

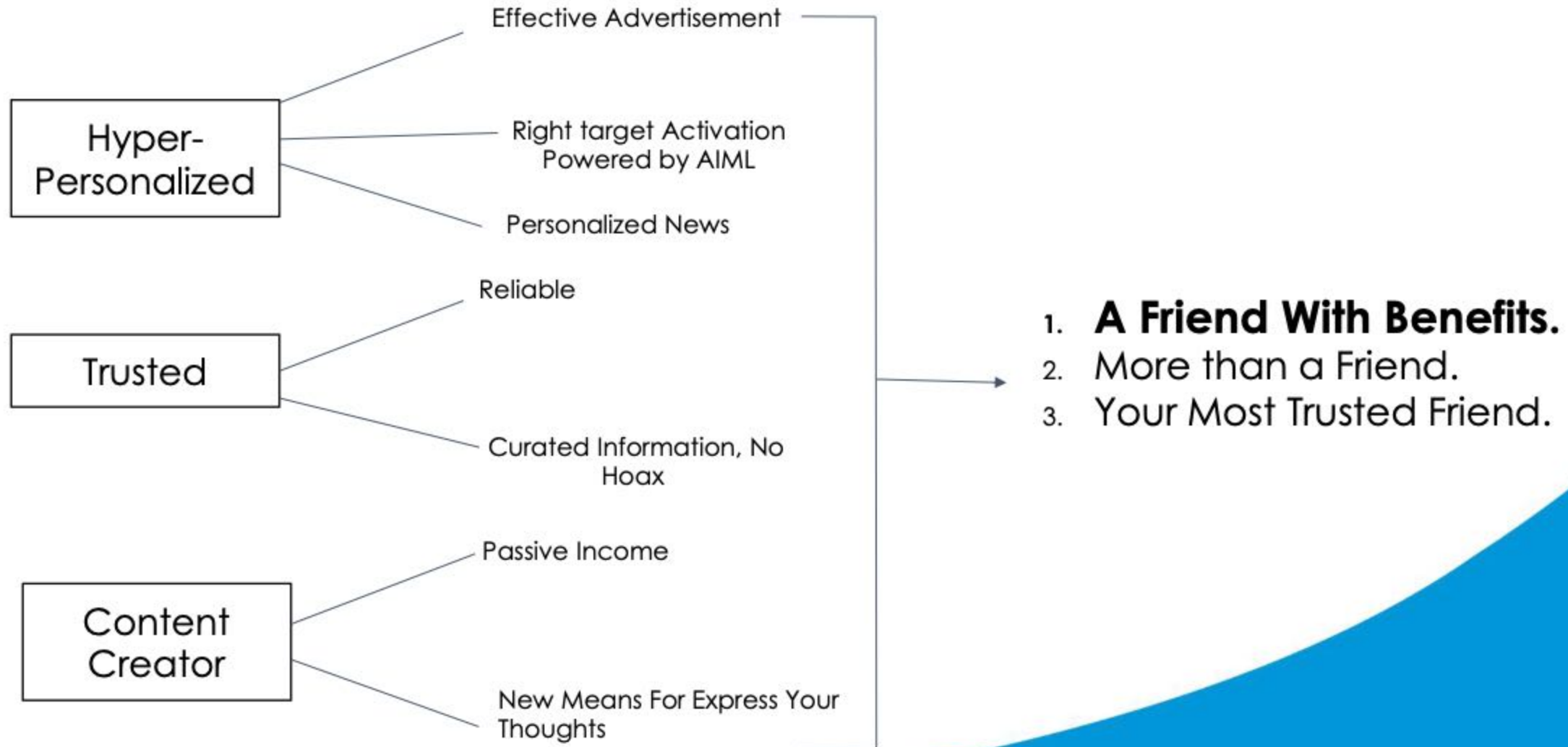


BuddyKu

PROMO CAMPAIGN ACTIVITY



TAGLINE AND JOURNEY : BRAND MESSAGE STATEMENT



CAMPAIGN ACTIVITIES

A.I Personalized Information Apps

Content Creator Ecosystem

The Most Trusted Information Apps

Acquisition : Meet BuddyKu

Maintenance:
BuddyKu Content Creator Community

ATL

- 4 FTA
- 6 Portal + RCTI+
- Koran
- Radio

Media
Promo

BTL

- PRE LAUNCH NOISE
- Press Conference
- Event Program at 4 TV Station

DIGITAL

- IG Live : Event Coverage
- Promo Social Media
- Promo KOL
- Article
- Promo Challenge Video Content Creator + icon

