

Bridging Creativity

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MMA
MOBILE MARKETING ASSOCIATION



Indonesian consumers are getting more connected than before...

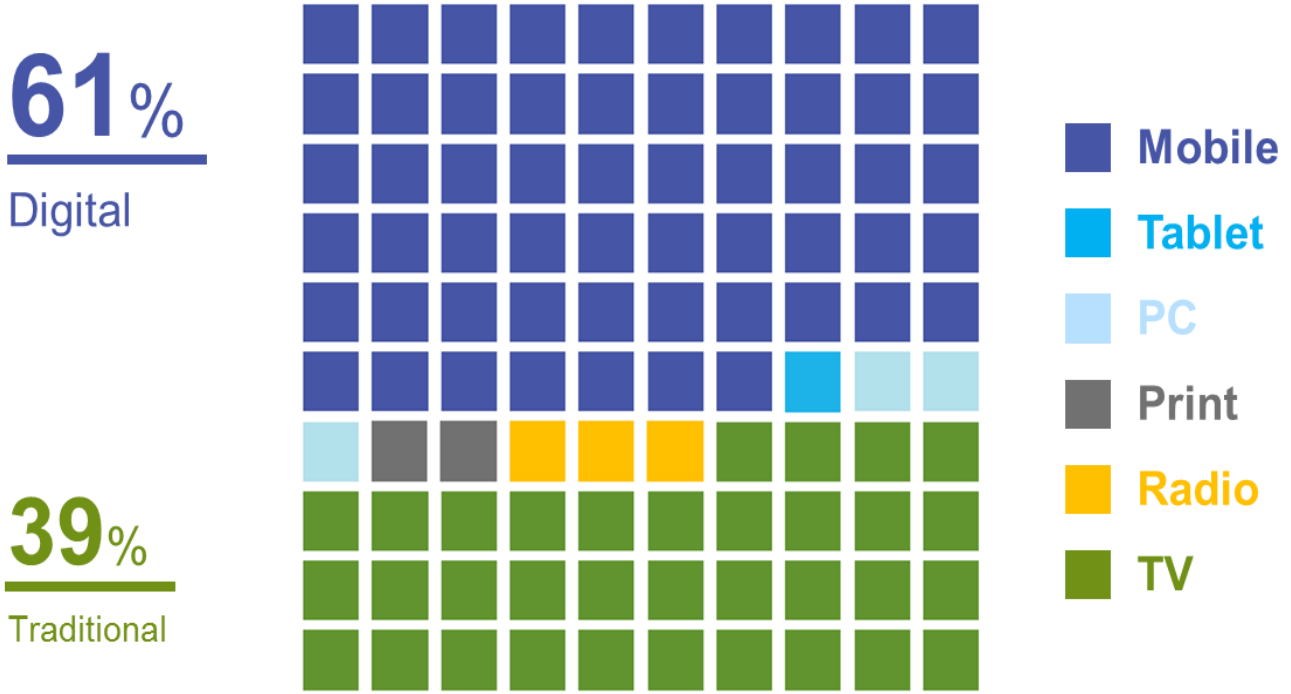
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Indonesian online consumers are getting more digitally connected with mobile domination.

Ways to reach audience can be diverse with a mix of digital (mobile) and traditional placement.

SHARE OF TIME PER MEDIUMS AMONG ONLINE POPULATION



Source: KTNS Connectedd Life

Time spent online is similar regardless where the consumers are. It is important to stay connected to consumers anywhere.

PENETRATION & HOURS SPENT ONLINE AMONG ONLINE POPULATION



TOP 9 CITIES



OTHER URBAN



RURAL

	TOP 9 CITIES	OTHER URBAN	RURAL
Online Penetration	High	Medium	Low
Daily online consumption hours	2.7	2.7	2.6

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Source: KTNS Connectedd Life

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With multimedia consumption, there are more opportunities for brands to connect to consumers

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Indonesian consumers are open to multimedia campaigns…

… allowing brands to be remembered, communicate their purpose, and lead them to purchase

Through multimedia campaigns, Indonesian consumers feel that it …









Q017 - AD_BRAND: Advertising Branding. What do you think about advertising from the same brand in lots of different places?

