
ASIAN GAMES 2018
“Pride of the nation”

Praise to Indonesia from all over the world

THE STRAITS TIMES

SPORT › Football Tennis Formula One Ba

Singapore ke...
Rp 10,2 JT
traveloka

Indonesia kicks off biggest ever Asian Games



The New York Times

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Indonesia Welcomes Asia With Explosive Opening Ceremony

By Reuters

Aug. 18, 2018

JAKARTA — A spectacular pyrotechnic show, including a simulated volcanic eruption, lit up the Jakarta skyline on Saturday night as Indonesia rolled out the red carpet for the continent's elite athletes in the opening ceremony for the 18th Asian Games.

JawaPos.com

REUTERS

SPORTS NEWS

AUGUST 18, 2018 / 8:39 PM / 2 MONTHS AGO

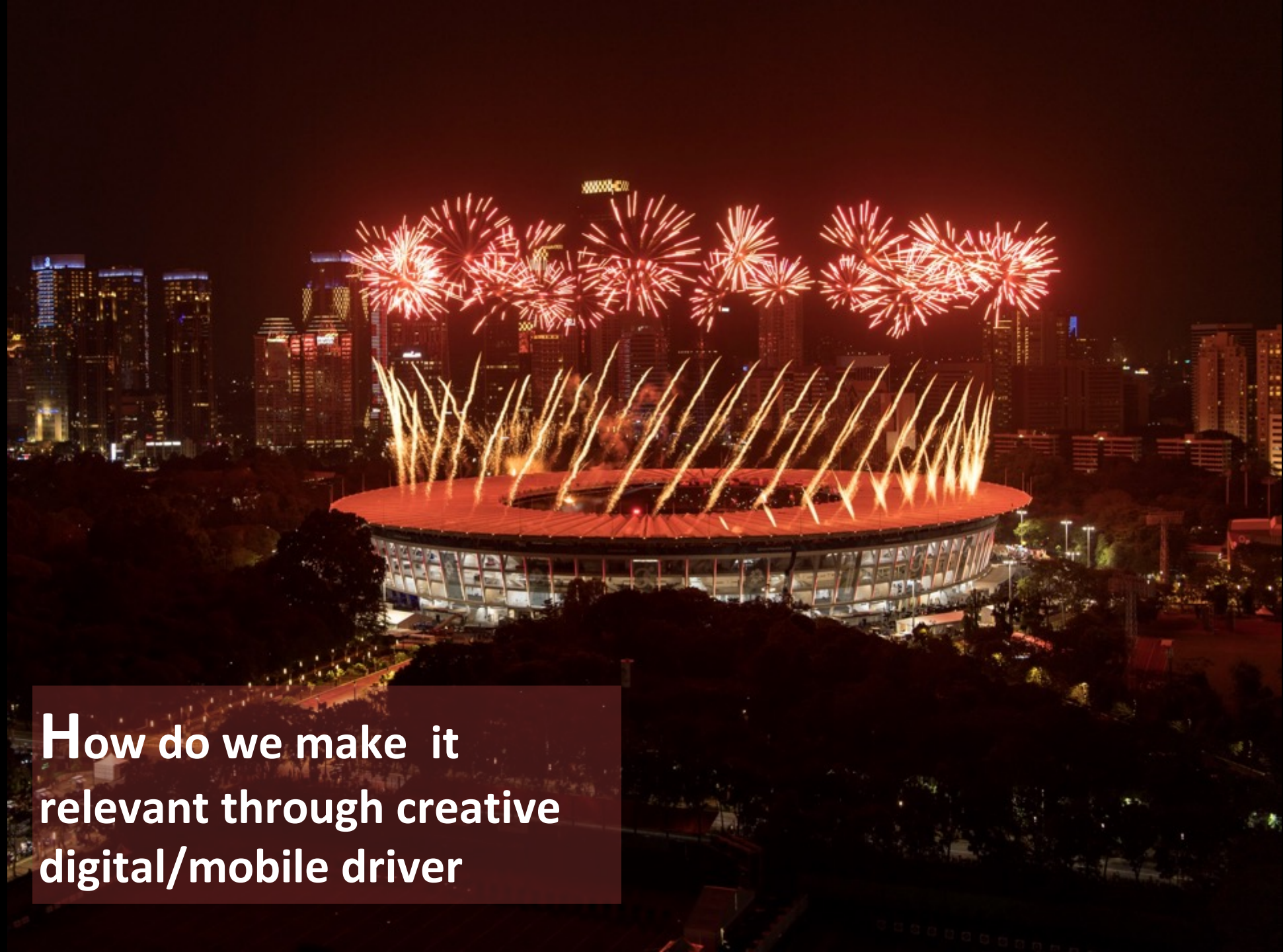
Asian Games: Indonesia welcomes Asia with explosive opening ceremony

