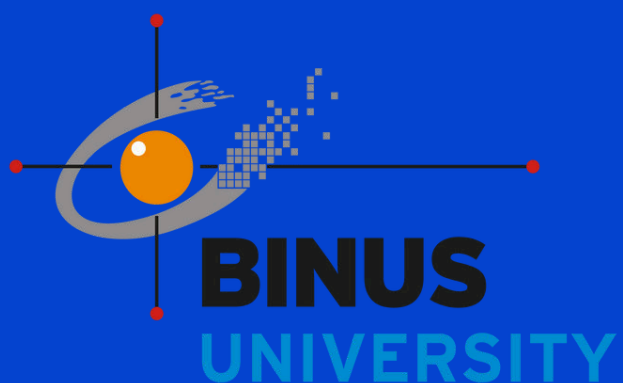


Sustaining A Brand Long-term



Syntia Tri Lestari – 2301870666

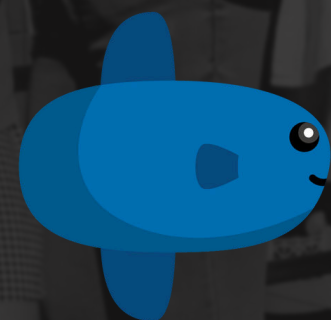
Eliezer Kennard Adna Santoso – 2301887364

Evan Andi Setiawan – 2301862576

Benardy Leodra – 2301874733

Wellium – 2301955453

STAKEHOLDER ANALYSIS



MOLA TV

Stakeholder analysis

Segmentation

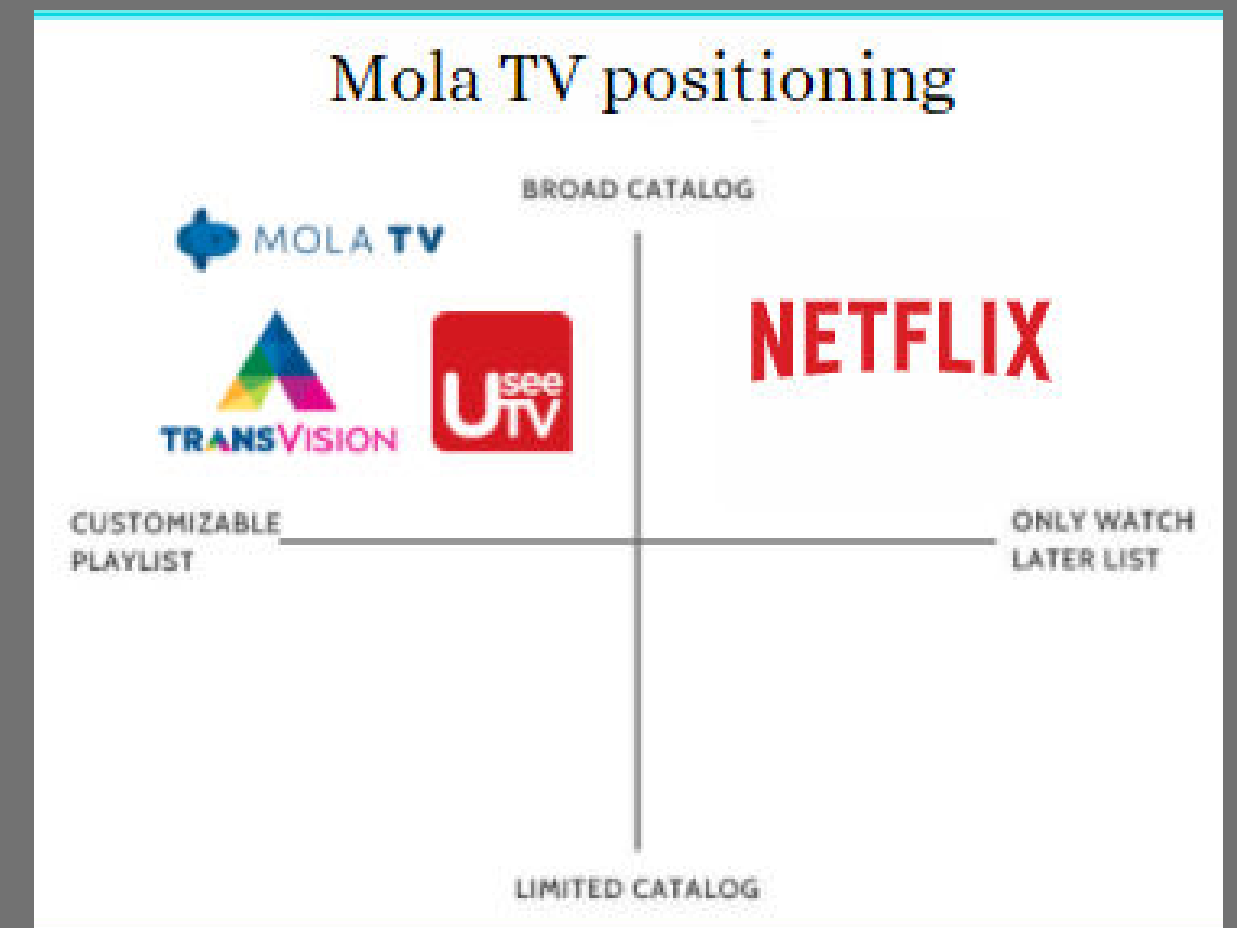
Mola Tv has showcased it's segmentation on these following factors :

- Demographics
18-20 years old, average on 100 thousand rupiah per month)
- Psychographics
To consumers who have an interest in the world of streaming and movies.

Targeting

Mola Tv targets consumers who like various types of film genres in general and specifically in the form of cable TV, IPTV and Video on demand. what is meant by specific genres is people's interest in one genre such as sports broadcasts from abroad

