The Most Reliable Telco Network

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

Communication service providers are competing with one another to build-out and deploy commercial 5G networks.

This brand wanted to position itself as the leading brand for more Malaysians by celebrating the diverse networks that make up the nation; from families to businesses, seniors to the young gamers.

Whether at home, at work, or on-the-go, be it for leisure, business or studies – they will be all-ways connected with the most reliable internet experience with zero downtime and always ahead as one.

THE CHALLENGE

In preparation for 5G, all telcos in the nation are competing for high brand perception and value amongst Malaysians with the aim of becoming the most reliable network with fastest speed and widest coverage.

CAMPAIGN OBJECTIVES

To reinforce its position as the leading brand for Malaysians, providing the most reliable, all-ways connected, fastest network services – always ahead as one.

STRATEGY

Astro Addressable Advertising across Linear TV and Video On Demand.

Audience Segment:
Mass

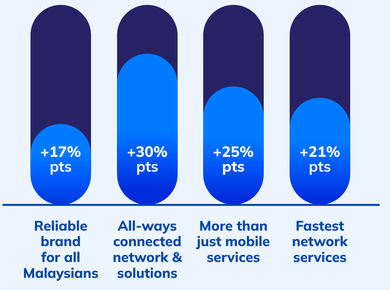
THE RESULTS

The campaign delivered a positive shift in brand perception amongst those who have seen the addressable ad vs not.

92%
Completion Rate

322K Household Impressions

Brand Perception Lift



ACTIONABLE INSIGHTS

Leverage on the improved brand receptivity to drive consumer's intent on product related initiatives.