its market leadership in the ready-to-drink segment.

SOLUTION

Cultural Celebration Convergence

Uniting 11 radio stations in 4 languages to celebrate Malaysia's National Day. Featured multilingual announcers, song requests, and cultural trivia contests, creating a 'kopitiam' atmosphere on-air across the nation.



+1.2x

Purchase Intent

40%

FM listeners

22%

Consideration Shift
among CHI & TAM
listeners

78%

SYOK digital listeners

64%

Viewed it as the
"Most original Malaysian radio
experience, uniting stations as
Original Malaysia Taste"

**High
Engagement**

OR1FM listenership
exceeded average radio
genre by 19%-21%

THE
MALAYSIA
BOOK
of
RECORDS

For the most radio stations broadcasting
the same feed

Nippon Paint VirusGuard gets people listening to their walls

CLIENT

Nippon Paint

CHALLENGE

Pivoted to address consumers' growing health concern

Stimulating interest in a low involvement category by revitalizing VirusGuard variant as the only innovative paint solution on Health and Wellness.

SOLUTION

Giving a voice to the dirtiest surface in the home - walls

The 'voice' was brought to life through a series of 3 video capsules with high frequency rollout on TV, radio and digital, alongside scientific accreditation of Silver Ion Technology formulation that's proven effective against 99% of Human Coronaviruses.



Watch Video



10%

Market Share

4
mil

Views for Capsule
on YouTube

+511%

Sales Growth

+50%

Spike in search for
"Virus Guard"

+6x

Sales Distribution

Sunsilk Strong & Long campaign inspires Gen Z to STOP, KEEP, GROW

CLIENT

Sunsilk

CHALLENGE

Reclaiming Market Leadership

Facing a market share decline amid growing competition from Korean brands and shifting preferences among Gen Z Malay women, Sunsilk needed a strategic push.

SOLUTION

Bold Revival with K-Pop Vibes to Reinvent Long Hair Care

Taps into Gen Z's deep affinity for music and pop culture by integrating K-pop elements and catchy tunes like "slay", "don't cut" into its messaging, with the core idea to empower long hair thru a dynamic musical experience, leveraging a TikTok Music Dance Challenge and AR filters to boost participatory engagement and resonate with Gen Z.



+18.9%

Market Share
within the launch month

14%

Value Growth
(2X of the total hair care category average)

12%

Volume Growth
Penetration among Gen-Z Malays

11.4 mil

Music Video Views

1.4 mil

Average TV Ratings
(vs. Season 1)

Dove uncovers the 'Real Story' behind hijabis struggle with hairfall

CLIENT

Dove

CHALLENGE

Authentic Connection Needed

Dove aimed to penetrate the Malay hijabi market by addressing their real hair care struggles, amidst a competitive landscape and capitalise on a declining rival's market share.

SOLUTION

'Sis Dove' Debunking Myths Through 'Cerita Sebenar'

A persona embodied by KOL Nani Roc, a hijabi herself, to authentically present real-life hijabi hair care struggles via branded capsules, social media conversations online and on-ground beauty workshop, fostering genuine conversations and community engagement.



Watch Video



DOVE UNCOVERS THE
'REAL STORY' BEHIND HIJABIS
STRUGGLE WITH HAIRFALL



+2.3%

Product Penetration
(vs pre-campaign period)

+0.8%

Growth in Dove Micellar
hair care range
(2022 – 2023)

17%

Market Share Peak
(surpassing closest
competitor)

4.5
mil

Reach

+1%

Malay Penetration
(vs pre-campaign period)

889K

Digital Views

KFC's 'Daebak K' Redubs Malaysian Oppas into Korean Viral Sensations

CLIENT

KFC Malaysia

CHALLENGE

Introducing a new product – Korean fried chicken

Creating a buzz that resonated with Malaysians while integrating KFC into the Korean pop culture wave.

SOLUTION

"Koreanising" local drama - Projek High Council, a record-breaking series

The birth of the Daebak K movement – dubbing meme video trend, turning actors from local drama into Korean-speaking "oppa", humorously centered on KFC's K-Cheese Crunch cravings, bridging two passionate fandoms – K-fans and local drama enthusiasts.



Watch Video



CLEAR Men seizes half time: gamifying World Cup breaks for fans

CLIENT

CLEAR Men

CHALLENGE

Navigating creative roadblocks

Non-sponsor status during the FIFA World Cup Qatar 2022™ ; weakened market dominance...

SOLUTION

Owning the halftime space with live gaming experience

Capitalised on fans' FOMO by staying connected throughout the World Cup journey thru second screens with rich media ads, social updates, and gameplay, messaging centered around "Long Lasting Freshness to Conquer the Matches".



Watch Video



#1

Men's Shampoo in Malaysia
(5.9% Market Share)

8 mil

Total Reach

+4.5%

Penetration
(Q4 2022 vs Q3 2021)

36,000

Players

90,000

Game Sessions

> 356K

Views

+9.6%

Volume Usage
(vs past 3 months)

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Thank You