Positioning



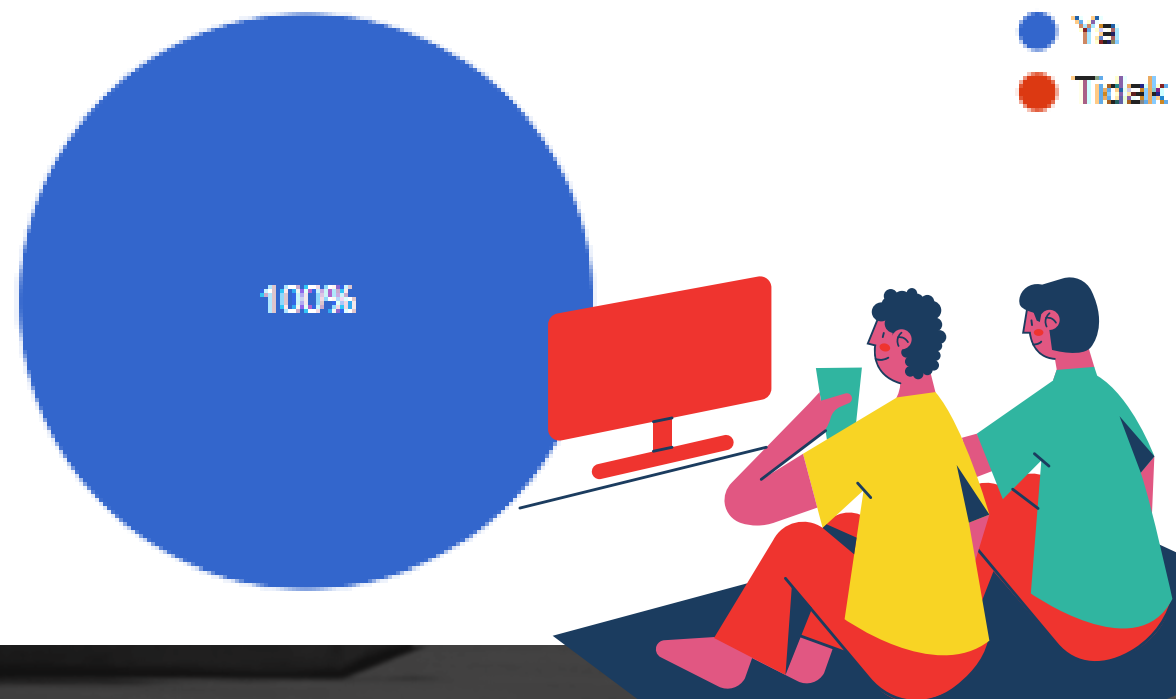
explained that mola tv is a broadcast-based streaming platform and has a playlist that we can customize based on our interests

Online Survey

THE DATA : CUSTOMER INTEREST

Apakah anda Sering menonton sebagai sarana hiburan?

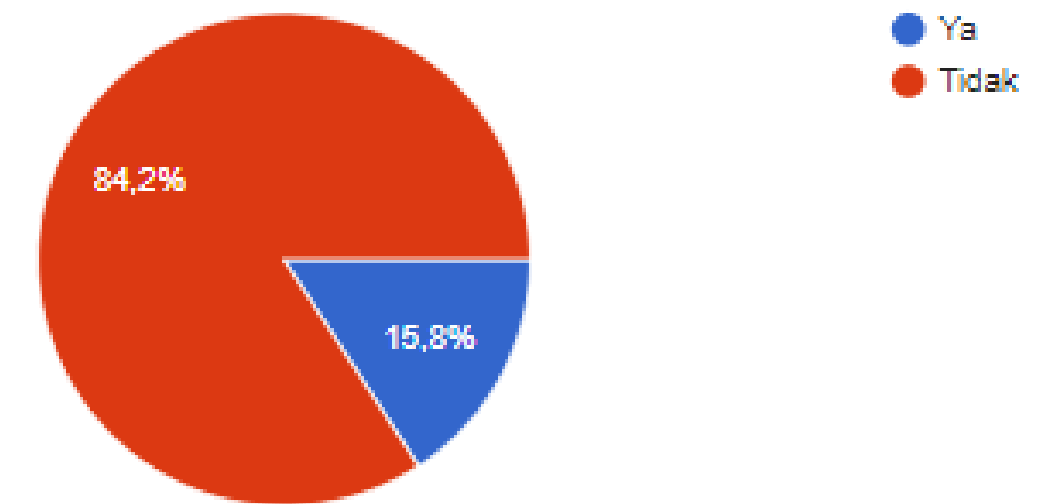
19 jawaban



All audiences stated that they agree that watching is a means of entertainment.

Apakah streaming dengan metode konvensional (menggunakan kabel antena) sering kalian gunakan saat ini?

19 jawaban



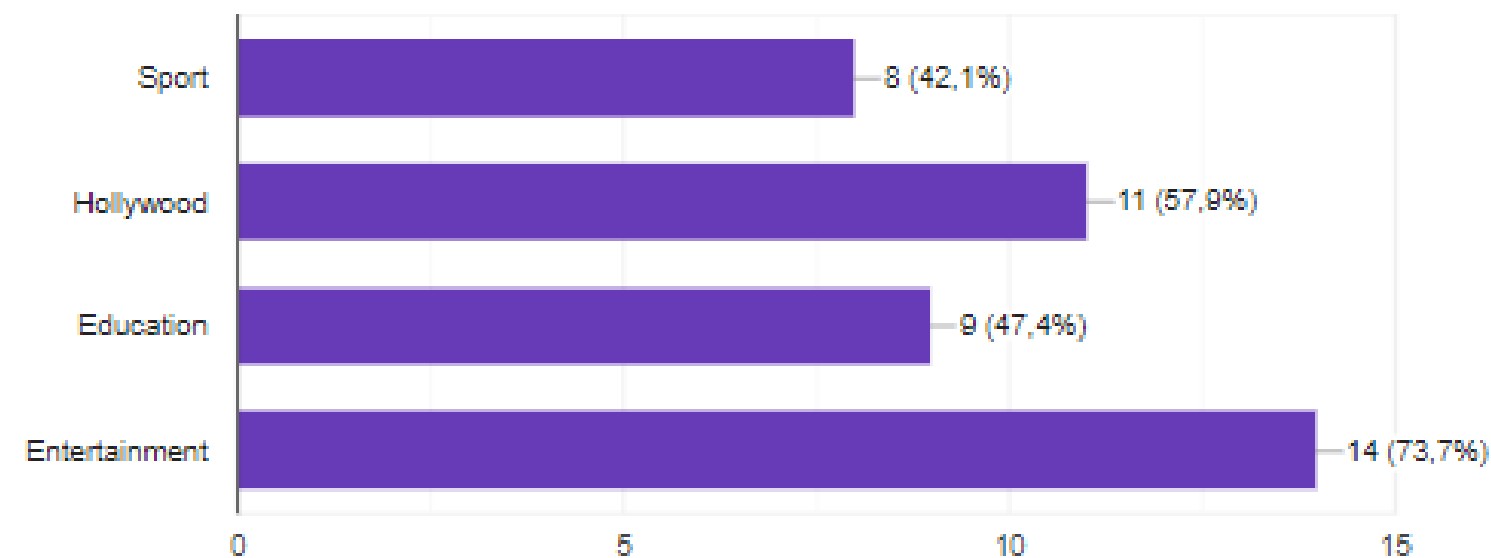
84,2% of the audience stated that they no longer use conventional streaming.

