

EVERY LOOK DESERVES ITS OWN FRAME



Watsons Pentas Raya Glam

Watsons Malaysia
Accenture Song | MBCS

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BACKGROUND

Raya is Malaysia's most competitive period for beauty and healthcare, with brands often blending into a sea of promotions. Watsons saw an opportunity to turn Raya beauty prep into a moment of self-expression, becoming part of how Malaysians show up for the celebration.

The campaign aimed to **build awareness and consideration while improving conversions, ROAS, and CPA efficiency** versus previous Raya campaigns.

CREATIVE STRATEGY

Rooted in the cultural tension of sedondon (outfit coordination), Pentas Raya Glam turned Raya into a stage for individuality. A hero film established the world, while four YouTube Shorts became new chapters, each built around a different character, product truth, and Raya moment.

YOUTUBE APPROACH

- Sequenced teasers and a hero brand film to build anticipation and emotional depth at scale.
- Extended the story through four Shorts, each designed as a new chapter for mobile audiences, not a cutdown of the hero film.
- Used Day 1 Masthead, VAC, and playlist strategy to sequence reach, engagement, and conversion.

RESULT

+43% VTR

20.28% vs 14.23% in 2025 Raya baseline

+27.5% conversions

from video campaign

2x ROAS lift

alongside -50% CPA

SEA GRAND JUROR 2026

Oliver Kittipong Veerataecha
Chief Brand Officer, True Corporation Plc.



"We have not seen retail like this. This is brilliant and inspires me. It's not just storytelling—it's story selling."