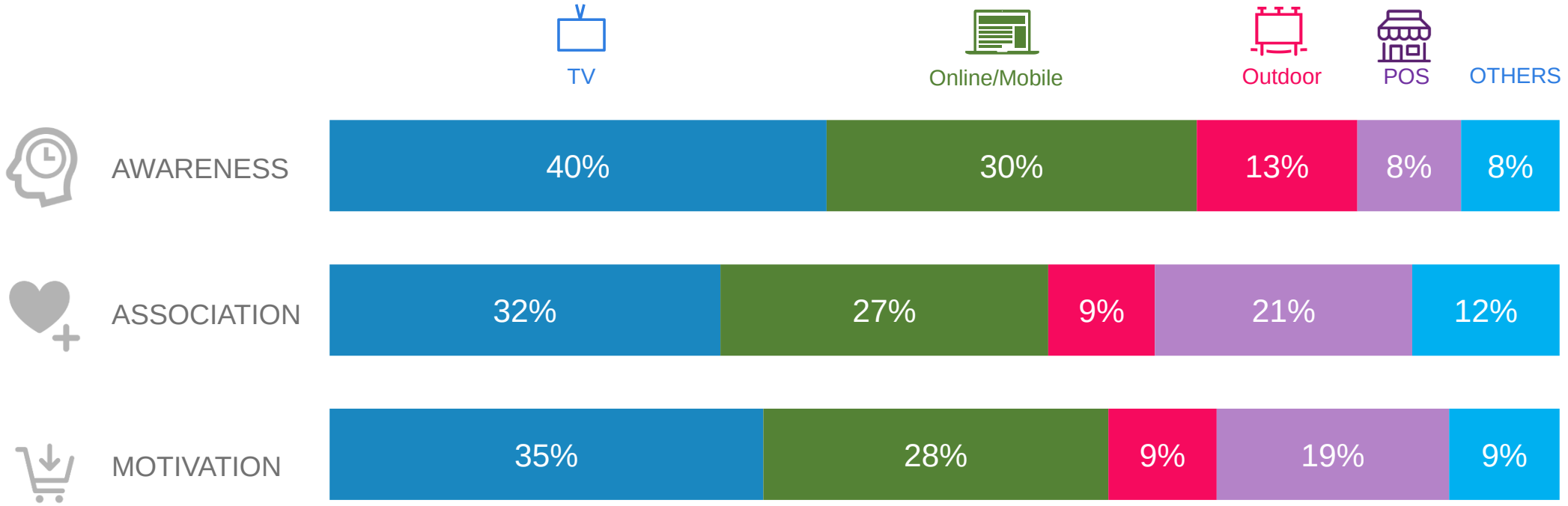
KANTAR MILWARDBROWN MMA MOBILE MARKETING ASSOCIATION SMARTIES

Source: AdReaction 2018 – The Art of Integration (Indonesia)

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Each touchpoint has its role. It is important to understand the role of media and customize content.

ROLE OF ONLINE/MOBILE IS GOOD FOR BUILDING ASSOCIATIONS & MOTION



KANTAR MILWARDBROWN MMA MOBILE MARKETING ASSOCIATION SMARTIES

Source: CrossMedia Indonesia Database (tested among ~30,000 consumers)