Online Survey

THE DATA : CUSTOMER INTEREST

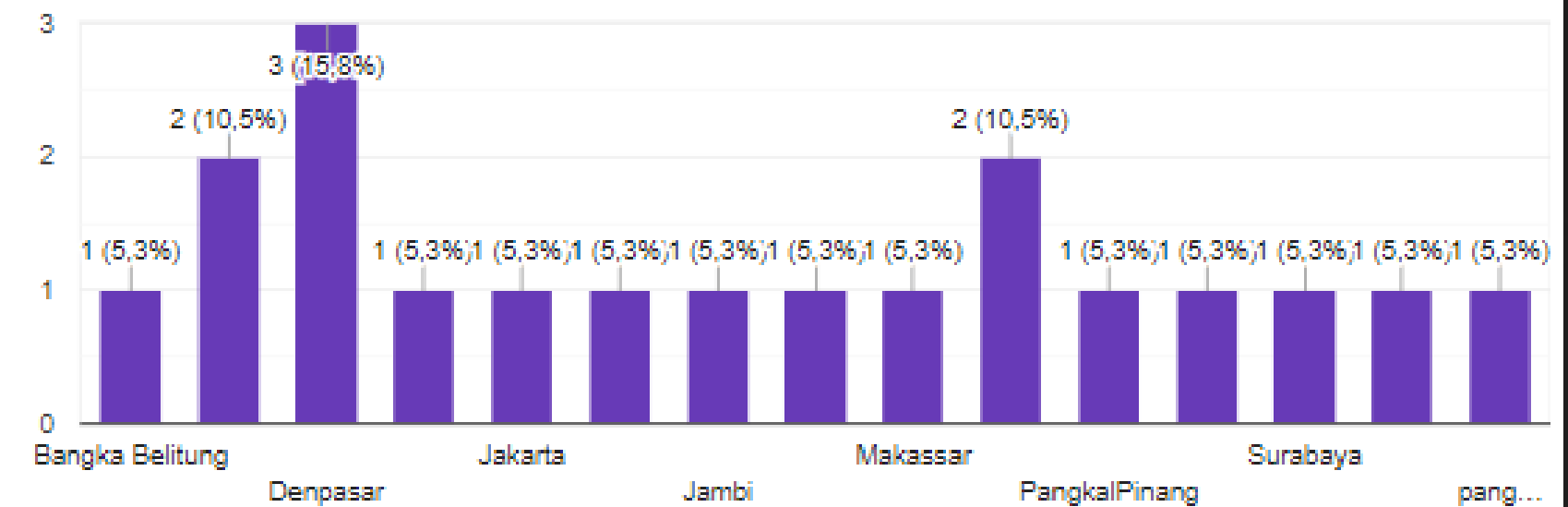
2 Genre streaming apa yang paling diminati? (contoh : sport, hollywood, education, entertainment)

19 jawaban



Kota Tempat Tinggal

19 jawaban

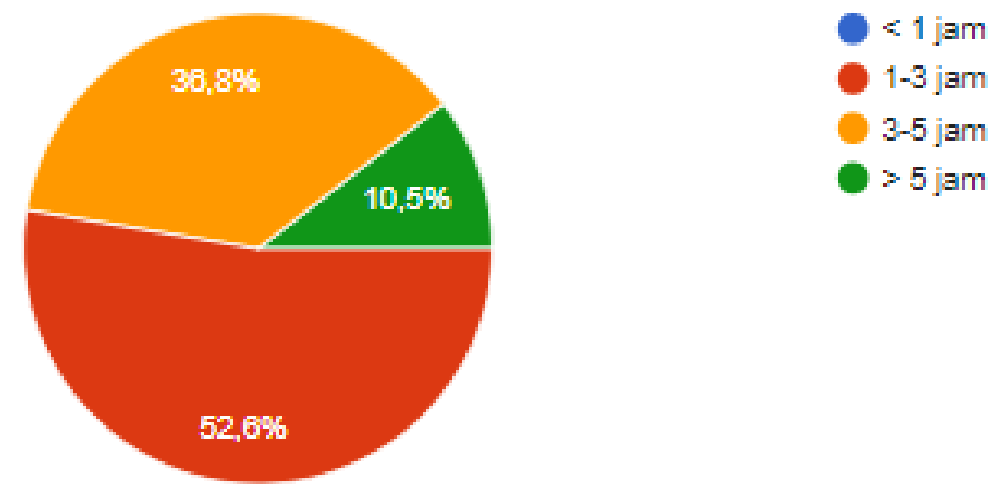


Online Survey

THE DATA : CUSTOMER INTEREST

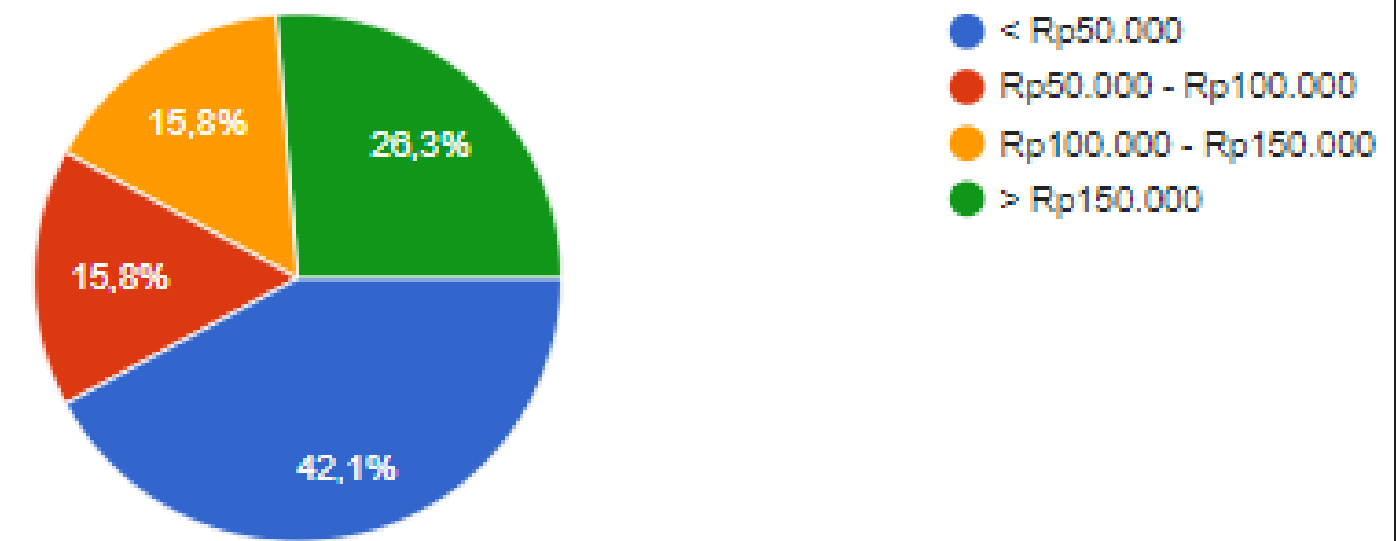
Berapa lama anda menghabiskan waktu menonton tayangan kesukaan anda dalam sehari? *