DIGITAL

- Reward points
- Content Creator of the month
- Annual Buddyku Content Creators Party: "BUDDYKU HANGOUT"

Material
Promo

- TVC
- Creative item (NTC)
- Promo Adlibs
- Banner Promo
- Display Ads
- Promo Social Media

- Blue shirt campaign
- Art Installation
- Banner Promo
- Event Material Branding

- Promo KoL
- Social Media Activation

Launching Event

Live streaming

- Press Conference
- Prosesi Launching
- Product presentation
- Music performance
- Sharing Moment with Icon Buddyku + Digital Influencer (KOL)

TVC CONTENT

Personalized

Reference :

Meet your
new friend

TVC CONTENT

Personalized

BuddyKu apps will match your preferences and needs automatically

Mau punya **teman**
yang ngertiin kamu banget?

(Scene 1)

Yang terus berusaha
memahami kamu ?

(Scene 2)



(Scene 3)

TVC CONTENT

TERKURASI, TERPERCAYA

Information apps with trusted source

TVC 1

Masih ragu mana informasi
yang benar?

Daripada capek mau percaya yang mana,
download aja  BuddyKu

Terkurasi, Terpercaya, No Hoax

TVC CONTENT

Content Creator

Through BuddyKu, user can gain income with posting quality content.

Banyak waktu
habis di medsos?

Sekarang waktunya
jempol kamu lebih berfaedah

Tulis dan posting informasi menarik
ala kamu di  BuddyKu

Punya karya,
DAPET CUAN, PULA!



 BuddyKu
Friends With Benefit

DIGITAL ACTIVATION

By BuddyKu Content Icon & KoL

Buddyku Experience



- Video on IG STORY/FEED/REELS
- KoL Share their experience using BuddyKu Apps
- Highlight on BuddyKu Best Features : AI personalised based, No hoax, Content Creator Ecosystem

One Day With Buddyku Challenge



- Video on IG STORY/FEED/REELS
- KoL One day Journey with BuddyKu Apps
- Introducing BuddyKu Best Features
- KoL will challenge audience to make "One Day with BuddyKu Challenge" with prize from BuddyKu or Sponsors

BuddyKu Invitation



- Video on IG STORY/FEED/REELS
- Video presented in intimate style
- Highlight: BuddyKu AI Personalised information App

BTL & PRE LAUNCH NOISE



Stage 1: Massive Blue Attack

Crowd of people wearing BuddyKu T-shirt (MNC employee)



Stage 2: BuddyKu Icons in Blues

BuddyKu Content Icons will wear BuddyKu T-shirt in crowded place with hanging board on their chest

BTL & PRE LAUNCH NOISE



Stage 3: Blue Campaign Billboard



Stage 4: Coverage on The News

Coverage on 4 FTA Social Media and TV

LAUNCHING EVENT



1 TVC Profile + User Journey Buddyku App



2 Opening Speech by Bapak Hary Tanoesoedibjo



3 Processing Launching : BuddyKu apps Presentation



4 Introducing All Buddyku Icons



4 Entertainment



5 Set References

Duration : 60 minutes
Production Type : Live, Live Streaming
Media : iNews, all portal MPI, RCTI+
Venue : Studio RCTI+
Date : November 2021 (tbc)