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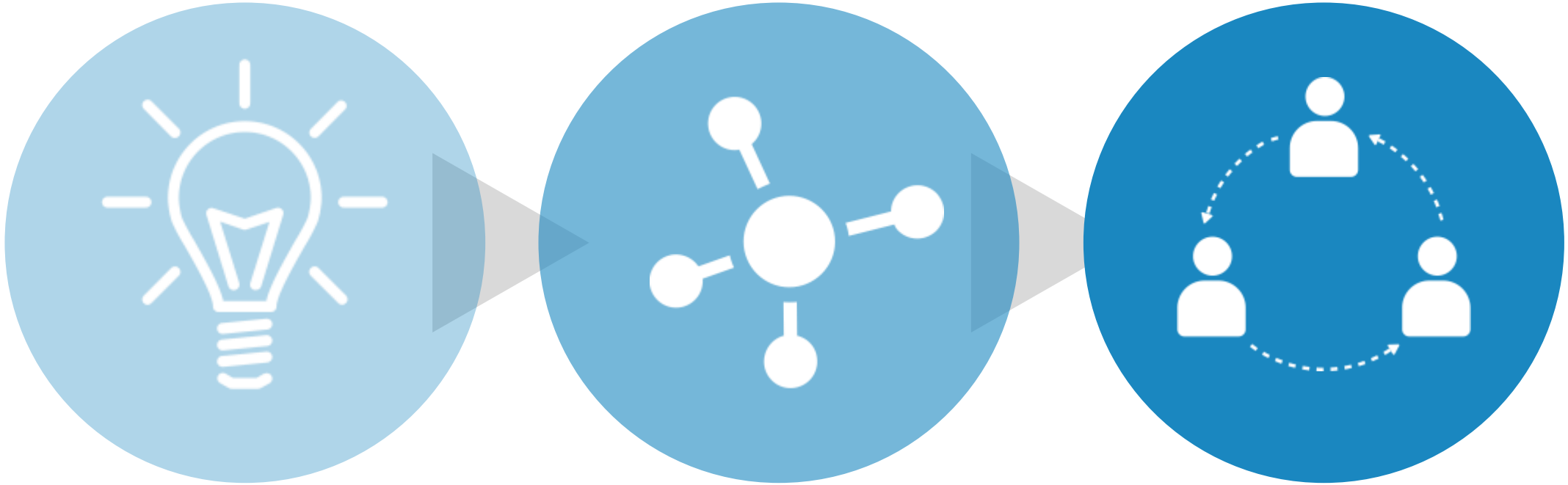


So, how do we make mobile work in a multimedia campaign?

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Recipe for winning integrated campaigns…