19 jawaban



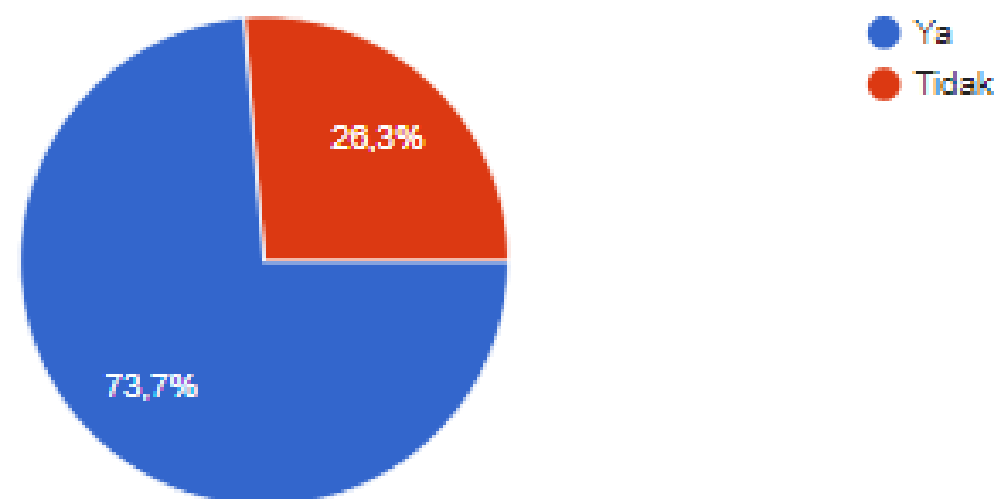
Biaya yang digunakan untuk berlangganan platform per bulannya

19 jawaban



Apakah anda mengeluarkan biaya bulanan untuk berlangganan suatu platform konvensional maupun digital?

19 jawaban



Target Customer



Based on the data we provide above, we summarize that the sample data shows the interest of the Indonesian people, especially young people, in watching films using the IPTV and Video On Demand methods.



They spend 4 hours each day on average watching what they love in a variety of streaming genres. Many of them like entertainment genre films, Hollywood genres, and education and sports genres in this sample.



And also, people who like to use streaming services, they can set aside monthly money to subscribe to their favorite movie platform, which is around 100 thousand rupiah per month on average.

COMPETITOR



NETFLIX

Price

STEP 2 OF 3
Choose the plan that's right for you

- ✓ Watch all you want. Ad-free.
- ✓ Recommendations just for you.
- ✓ Change or cancel your plan anytime.

	Mobile	Basic	Standard	Premium
Monthly price	IDR54,000	IDR120,000	IDR153,000	IDR186,000
Video quality	Good	Good	Better	Best
Resolution	480p	480p	1080p	4K+HDR
Devices you can use to watch	Phone	Phone	Phone	Phone

Netflix offers quite a variety of prices starting from IDR 54,000 – IDR 186,000 / month. From these price variations, the benefits obtained from the quality and resolution of the video as well as the device used to watch also depend on what package you choose, mobile, basic, standard, and premium.

Content

In terms of content, Netflix is unique because it produces Netflix original series that present new series every week. The content is diverse and adapts to all groups from children, teenagers to adults.

Communication Message

Netflix communicates its brand through the tagline "See What's Next". (See) Netflix wants to connect everyone with stories from series or movies on Netflix and explore the world through Netflix. (Next's) Netflix wants to show the continuation of what Netflix will do, innovation, the next show/episode that makes the audience curious.



Netflix communicated its message through its "We watched it all" campaign in 2020. In its campaign, Netflix said that we can watch it all on Netflix., we know Netflix has a variety of genres of series that we can watch.

This campaign invites us to watch and feel like entering the stories of the series or films on Netflix, feeling that we are getting into the story.



Content

Transvision menawarkan konten yang bervariasi dan dibagi menjadi beberapa kategori seperti Film, Hiburan, Gaya Hidup, Edukasi, Tayangan khusus Anak, Berita dan Bisnis, Edukasi, Eksklusif Transvision (program acara Trans Tv). Religi, dan Musik. Channelnya yang tersedia mulai dari 70 – 115 channel tergantung dari paket yang diambil. Konten juga beragam untuk anak – anak, remaja hingga orang dewasa.

Product launched

Xstream android box, Hi-Speed Internet Fiber Optic, Transvision Hospitality, Transvision Hapi products and 2 exclusive in-house channels (Seru channel and Nusantara dangdut channel)

Communication Message

At the end of 2020, Transvision communicated its brand by announcing "Siap Bikin Wow Se-Indonesia" as the main tagline of Transvision's mission in fulfilling TransVision's promise to all families in Indonesia in presenting family shows. In every advertisement or campaign that is a TransVision message communicated by the brand to the audience, by prioritizing the "Family" theme.

Price

Transvision offers 4 packages:

- Gold (Rp.79,000/month – Rp.790,000/year) 70 channels available.
- Platinum (Rp.129.000/month – Rp.1.290.000/years) available 95+channels.
- Diamond (Rp.219.000/month – Rp.2.190.000/year) 100+ channels available.
- The Diamond+ package is an annual package of Rp. 2,790,000 benefit that gets 100+ channels, 65SD and 45HD.



Content

The content provided by UseeTV is content or shows that are being broadcast on television (streaming) and have also been shown on television, but we can watch the rebroadcast. Although UseeTV content varies, the main content of UseeTV is trending news content from various local and international televisions. UseeTV also features five premium local channels designed and produced in-house. The five channels are: Usee Prime, Usee Photo, UseeSports, idKU Channel dan Ruang Trampil.

Service

1. ToVi (Video Store)

In ToVi users can buy or view the best and latest movies here with a promo price of IDR 3500/film, international or local films. However, premium services in the Video Store (ToVi) can only be enjoyed by Telkom Group customers.

2. Video on Demand (VoD)

You can watch online videos, local or international movies.

3. TV (Online TV, Streaming TV)

Users can watch Online TV shows through local and international channels, whether they are ongoing or not.

4. Radio (Online Radio)

Users can stream radio channels and listen to music through Radio Online.

Communication messages

In communicating UseeTV messages using the Prime Time Anytime Anywhere tagline.

Price

UseeTV is an interactive television service from Indihome so the price offered is in accordance with the package for subscribing to Indihome. Price range Rp.345,000/month – Rp.420,000/month depending on the Indihome package chosen.


Key Message



The unique selling points (USPs) of Mola TV



Mola TV is an option for football fans to watch ongoing league matches. Mola TV is the official broadcaster of the 2019-2022 Premier League in Indonesia. So Mola TV becomes an option for football fans to watch ongoing league matches.

				
	Film Mudik	Movies & Kids	Premium Entertainment (Mola + HBO GO)	Mola Polytron Streaming
Pilih durasi paket yang Anda inginkan	Rp 17,000	Rp 12,500	Rp 65,000	Rp 500,000
	Beli Paket	Beli Paket	Beli Paket	Beli MPS

Mola Tv offers the lowest price from competitors, starting from IDR 12,500/month – IDR 65,000/month. The price depends on what package the user will buy.

