Romano's Fragrance Gets to Front of its Target

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.

BACKGROUND

Romano, a perfumery and personal care brand for contemporary men including Eau De Toilette.

In the intricate landscape of the Malaysian fragrances industry, both local and international brands engage in a fierce competition for the top spot in consumers' mind.

THE CHALLENGE

Romano, amid the fragmented fragrance industry, faces a daunting challenge –

> To cut through and substantially elevate its visibility.

The battle is fierce, with competitors standing as formidable obstacles to overcome.

CAMPAIGN OBJECTIVES

Romano aimed to make its mark by driving awareness of a specific product variant, a crucial move to ensure prominence amidst close competitors.

TARGET AUDIENCE

- **B40** households
- **M40** households

STRATEGY

Astro Addressable Advertising across Linear TV and Video On Demand.

Campaign length:

4 weeks

THE RESULTS

Brand Consideration Shift After Ad

- **OVERALL** +14% pts
- Males: +17% pts *key demographic boost*
- Upper B40 Income Segment: +25% pts *high-value audience*
- Southern Region: +21% pts *strong regional impact*

ACTIONABLE INSIGHTS

The results underscore a pivotal turning point for Romano. To capitalise on this momentum, the brand should focus on amplifying and solidifying its presence among the likely buyers group - the 35-44 age group in the Northern and Southern regions.