Start with strong campaign idea

Have good creative content throughout

Customize – go personal & contextual

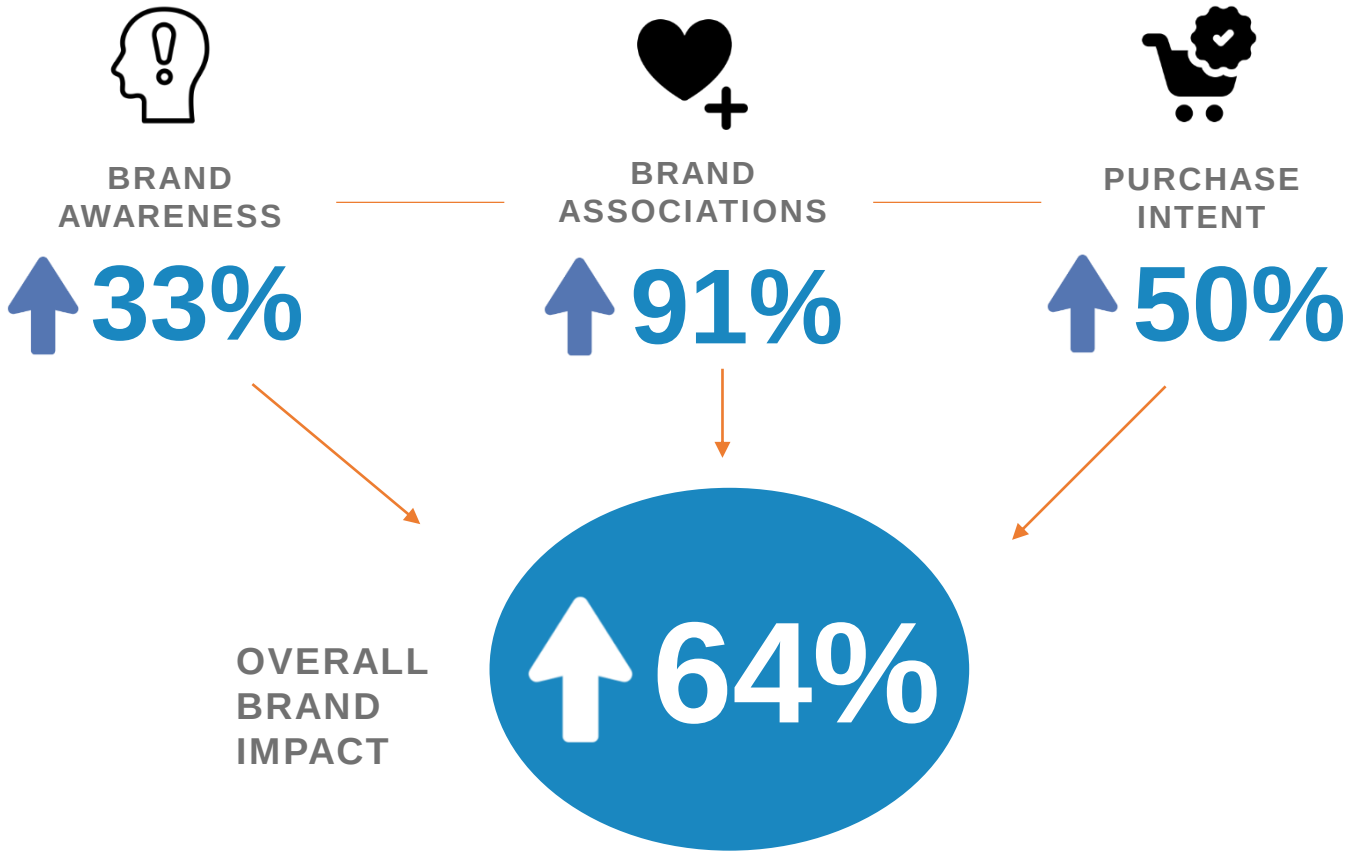
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Campaigns with a strong central idea demonstrate higher potential to make a big impact.