The unique selling points (USPs) of Mola TV

MOLA OWNS BROADCASTING FOR FOOTBALL SPORTS CHANNELS

Mola Tv as a paid streaming service has one of the main advantages of winning tenders and obtaining broadcast rights for broadcasting football sports channels such as the European Cup, English League, World Cup etc. This is because the English League or Premier League 2020–2021 broadcasting rights are held by Mola TV, besides that, Mola also has a high image resolution quality of up to 4k.



The unique selling points (USPs) of Mola TV

HAS MANY BROADCASTS OF OTHER SPORTS

Mola Tv is not only the sport of football, which is the only sports show that you will get. Mola TV also gets broadcast rights from several world sports, which would be a shame if you missed it. Call it world boxing and some car racing shows here.



"All You Can Watch"

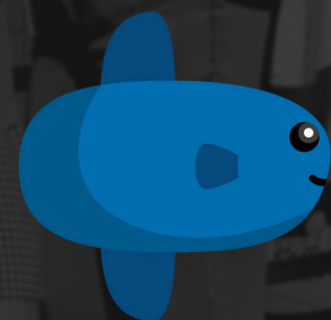
Paket langganan Mola TV yang bisa kamu pilih antara lain:

Paket Mola TV	Harga	Rincian
Movies & Kids	Rp 12.500/bulan	Konten: Mola Movies, Mola Living, Mola Kids
Premium Entertainment	Rp 65.000/bulan	Konten: Mola Movies, Mola Living, Mola Kids, Mola Sports, HBO GO
Premium Entertainment	Rp 500.000/tahun	Konten: Mola Movies, Mola Living, Mola Kids, Mola Sports, HBO GO
Mola Polytron Streaming	Rp 1.198.800	Konten: Mola Movies, Mola Living, Mola Kids, Mola Sports
Film Mudik	Rp 17.000/hari	Konten: Film Mudik

Harga Paket layanan Mola TV

Inspired by all you can eat concept, the purpose of this campaign is to invite consumers to enjoy the legal multiplatforms Mola TV service in the packages that have been provided. Mola Tv has exclusive live broadcast channels so that with the package price given, it provides greater value such as live broadcasts of europe league matches, boxing and other channels. Overall, we have various genres of streams such as Mola Movies, sports, kids, living, and HBO GO, all in one package with affordable price.

