EYE MO Shines Strong as The Real Thing

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

EYE MO, an established personal care brand was having a new launch.

There was a growing challenge for the brand with a few key players in the market, all holding strong market position highlighting different benefit claims.

As the brand name is generic to the category, this campaign was aimed at reinforcing that they are the **"real thing"** vs other competitive brands especially amongst their key audience of Gen X and Gen Y.

THE CHALLENGE

EYE MO is a generic name synonymous with the personal care category. So, often times competitive brands will come to mind first instead of the original established brand.

It was imperative to drive awareness of the real thing, while identifying the crucial insights involving the target audience i.e. what brands they were currently using and what brands they intended to purchase.

CAMPAIGN OBJECTIVES

To reinforce its brand proposition "EYE MO is the real thing" in the minds of their sought-after audience, especially amongst the Gen X and Gen Y audiences.

STRATEGY

Astro Addressable Advertising across Linear TV and Video On Demand.

Audience Segment:
Households with Gen X and Gen Y

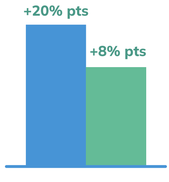
THE RESULTS

Overall brand consideration increased especially amongst Chinese, North and East Coast region, with much higher consumption lift from Females.

Completion rate

Among 500K household impressions

Consumption Lift



OVERALL brand consideraton uplift
+11% pts

- Chinese | +30% pts
- Region (North & East Coast) | +20% pts
- Age 25-34 | +19% pts

ACTIONABLE INSIGHTS

Capitalise on the improved brand consideration amongst Gen Z and Chinese to drive trial and usage.

Tailor messaging by gender to increase relevance on product usage, given the stronger response seen among female audiences.