BRAND IMPACT AMONG CAMPAIGN WITH STRONG CENTRAL IDEA

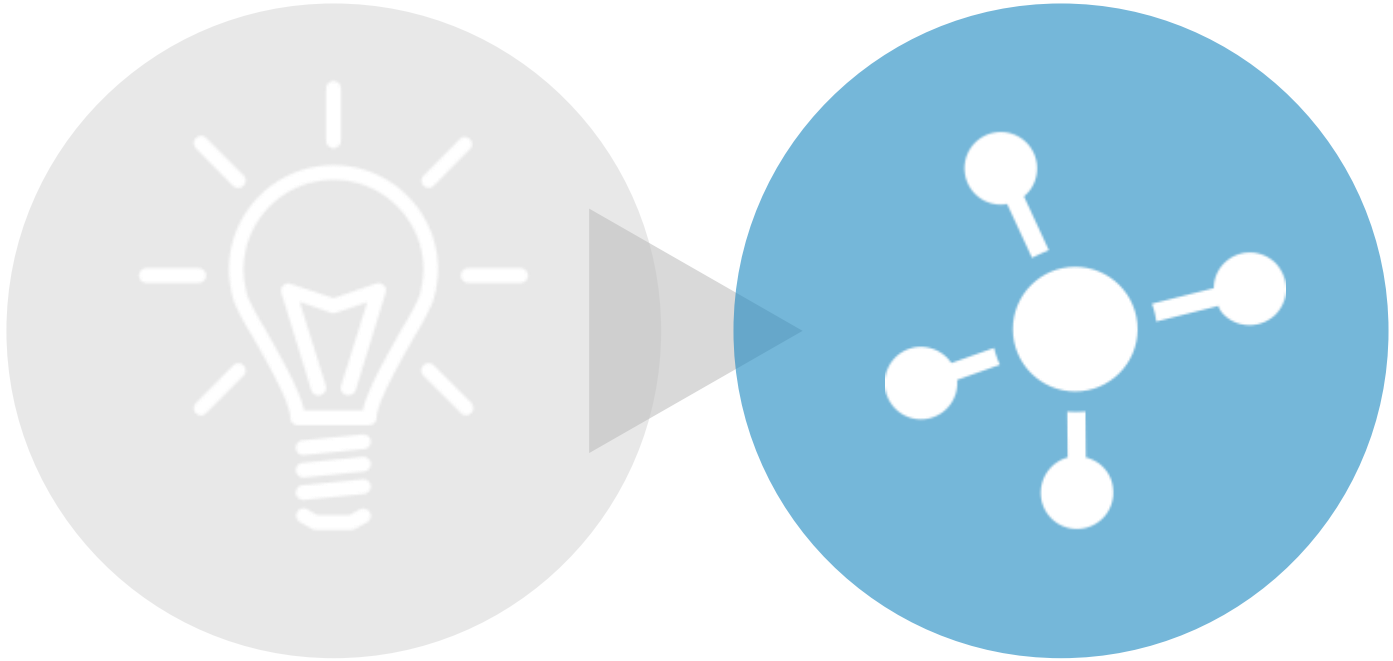


KANTAR MILWARDBROWN MMA MOBILE MARKETING ASSOCIATION SMARTIES

Source: Global CrossMedia Database

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Recipe for winning integrated campaigns...



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Have good creative content throughout

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What makes a successful online content, especially mobile...



Make people feel something



Stand out at the start



Consistent brand presence (cues and role)



Get the length just right



Consider the context



Avoid overloading with ‘messages’ - a positive impression may be enough

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Source: Millward Brown’s Creative Learnings

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Grab did a good job for its Ramadhan campaign by utilizing longer and shorter versions to fit the context and serve different brand objectives.

Grab Indonesia - #BahagiaItuDekat (#RamadhanIsNearby)

LONGER VERSION OF “RAMADHAN” BIG THEME (60s)



Bought **emotional sentiment** – peaceful and happiness story during Ramadhan.

The long version provided a platform for Grab to tell an emotional story.

SHORTER CLIPS ON RAMADHAN SERIES (7s)





Deployed multiple shorter versions on key moments during Ramadhan. And delivered a single-minded message.

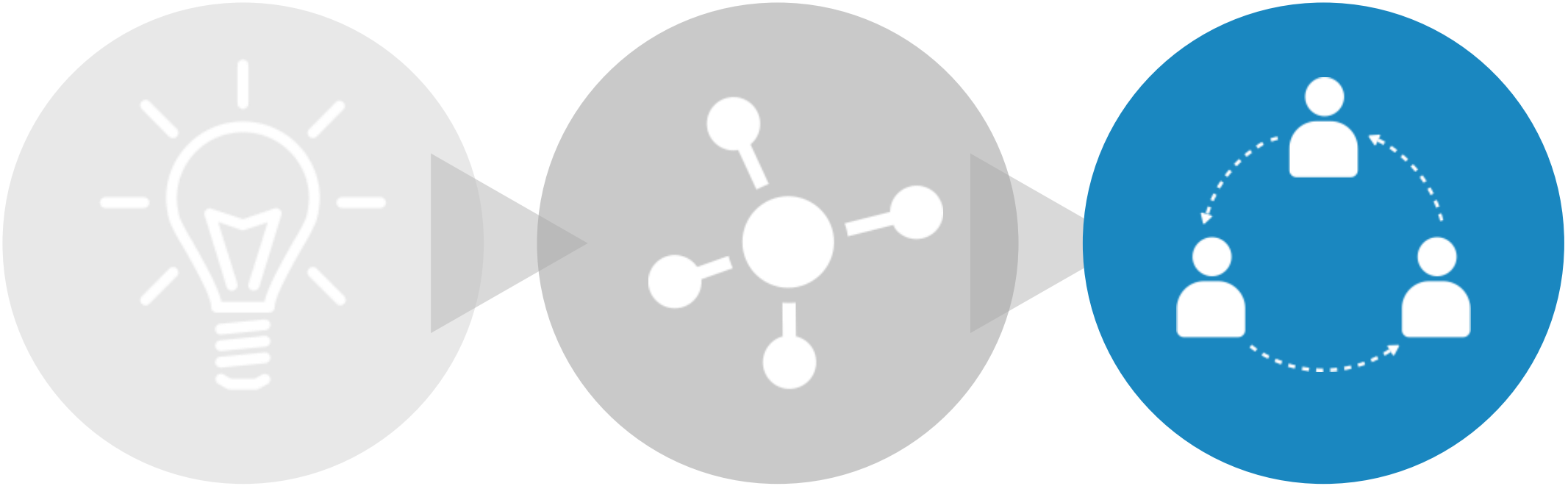
It acts as a reminder of what Grab can do for customers.