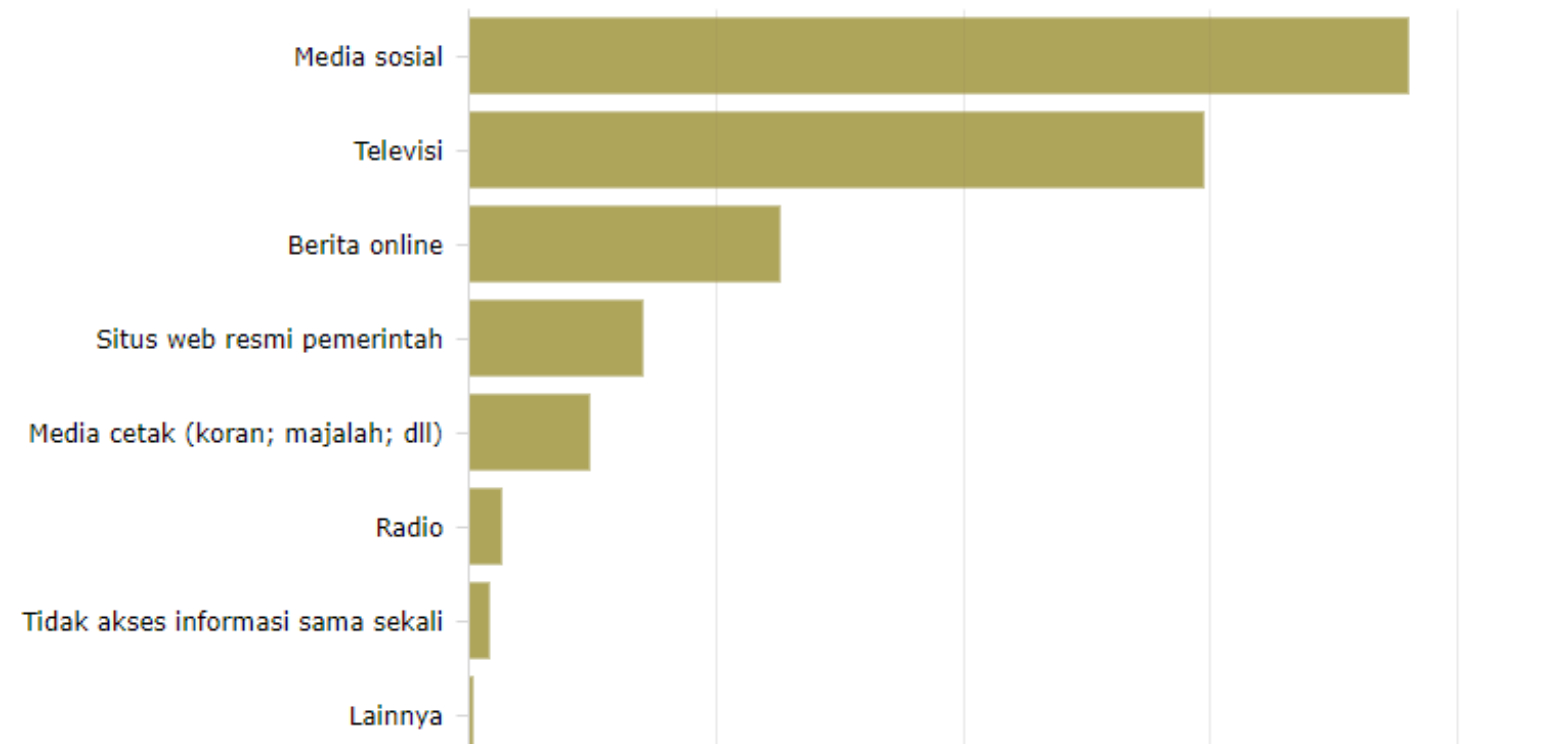
CHANNELS AND COMMUNICATION PLAN



MOLA TV

Masyarakat Paling Banyak Mengakses Informasi dari Media Sosial

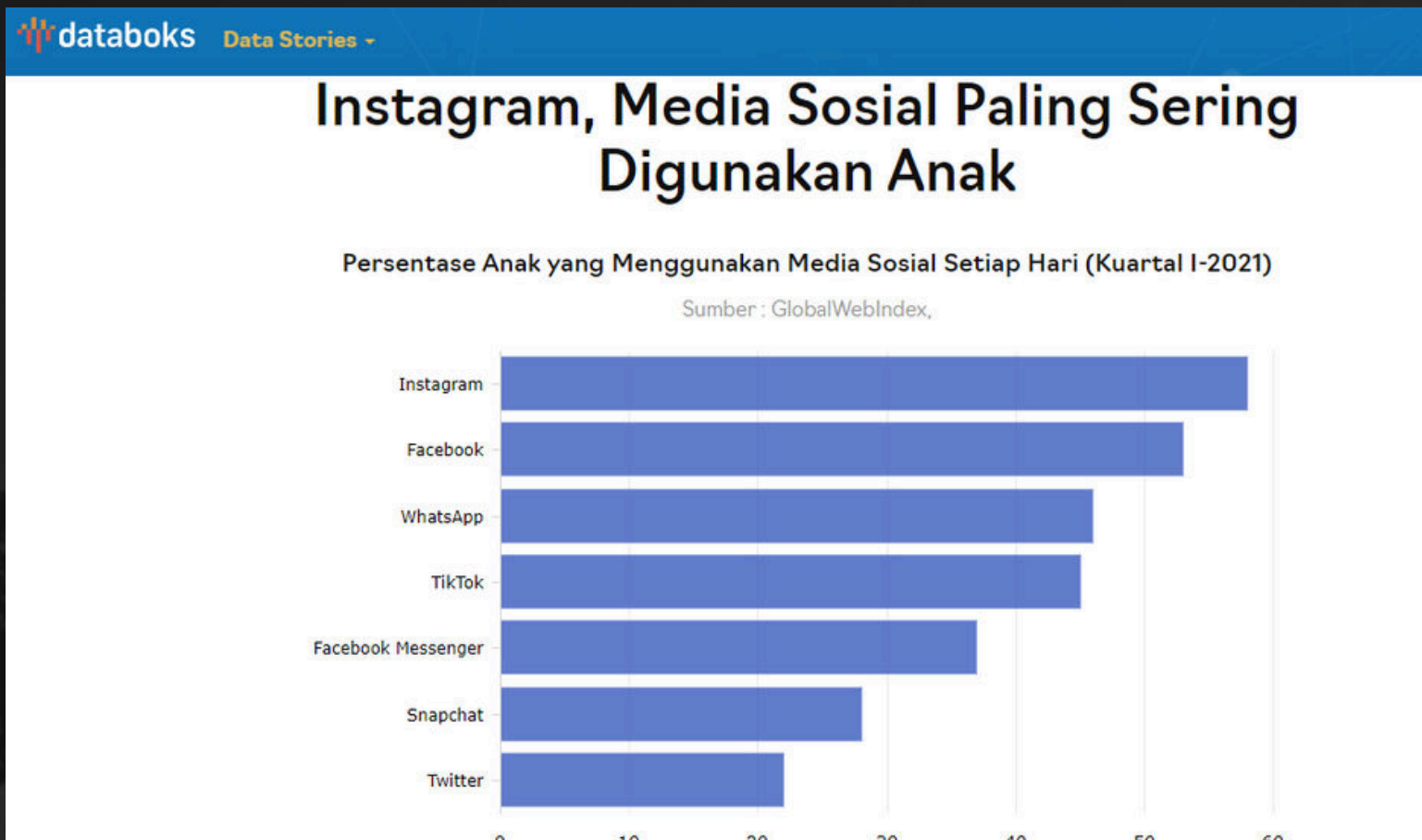
Sumber Informasi yang Diakses untuk Mendapat Informasi



Penetration of the use of instant messaging applications is 100 percent, while social media applications contribute to engagement reaching 92 percent. Meanwhile, Indonesians spend a lot of time 3 hours 26 minutes using social media for any purpose.

The data shows that internet penetration is high for all ages, including the elderly. This is in line with the entry of the industrial revolution 4.0 era in the country. As many as 58% of respondents who are children aged 13–15 years use Instagram every day. That percentage is the highest among other platforms. Facebook is in second place because there are 53% of children who use social media every day. Then, 51.7% of children access the internet to get information or news. Judging from the suitability of data on habits and tastes that are the same as millennials, social media can be said to be an ideal medium for disseminating information.

Through their personality, consumers tend to be interested in movie streaming services through some of the content presented, they tend to obtain information through various digital media platforms such as newspapers and social media. One of the internet media commonly used by Indonesian people is news portal and social media.



Through social media, Instagram and Facebook are social media that are very suitable for use in campaigns because 58% of respondents use Instagram every day. That percentage is the highest among other platforms. Then there is also Facebook is in second place because there are 53% of children who use social media every day. Then, 37% of children admitted to using Facebook Messenger every day. From this data, we can see that people use Instagram and Facebook for 17 hours a month per month. From the results of the survey through the data, it shows their interest in Instagram and Facebook.

KOMPAS.com
JERNIH MELIHAT DUNIA

Kembali ke artikel 5 dari 5 Layar Penuh

TOP SOCIAL MEDIA AND STREAMING VIDEO APPS

TOP SOCIAL MEDIA AND VIDEO STREAMING APPS ON ANDROID PHONES, BASED ON TOTAL CUMULATIVE TIME SPENT IN 2020

SOCIAL MEDIA MOBILE APPS, RANKED BY CUMULATIVE TIME SPENT*		TOP VIDEO STREAMING MOBILE APPS, RANKED BY CUMULATIVE TIME SPENT		
SOCIAL MEDIA APP	AVE. TIME PER USER	#	VIDEO STREAMING APP	AVE. TIME PER USE
WHATSAPP	30.8 HOURS / MONTH	01	YOUTUBE	25.9 HOURS / MONTH
FACEBOOK	17.0 HOURS / MONTH	02	YOUTUBE GO	15.5 HOURS / MONTH
INSTAGRAM	17.0 HOURS / MONTH	03	MX PLAYER	9.7 HOURS / MONTH
TIKTOK	13.8 HOURS / MONTH	04	NETFLIX	9.3 HOURS / MONTH
TWITTER	8.1 HOURS / MONTH	05	VUI	6.7 HOURS / MONTH

Lantunan pelengkap sendu akhir minggu, cuma di sini.

Spotify Dengarkan Sekarang

Generasi Galau Spotify

1. Risalah Hati Pamungkas 5.0

The relevant channels that will be used to communicate your message



Instagram Advertising

Instagram is a channel that is often used to deliver campaigns, usually through the story or feed feature. On Instagram, there are lots of community accounts for film and sports lovers, it's very possible for them to know about this campaign through Instagram ads.



Youtube Advertising

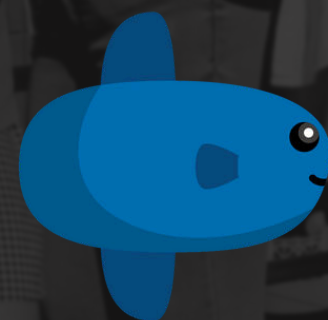
The social media platform Youtube is currently the most in demand by the public with a percentage of 93.8%. Almost everyone accesses YouTube so this channel is considered effective in conveying the campaign.



