astro media solutions

Own the Weekend

Need a Weekend Push for Maximum Impact?
One integrated burst across media, social and creators, built for awareness and immediate action in a single weekend.

01

Audio Domination

6 Radio Brands: ERA, SINAR, MY FM, MELODY, HITZ, MIX

288 Sweepers: 48 per station, 2x/hour, 10AM to 10PM, Sat to Sun

02

Social Amplification

72 Posts OR Stories: 1 every 2 hours, 10AM to 10PM, Sat to Sun

200,000 social clicks

03

Creator Activation

10 KOLs: 3 Micro + 7 Nano

10 Contents: 1 TikTok video per creator

Est. Audience 60K, Reach 15K, Engagement 1.5K

When to deploy

Movies: Opening-weekend buzz and Ticket sales
Retail: Payday, Festive and Flash-Sale urgency
Launches: First-day Awareness and Conversation
Events: Last-call Tickets and Attendance
Campaign rescue: A Final Burst before the Offer Ends

Maximum Impact, Minimum Lead Time.

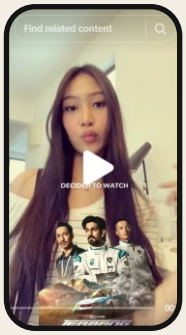
*As stated in the supplied Terbang case-study reference. T&C applies.

Proof in Action: Terbang

Campaign Objective:

To accelerate ticket sales for *Terbang* through a rapid, integrated activation across Astro media, social channels and creators—building buzz, amplifying audience engagement and turning weekend excitement into cinema visits.





Sample Creator Video

Video link here

2.1M
Cumulative Reach
(**2.6x** avg. frequency)

5.2M
Total Impressions
(**-34%** eCPM*)

9,949
Total Social Mentions
(across 1st Apr - 13 Oct 2026)

177%
Mention Increments
(compared to previous period)

3.78M
Total Social Engagements
(across 1st Apr - 13 Oct 2026)

3.8%
Avg. Click-through Rate
(Avg. benchmark 0.6%)

67%
Growth in Box Office

201,700 Clicks in **48** Hours