

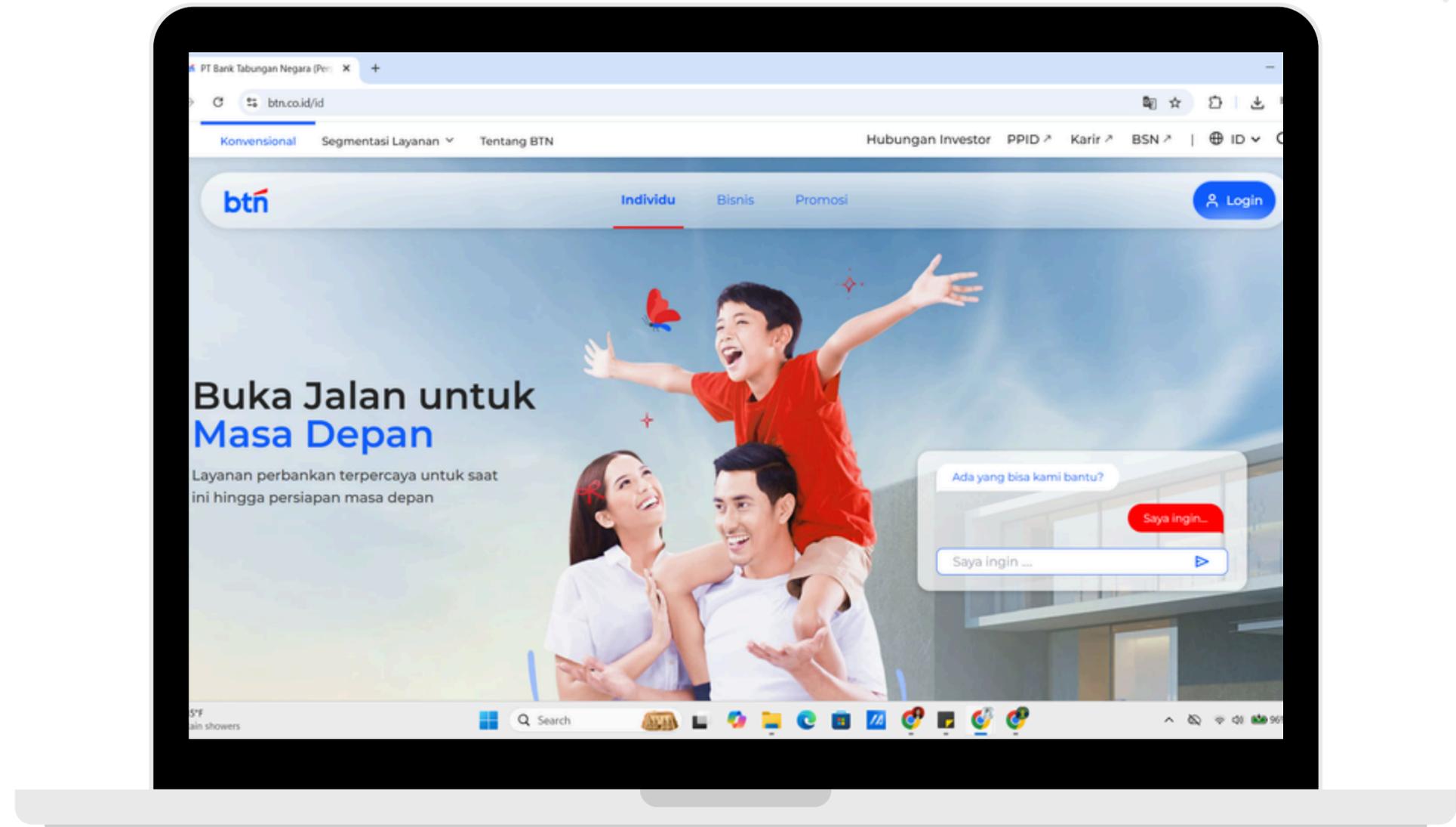
# CORPORATE & FINANCIAL SECTOR CAMPAIGNS

## Context

Led integrated brand and marketing campaigns within a state-owned financial institution and agency environment.

## Objective

Strengthen corporate brand visibility and deliver measurable campaign performance across ATL and BTL channels.



<https://www.btm.co.id/>

# CORPORATE & FINANCIAL SECTOR CAMPAIGNS

## Scope

- Corporate branding campaigns
- Product promotion strategy (ATL & BTL)
- Advertisement localization and adaptation
- Event-driven brand amplification
- Multi-stakeholder coordination

## Selected Campaigns

- HGCTHI Corporate Campaign
- Bank BTN Batara Spekta promotion
- Integrated campaigns – PT Bank Tabungan Negara

## Impacts

Campaign received Social Media Award recognition at BUMN Corporate Communications & Sustainability Summit.



**HIDUP MEMANG  
CUMA SEKALI,  
UNTUK SEKARANG  
HINGGA NANTI**

# HGCTHI CAMPAIGN

In this project, I am responsible for developing a BTN campaign strategy  
#HidupGakCumaTentangHariIni

“Hidup Gak Cuma Tentang Hari Ini” (HGCTHI) is a campaign by Bank BTN promoting future planning, disciplined saving, and home ownership through KPR, supported by digital services like Balé by BTN. Emphasizing that today’s financial decisions shape a secure tomorrow, the campaign also won a Social Media Award from the Ministry of State-Owned Enterprises at the BUMN Corporate Communications and Sustainability Summit 2020–2021.

# BATARA SPEKTA CAMPAIGN

In this project, I am responsible for creating a marketing strategy to promote BTN products through ATL & BTL activities



The program boosted growth by attracting 400,000 new customers in 2020 and 1 million new costumers by the end of 2021, targeting an additional IDR 9 trillion in savings. Through its points system (now balé Poin), customers earned rewards by maintaining minimum balances and transacting via digital channels, with points redeemable for vouchers or luxury prizes such as a house, cars, and premium bicycles.

# EVENTS

## Events that have been held



### **BUMN Anniversary 21**

Supported event coordination and assisted in operational planning to ensure smooth execution. Contributed to cross-team communication and helped maintain alignment across program components.



### **LinkAja Launch Event**

Supported inter-institutional coordination between the Ministry of State-Owned Enterprises and Bank Tabungan Negara. Assisted in stakeholder communication and ensured Bank BTN participant readiness and representation during the launch event.



### **Bank BTN Anniversary**

Contributed to event concept preparation and supported guest coordination. Assisted in managing stakeholder communication to ensure structured and professional event delivery.