Facebook Advertising

Facebook is one of the channels used to deliver campaigns, based on the target audience on Facebook there is a soccer league community group that allows them to find out about the campaign through Facebook ads.

COMMUNICATION PLAN FOR THE CAMPAIGN ACTIVATION



MOLA TV

Define the highlight issues for the campaign



The main issue for the campaign is the issue of piracy in the entertainment industry especially streaming movies of all genres. Piracy occurs as a result of price issues, the variety of exclusive content that is limited by one platform so that users will experience difficulties in accessing. One of the issues highlighted in this campaign is the piracy of streaming sports shows such as the English League which has increased during the pandemic, not only in Indonesia, based on an article published by Forbes stating that "A total of 5.8 million British people admit to watching movies, TV shows or videos. sporting events illegally over the past 12 months". This makes piracy a challenge that has the biggest impact on financial losses that are quite detrimental to the creative industry in Indonesia and abroad, such as TV revenue, the online video sector of around USD 1 billion in 2019. The lack of jobs in the TV sector, Online Video, and the Indonesian Theater were also affected by piracy.

Define the highlight issues for the campaign

Even though the government has made every effort to eradicate online piracy, piracy is still happening. Based on an article published by the Ministry of Communication and Information of the Republic of Indonesia, there was a decline of 55% of consumers accessing piracy sites, although this is still being monitored because there is often a spike in the percentage of accessing piracy sites in line with the current situation in the midst of the Covid-19 pandemic. This effort was directly appreciated by creative industry players, Joko Anwar, who is the most successful film director in Indonesia, who said that eradicating piracy required concerted efforts by all industries to produce great results.

This is in line with the main issue of the campaign regarding piracy of the film entertainment industry of all genres, especially streaming sports shows, we want to invite consumers to make multiplatform streaming that provides many variations in one package at affordable prices as an option to minimize piracy because this option is considered the answer to the problem. piracy with affordable subscription prices from competitors, officially owned soccer broadcast rights, and the ease of access provided by the multiplatform.

TEASER

Streaming piracy hurts state revenue



The film streaming industry and sports shows lose billions to trillions of rupiah every year.



- Loss of state revenue
- Disadvantaging creative industry players
- Disadvantage of television media revenue



- League revenue threat from television contracts
- destroy sponsors who want to fund English league events



The issue of this campaign will be disseminated through posters which will be disseminated through social media platforms and articles.



Talk Show Mola TV : Affordable Solution Against Piracy



Joko Anwar
Indonesian Film Producer and Director



Raffi Ahmad
Influencer & CEO Rans Cilegon FC



Talk Show

**“Mola TV : Affordable Solution
Against Piracy”**



The campaign entitled “Mola TV: Affordable Solution Against Piracy” will be realized using the Talkshow concept. In this talkshow, Joko Anwar and Raffi Ahmad will be invited as guest stars. This talkshow will discuss the impact of piracy on the entertainment industry, especially film in Indonesia. Information related to this Campaign will be disseminated through social media such as Instagram, Youtube, and Facebook. It is estimated that this talkshow will be attended by approximately 300 people.

The reason we use the Talk Show concept is because the Talk Show is considered to be able to satisfy the curiosity of the audience at that time. As is well known, our target audience is on average active in using the media, so the audience will be easily influenced by opinion swaying. With a talk show attended by resource persons who have earned the public's trust, the audience will be more interested and also believe in what is conveyed. Although the Talk Show is held online, two-way communication between the host and the resource person is considered clearer or can minimize miss-communication.



The relevance of this Talk Show concept with our campaign is the theme / title of the talk show about "Mola TV as a cheap and easily accessible streaming platform" which is conveyed is quite important for the entertainment industry which includes many people including stakeholders involved in it, so that the Talk Show concept by presenting resource persons who are relevant to the campaign theme also get a plus in this campaign which can also help the success of this campaign.

In his session, Joko Anwar will explain the impact of piracy on the entertainment industry in terms of all genres and also explain the reasons why people prefer illegal content over legal content such as high prices and complicated access.

Campaign launch



Talk Show Mola TV : Affordable Solution Againts Piracy



Joko Anwar
Indonesian Film Producer and Director

Raffi Ahmad
Influencer & CEO Rans Cilegon F



In this talkshow there is also a session which provides solutions for people who are still streaming movies in all genres including football illegally becoming legal by using the Mola Tv Multiplatform, where the subscription price is very cheap, the right to broadcast football is legal, and of course easy access to Mola Tv. The solution given is a subscription recommendation at a price of 65,000, so users will be able to enjoy all genres of legal shows and of course easy access, at a price of 65,000 it is certainly cheap when compared to the benefits obtained. At the end of this talkshow, there will be a viewing session together (nobar) with two well-known guest stars (Joko Anwar & Raffi Ahmad). The reason for the nobar session with these two well-known guest stars is because they want to attract people's attention to this campaign, of course people will be more interested if they show up with these two well-known guest stars, and the movies they watch must be through the MolaTv platform.

Joko Anwar



The reason for choosing Joko Anwar to be a guest star discussing the impact of piracy on the entertainment industry is because he has been in the film business for a long time, of course he knows very well the impact when many people watch movies illegally. During the session, Rafi Ahmad will discuss the impact in terms of sports such as football.

Raffi Ahmad



The reason for choosing Raffi Ahmad to be a guest star discussing illegal football streaming is because he is one of the well-known influencers who is indeed a hobby and interested in the world of football and he has also started to enter the business in the field of football, which many people know that he is owns the Rans Cilegon Fc football club, so of course he knows how it impacts when many people stream football illegally.