KANTAR MILLWARDBROWN MMA MOBILE MARKETING ASSOCIATION SMARTIES

Source: Millward Brown’s Creative Learnings

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Recipe for winning integrated campaigns...



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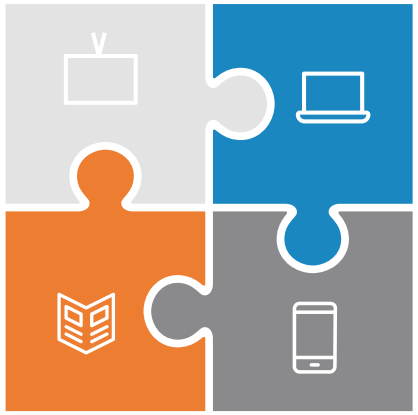
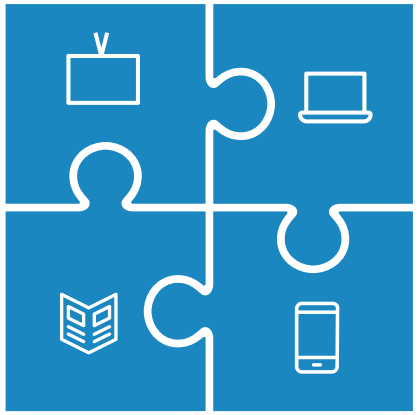
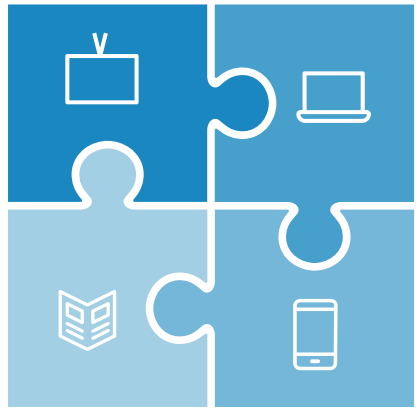
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Source: AdReaction 2018 – The Art of Integration (Indonesia)

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Multimedia campaign works when we understand how consumers use each channel & the objective that is important for the brand.

	Not Well Integrated	Integrated, Not Customized	Integrated and Customized
			
	The campaign idea was not clear in many channels	The campaign idea was consistent in most channels	The campaign idea was consistent in most channels AND creative was tailored to each individual channel
Overall Impact vs. campaign with less than 4 media	↑ 4%	↑ 16%	↑ 26%

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Source:AdReaction 2018 & Global CrossMedia Database

