2016 Smarties™ Indonesia: Winning Strategies from Indonesia's Best-Performing Mobile Campaigns

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Smartphones are fast becoming the most dominant device in Indonesia as ownership continues to soar. There are now 65 million mobile phone users in the country and this is projected to grow to 92 million by 2019[1]. What's more, Indonesian consumers are spending more time on their mobiles each day. According to Kantar Millward Brown's AdReaction study, multi-screen users[2] in Indonesia spend 42% of their screen time on smartphones, ahead of television (26%), tablets (13%) and desktop or laptop computers (21%). These factors highlight the centrality of mobile in the daily life of an Indonesian consumer, presenting numerous opportunities for marketers to create impactful mobile campaigns that resonate with their audiences.

To help marketers understand the characteristics of effective mobile campaigns, Kantar Millward Brown partnered with the Mobile Marketing Association (MMA) on the 2016 Smarties™ Awards for the third consecutive year, and examined the drivers that make for truly compelling, powerful and award-winning work.

By analysing the entries and winners, Kantar Millward Brown identified four key themes to emerge from the 2016 Smarties™ Indonesia Awards and the successful features of the winners:

Focusing on long-term brand objectives

There has been a significant change in how top marketers are using mobile in their campaigns. Instead of short-term sales, this year's winners focused on using mobile to impact long-term brand objectives such as improving perceptions, educating consumers and changing behaviours.

Smarties™ winner Lazada is a prime example. The eCommerce business developed a campaign to encourage more Indonesian consumers to shop on their phones. Lazada created a variety of native ad placements on Opera Mini, one of the most popular browsers in Indonesia, that drove people to the mobile site. These included in-feed ads and "speed dial" thumbnails, a visual bookmark that is displayed every time users open a new tab, giving them quick access to the site in one click. Lazada also analysed each user's shopping preference to design an optimised shopping experience. With the knowledge of each shopper's behaviour, Lazada was able to provide exclusive offers and products to each unique user.

[1] https://www.emarketer.com/Article/Asia-Pacific-Boasts-More-Than-1-Billion-Smartphone-Users/1012984
[2] Multiscreen users are defined as people who own, or have access to, a TV and a smartphone and/or a tablet.

This campaign was a huge success. Lazada reached 30 million users on a monthly basis via advertising and drove over 1.5 million monthly active users to the site. Most importantly, Lazada saw a compelling behaviour change amongst Indonesian shoppers. By the end of 2015, 60% of Lazada's total sales were on mobile and the brand became the number one eCommerce site on Opera Mini.

Using multiple touchpoints to magnify impact

The use of complimentary touchpoints helps brands maximise the impact of campaigns. Kantar Millward Brown's CrossMedia studies show that on average 40% of brand impact generated by multimedia campaigns in Indonesia is driven by media synergy i.e. media working together with each other. This year, 64% of the winning campaigns integrated mobile with other channels to amplify brand experience for consumers.

Smarties™ winner Unilever developed a multi-brand campaign, "1001 Inspirasi Ramadan" to highlight the challenges Indonesian mothers face during Ramadan. Unilever created a mobile hub which housed a large amount of Ramadan-related content including recipes, hijab fashion trends, Ramadan travel advice and more. Search, video, display, social media, TV and Out-of-Home (OOH) advertising formats were used to create awareness and pique consumers' interest. Unilever also partnered with top local mobile application, GoJek to create a pop-up store to sell bundled Unilever products connected to the campaign.

Mobile video is on the rise

This year, 29% of the winners included a video element in their campaigns – an increase from 11% in 2015. As Kantar Millward Brown's LinkNow for Digital study shows, video advertising is more impactful in delivering brand messages and driving purchase intent compared to static banners.

Recognising that Indonesian consumers were more likely to purchase movie tickets if they had a connection with the characters, Smarties™ winner Disney created an interactive mobile video ad to promote its latest animated feature, Finding Dory. Disney invited users to explore their 360-degree coral reef and meet the eight characters at the end of the video. Users were able to save the date of the movie premiere in their phone calendars and buy their tickets from the mobile website. Thanks to the success of the campaign, Finding Dory hit number two at the box office and set the record for the highest weekend opener sales for an animated film in Indonesia.

Engaging executions

This year, 71% of the Smarties™ winners had content that highly engaged consumers in the moment. Winning campaigns targeted their audience with campaigns that delivered useful, fun and rewarding content at the time they were open to it and via the channels they were already using.

To elevate the engagement further, some winners integrated technologies such as geo-targeting, virtual reality (VR) and augmented reality (AR) into their campaigns to bring consumers into action and involve them in ways that allowed them to be immersed in the brand.

For instance, Smarties™ winner Rexona launched the 'Rexona Streetview' campaign to promote its new product, Rexona Antibacterial Defense. Using geo-targeting, Rexona targeted men at crowded bacteria hotspots such as bus stops and train stations after office hours. A rich media ad incorporating augmented reality technology was triggered as user approached the bus stop, giving them a complete 360-degree view of the location, temperature and humidity level in real-time. The brand leveraged such moments to communicate messages around its new product which protects against bacteria and helps consumers feel refreshed after a long commute.

While some winning campaigns used the latest technology**,** some used more simple executions such as Interactive Voice Response (IVR) and SMS in an innovative manner.

Smarties™ winner Pepsodent developed a campaign to educate Indonesian mothers about night time brushing. The brand worked with a famous Indonesian storyteller to retell traditional tales interwoven with messages on the importance of oral health and night time brushing.

Pepsodent used Ultra Mobile Broadband (UMB) and Interactive Voice Response (IVR) technologies in the campaign to make this service accessible to mothers from across all socio-economic classes. Users were able to listen to bedtime stories by dialing *200*2020#. The campaigns resulted in a high volume of calls, with 85% of the monthly quota happening in the first week of the campaign. Most importantly, Pepsodent recorded a 39.1% increase in sales against last year.

An analysis of this year's winning campaigns has shown that an effective mobile campaign is one that focuses on long-term brand objectives and demonstrates an understanding of how the audience acts and thinks - and then translates this understanding into the campaign execution. Winners focused on elevating consumer interactions in an experiential way through the use of technology. They created useful, fun and rewarding content that resonated with their consumers, delivering relevant and engaging brand stories.

About author

Pandu is an Account Manager at Kantar Millward Brown in Indonesia. He joined the company in 2012. Pandu started out in the quantitative team and has moved to a more specialised role in the Media & Digital team in 2014. Pandu has worked with both local & multinational clients spanning industries such as FMCGs, Telco, Financial services, Electronic goods, Digital publishers and eCommerce.

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