BuddyKu

MARKETING CAMPAIGN ACTIVITY



CAMPAIGN ACTIVITIES

Campaign Items

Event, Sponsorship and Digital Activation

Awarding and Prizes

Launching

Content Activation

- Content with BuddyKu Icons
- Talkshow with Icons, content Creator, koL and Guest Star from client.
- Content Creator of The Month (by category)
- Annual Buddyku Content Creators Party: "BUDDYKU HANGOUT"
- Quiz and Giveaway
- Digital Activation: By KoL and Content Icons

Awarding/prizes rewards supported by clients on:

- Prizes for Content Creator of The Month
- Annual Buddyku Content Creators Party: "BUDDYKU HANGOUT"
- Prizes on Giveaway and Quiz

Article

Live streaming

- Press Conference
- Launching Process
- Buddyku presentation
- Music performance
- Sharing Moment with Icon Buddyku + Digital Influencer (KOL)

Media

- BuddyKu
- **Social Media:** BuddyKu, 4FTA, MPI
- KoL Instagram Story & Feed
- Article

- BuddyKu
- **Social Media:** BuddyKu, 4FTA, MPI
- KoL Instagram Story & Feed
- Article

- iNews
- BuddyKu
- 6 Portal MPI & RCTI+
- VOD
- 14 Channel MVN
- Print Ads
- Radio
- **Social Media:** BuddyKu, 4FTA, MPI

EVENT , SPONSORSHIP AND DIGITAL MARKETING

1



Content with BuddyKu Icons

- Live streaming content with Buddyku Icons and KoL
- Discussion topic related to their canal & client's campaign

2



Talkshow with KoL, Content Creator & Guest Star from client.

- Talk show/podcast with Buddkyku icons and client.
- Discuss on topic related to client campaign

Ex.

Kaya di Usia Muda Bersama Bank Mandiri

3



Content Creator of The Month

- Monthly awards presented by sponsors
- Winners are selected based on their expertise category

4 GIVEAWAY AND QUIZ



- Mini Quiz or Giveaway to increase client brand awareness
- Client able to sponsors the gift

KOL References:

Arief Muhammad, Amanda Manopo

5 Annual Buddyku Content Creators Party: "BUDDYKU HANGOUT"

- Buddyku Content Creator Annual Party Meet Up
- Buddyku Awards:
 - BuddyKu Content Creator of The Month
 - BuddyKu Content of The Year (Voted by BuddyKu Users)
 - Annual Collaboration Project of Content Creator of The Month Winners
- BuddyKu Content Exhibition



DIGITAL ACTIVATION

By BuddyKu Content Icon & KoL

BUDDYKU EXPERIENCE



- Video on IG Story/Reels/Video
- KoL Share their experience using BuddyKu Apps
- Highlight on BuddyKu Best Features : AI personalised based, No hoax, Content Creator Ecosystem