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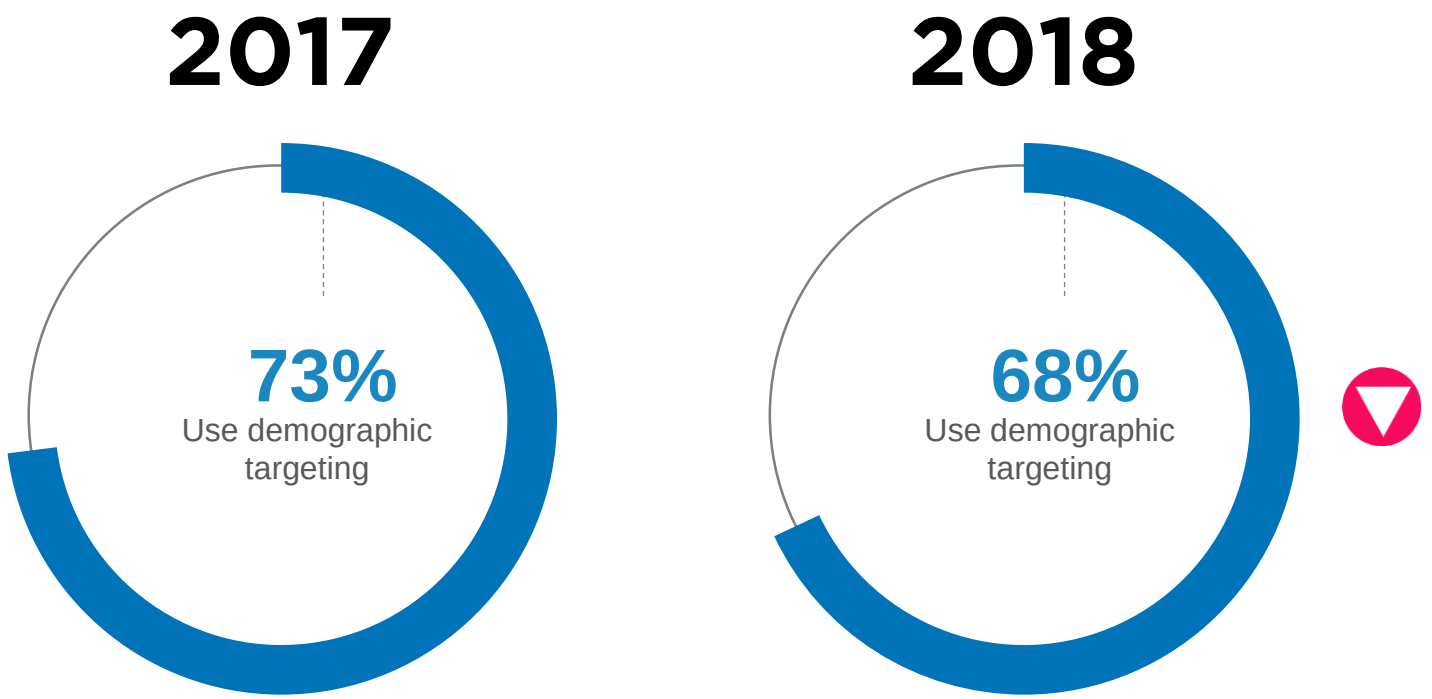
The winning campaigns are using less demographic targeting.

AGE

GENDER

LOCATION

% OF WINNING CAMPAIGNS WITH DEMOGRAPHIC TARGETING



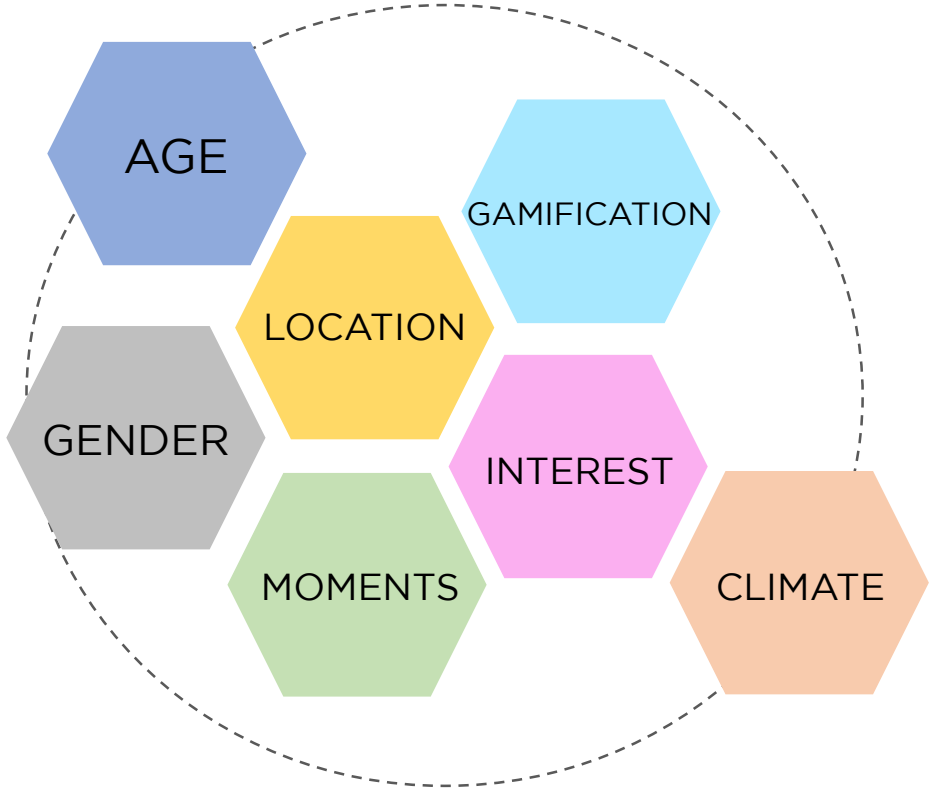
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Source: MMA Insights 2018