Amlan Chakraborty

JAKARTA (Reuters) - A spectacular pyrotechnic show, including a simulated volcanic eruption, lit up the Jakarta skyline on Saturday night as Indonesi

Cookie Consent


Asian Games is more than just a game.


How do we make it
relevant through creative
digital/mobile driver









INNOVATION AND APPS

- First ever branding Face Filter in Indonesia
- 12 Million tweets about ASIAN GAMES and 11 % SOV owned out of all the tweets for our campaign
- 362,000 users downloaded the apps and launched 9,43 million times

AG Pay the official application of the Asian Games 2018 to make digital (non-cash) payments using mobile phones during the event. Avoid long payment queue and shop at various merchants at Asian Games events . Convenient shopping experience because it connects with BRI, BNI and Mandiri bank accounts.



Asian Games Official Mobile Games 2018 developed by Anantarupa Studios., as the official game developer for Asian Games 2018.
This mobile game is part of digital marketing campaign for the sponsor of Asian Games 2018.

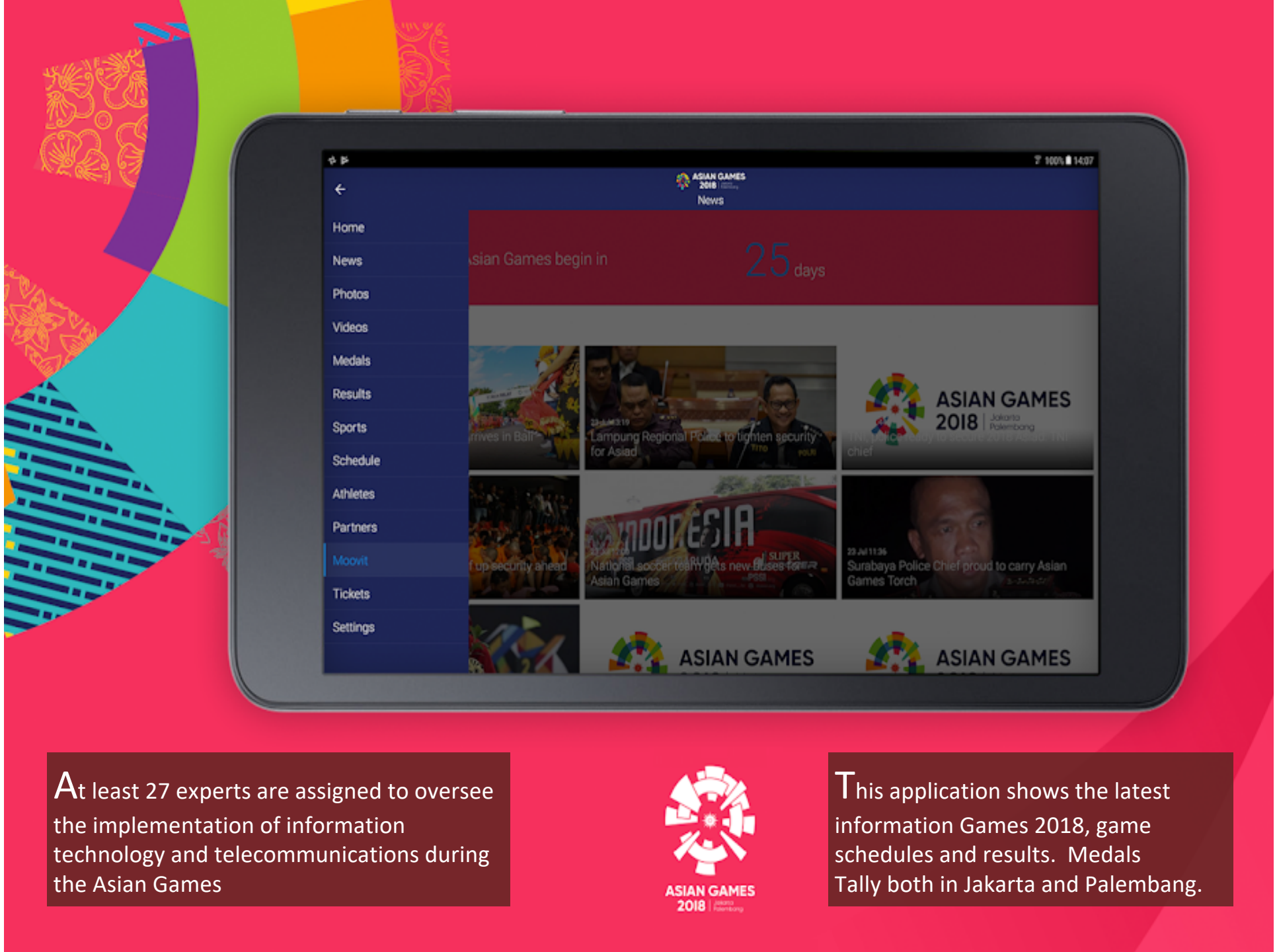




This application provides specific activity information for each participant during Asian Games, as an alternative means of communication and coordination with the team and committee.



Moovit helps people to find public transportation in the easiest and most convenient way to reach their destination. Now serving 16 cities, covering 1.250 routes, and showing real time arrivals of the fleet of TransJakarta, DAMRI Airport, KRL Commuter Line in Indonesia. Used by 200 million users in over 80 countries.



At least 27 experts are assigned to oversee the implementation of information technology and telecommunications during the Asian Games

ASIAN GAMES 2018 | Jakarta Palembang

This application shows the latest information Games 2018, game schedules and results. Medals Tally both in Jakarta and Palembang.

Social Media Growth

- More than 600,000 Youtube Subscribers in 3 months
- More than 700,000 followers in Instagram in 3 months



TOP ENGAGEMENT RATE SOCIAL MEDIA:

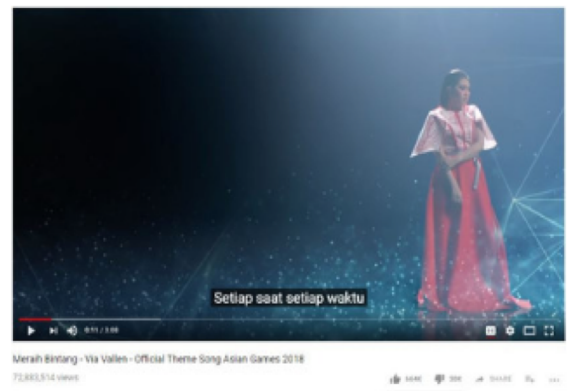
Line Sticker Material in Facebook

ER : 79%

The song was remake in 6 Languages

72 Mio Views

Youtube Video Official Theme Song Asian Games in two months period time



Achievement

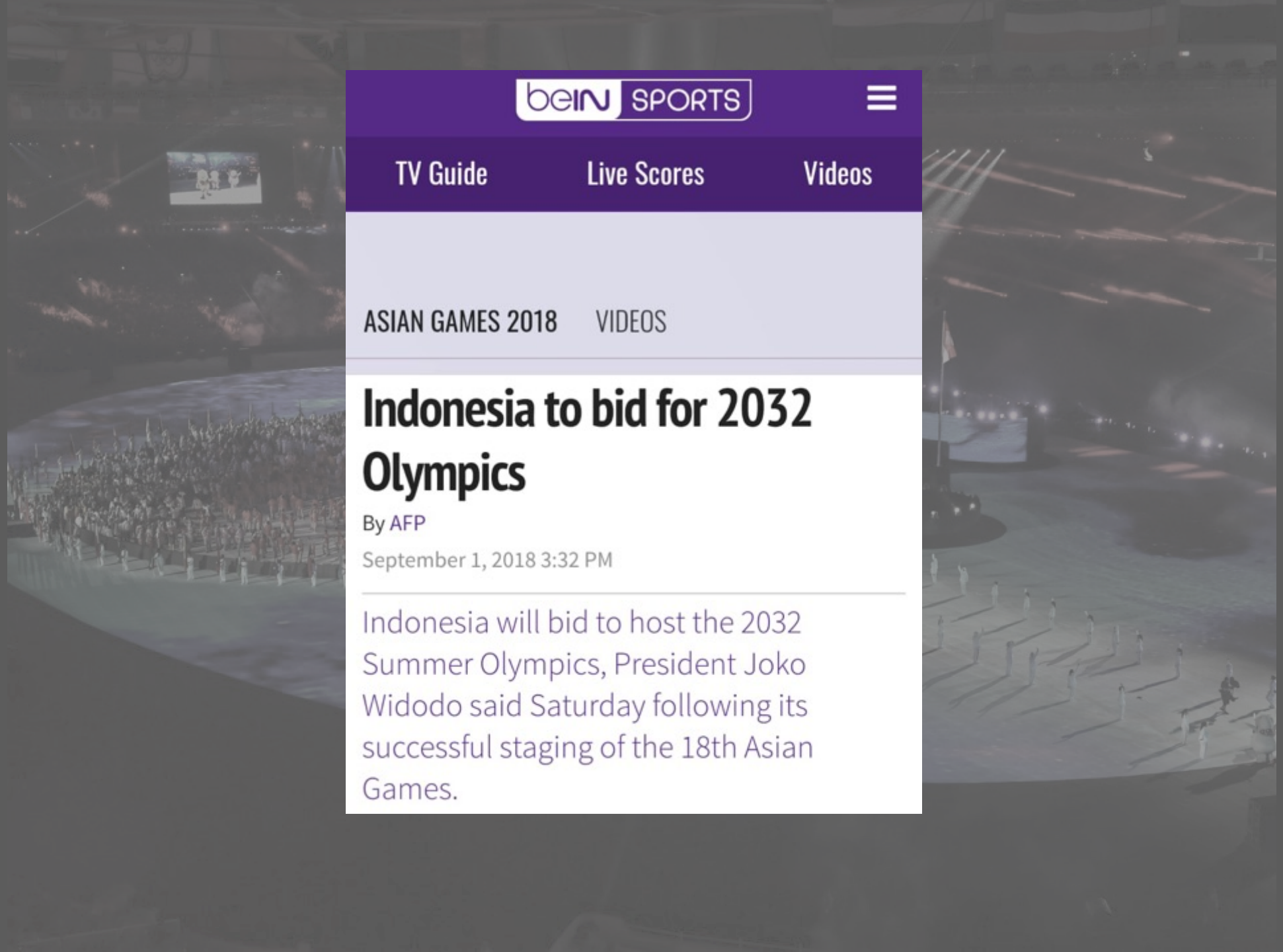


32.000.000
Reach through Social Media

100.000.000
Reach through Digital Campaign

5.306.234.845
viewers

more than **1.000.000**
tickets sold



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ASIAN GAMES 2018 VIDEOS

Indonesia to bid for 2032 Olympics

By AFP

September 1, 2018 3:32 PM

Indonesia will bid to host the 2032 Summer Olympics, President Joko Widodo said Saturday following its successful staging of the 18th Asian Games.


Thank
You