KOL References:
Maria Rahajeng, Elizabet Rahajeng

ONE DAY WITH BUDDYKU CHALLENGE

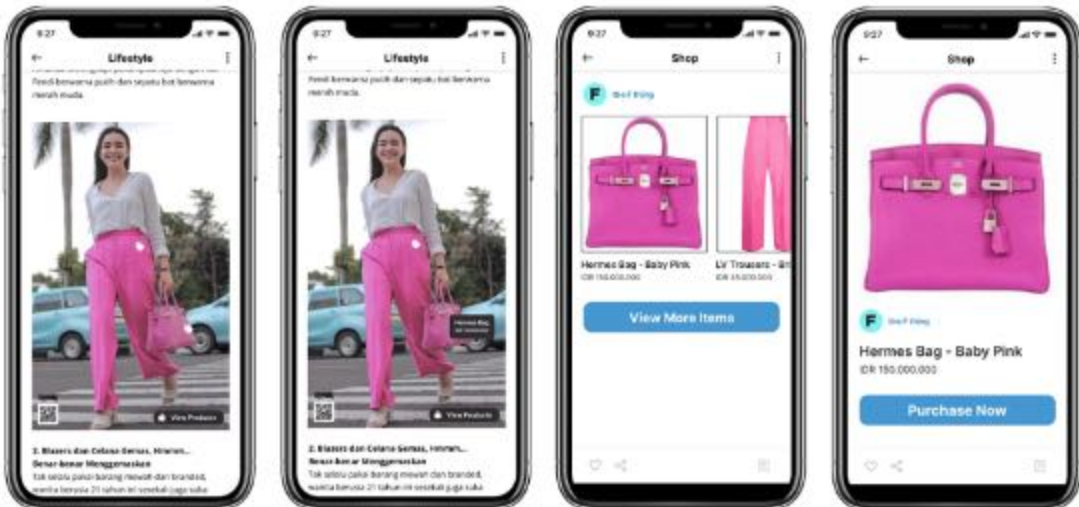


- Video on IG Story/Reels/Video
- KoL One day Journey with BuddyKu Apps
- Introducing BuddyKu Best Features
- KoL will challenge audience to make "One Day with BuddyKu Challenge" with ultimate prize from BuddyKu & Sponsors

BENEFIT POSSIBILITIES

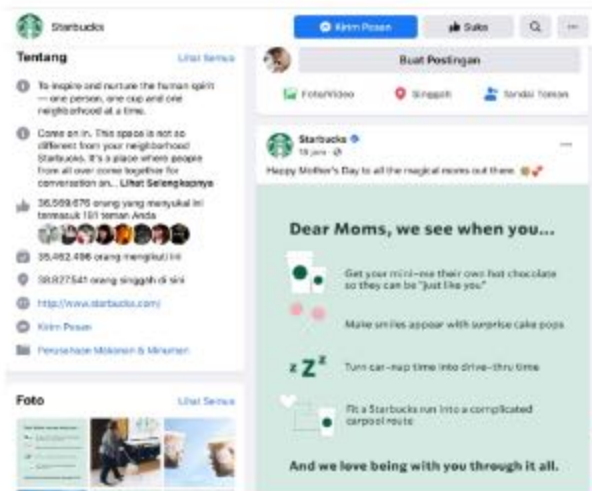
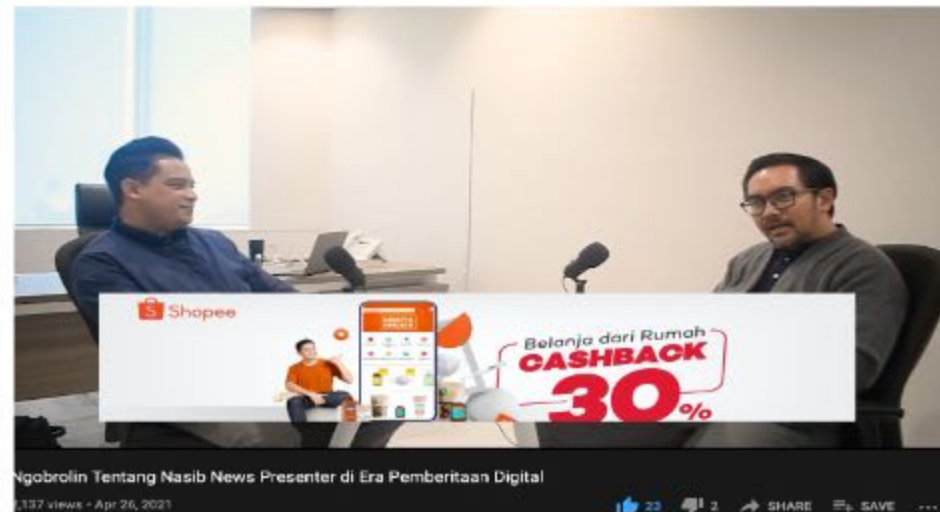
Outbound Link

Link that attach to designated product



Native Ads

Banner on Video/Podcast on related content



Article

Review product on Article or Videos

AWARDING



1 Awards for Content Creator of The Month

- The Content Creator of the Month get E-Voucher, products by brands or sponsors.

2 Content Creator of The Year Award Presented by Brands or sponsors on Annual BuddyKu hangout Community (BuddyKu Content Creator Party)





THANK YOU.