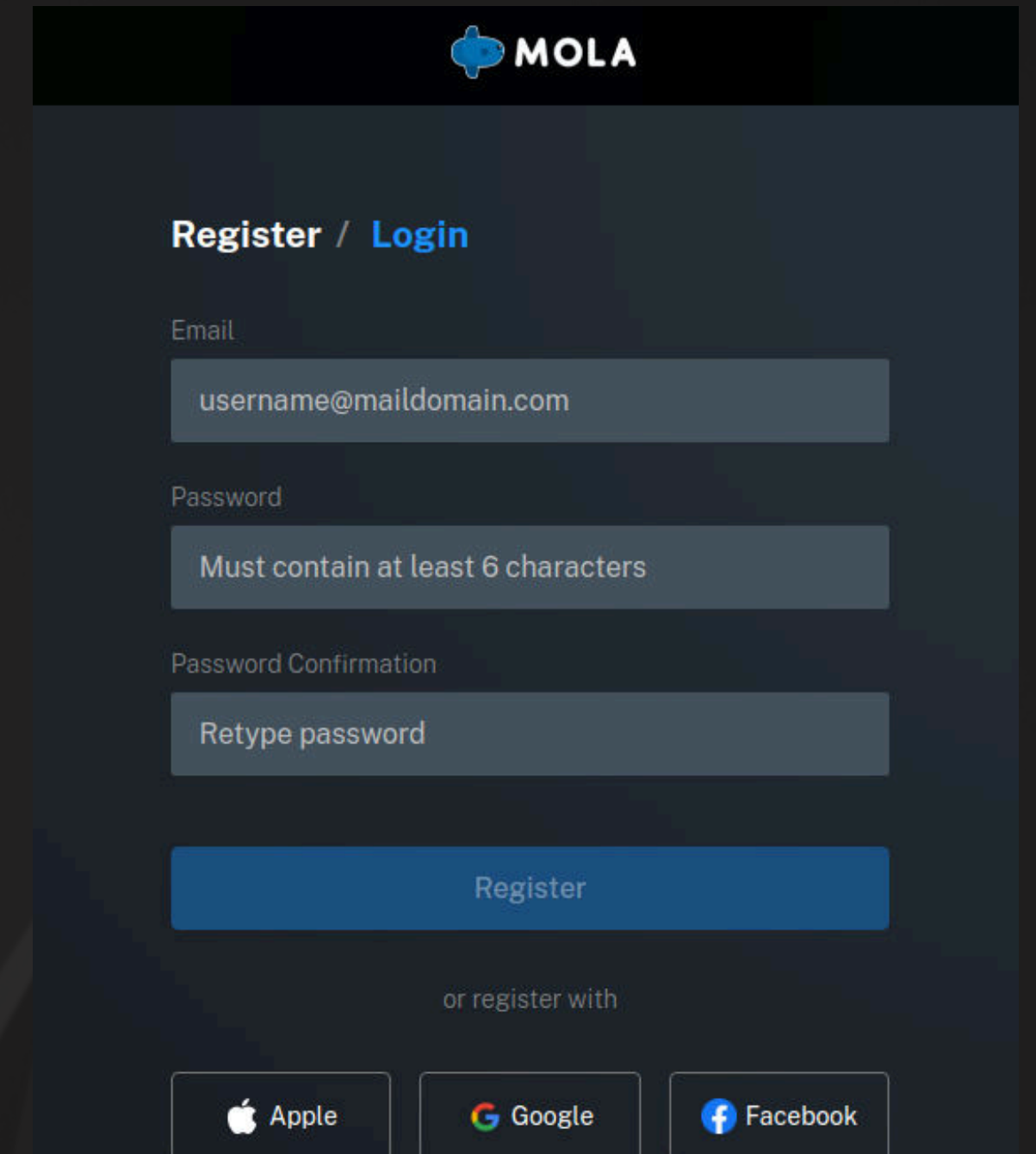
EVALUATION METHOD DESIGN



Method of Campaign



Seeing that the target audience is mostly young people and one of the objectives of the campaign is to show the ease of accessibility of Mola TV, the evaluation will be carried out through an online survey conducted on the website <https://mola.tv/accounts/register>. At the end of the event, the audience will be informed that the Premium Entertainment Mola TV subscription plan can be obtained for free for 1 month by filling out a survey at the time of account registration. After the audience has finished filling in their email and password, there will be an additional question column "Are you a participant in the Mola TV Talk Show: Affordable Solution Against Piracy?". The audience answered yes and there will be several questions that need to be filled out. The first part of the question is about how the audience views piracy, the second part is about the audience's response to whether Mola TV's Premium Entertainment subscription plan can solve piracy in the entertainment industry. After filling out the two parts of the question, the audience can immediately be registered as a Premium Entertainment Mola TV account. Then after 1 month has passed, there will be a notification on the audience account containing the question "Do you want to continue using the Mola TV service?". If the audience answers yes, the website will direct the audience to the subscription plan purchase section. However, if the audience chooses not to, Mola TV's Premium Entertainment account can no longer be used.



The screenshot shows the MOLA registration page. At the top right is the MOLA logo. Below it, the text "Register / Login" is displayed. The form includes three input fields: "Email" with the placeholder "username@maildomain.com", "Password" with the placeholder "Must contain at least 6 characters", and "Password Confirmation" with the placeholder "Retype password". A blue "Register" button is positioned below these fields. Underneath the button, the text "or register with" is followed by three social media login options: "Apple", "Google", and "Facebook", each with its respective logo.

Method of Campaign

The criteria for the success of the Mola TV campaign: Affordable Solutions Against Piracy which are evaluated 1 month after the event is held are as follows:

70%

1. At least 70% of the audience sees piracy as a criminal act that harms the entertainment industry. The measurement is done by looking at the audience's answers to the question section on their view about piracy with having the keywords "kejahatan", "kriminal", "merugikan", "merusak", "buruk", "mencuri", "merampas", or "menghancurkan".

80%

2. At least 80% of the audience is aware of Mola TV's Premium Entertainment subscription plan as a solution to piracy. Measurement is done by seeing whether the audience's answers contain an explanation of the subscription plan with the price offered and using the keywords "akses", "murah", "mudah" or "terjangkau".

60%

3. 60% of the audience chose to subscribe to Mola TV.

If during the evaluation process these three criteria can be met, then the campaign can be said to be successful in shaping the image of Mola TV as an all-in-one streaming platform at an affordable price that can overcome the problem of piracy. On the other hand, if the campaign does not meet all of the existing criteria, then the campaign can be said to have failed and needs to be reviewed.

Evaluation method : 3 components



Audiences are starting to think that piracy is the same as the crime of stealing and has the potential to destroy the growing entertainment industry in Indonesia.

Shaping perception about piracy

Audience is aware of the Premium Entertainment subscription plan which consists of Mola Movies, Mola Living, Mola Kids, Mola Sports, and HBO Go at a price of Rp. 65,000/month can be a solution to the piracy described in Talkshow due to expensive subscription prices and limited access to a variety of content.

To inform that Mola TV's Premium Entertainment subscription plan as a way to solve piracy problem in Indonesia

Audience starts subscribing to Mola TV

Convert Behavior

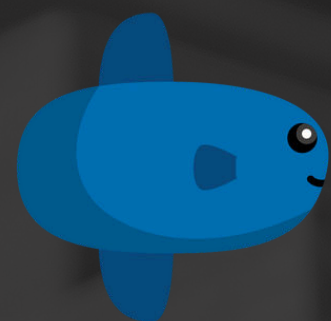
CONTRIBUTION
WELLIUM
2301955453

EVALUATION METHOD DESIGN

Create a method of evaluating campaign success that adapts to the target audience and can highlight the value presented at the Mola TV Talkshow. The evaluation uses a combination of criteria and SMART objective components named shaping perception about piracy, to inform that Mola TV's Premium Entertainment subscription plan as a way to solve piracy problem in Indonesia, and convert behavior in assessing the success of the campaign effectively.

Propose the concept of all you can eat concept

Adjusting the campaign issue regarding piracy, the all you can eat concept was used in the campaign key message and overall planning to highlight Mola TV's brand positioning as an all-in-one streaming platform at an affordable price.



MOLA TV

**THANK
YOU**