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To customize on mobile, we need to go beyond conventional. In fact, we are getting smarter at targeting the right audience.



2017 → 2018

+21%

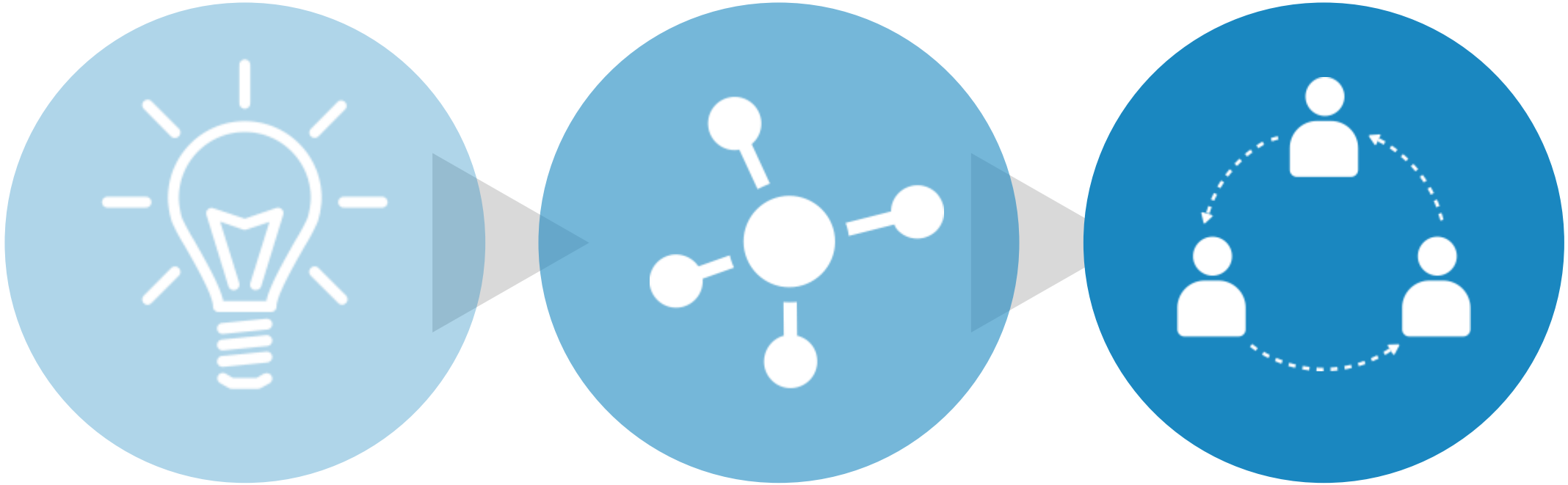
Winning campaigns use sophisticated targeting

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Source: MMA Insights 2018

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In Summary...



Start with strong campaign idea

Have good creative content throughout

Customize – go personal & contextual

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THANK YOU

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