

BEST CREATIVE EFFECTIVENESS ,GRAND PRIX

## TELKOMSEL - KUOTA KETENGAN: SALUTE TO KETENGERS

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### BACKGROUND & CONTEXT

As the market leaders in Indonesia's mobile telecommunications industry, Telkomsel aimed to expand their reach to newer segments in the market. However, Telkomsel was seeing an increase in negative perceptions around affordability among their lower spend customers, and was experiencing a growing churn rate.

To decrease their growing churn rates and increase revenue, Telkomsel created their "Kuota Ketengan: Salute to Ketengers" campaign to launch their new product offer and shift perceptions to be seen as the most readily available and affordable mobile telecommunications company for the masses. The campaign also showcased a new feature that would allow access to social media apps at an affordable price along with different usage viability rates. Telkomsel was able to communicate this message in a cool and fun way that won over Indonesia's youth.

### CAMPAIGN & BUSINESS OBJECTIVES

The primary objective of the campaign was to increase product awareness and consideration by targeting the lower spend segments. They also sought out to achieve at least 8 million purchase transactions during the campaign period.

### CREATIVE STRATEGY

The campaign's concept was an ode to "ketengers" who have the principles to get what they want efficiently. In local street culture, "ketengan" is a term used to describe single-serving sachets (such as single sachet shampoos, powdered coffee, etc.) that are very cheaply priced. Usually bought at warungs (neighboring kiosks), many Indonesians prefer "ketengan" even though they could afford more expensive products. Some consider these individuals thrifty, but those partaking in such practices consider themselves "street smart" since it gets them precisely what they want and need with little to no waste. The new product launched in the campaign was based on "ketengan" culture by giving users a data package designed to access specific digital platforms for a short period of time.

Telkomsel's "Kuota Ketengan - Salute to Ketengers" aimed to glorify and celebrate the ketengan culture by shifting people's mindset that "ketengers" are just as

cool as others around them. It's a lifestyle worth celebrating, not something to look down upon.

The data offerings were depicted in the shape of a sachet, which is commonly known as the customary "ketengan" format. Having the lower spender segments buy into this movement, people started enjoying the product as it is. Hence, the name "Kuota Ketengan" ("ketengan" quota) was born.

### WHAT ROLE DID YOUTUBE PLAY?

Telkomsel utilized YouTube's Broad Targeting by interest based on the package offered to grow awareness and traffic to their website. It's kuota ketengan was specifically marketed to individuals who considered themselves as "ketengers". Telkomsel utilized YouTube TrueView and Bumper Ads to push the campaign out to people ages 15-24-years-old who were interested in media, entertainment, movies, social media, and photography. Lastly, YouTube Discovery was also used to capture audiences' interests on relevant topics and search queries upon browsing YouTube videos.

### OVERALL EFFECTIVENESS

Launching a relatively unique offer, Telkomsel's "Kuota Ketengan - Salute to Ketengers" managed to exceed the number of purchase transactions by more than 30% of its original target.

With contextual targeting (audiences interested in media & entertainment, movie lovers, and social media users) Youtube Bumper Ads achieved high CTR with 0.12% - 0.17% range on each targeting group (0.05% CTR benchmark).

By using broad targeting based on interest on Youtube Trueview, Telkomsel overachieved with 30-49% view rates on every targeting group (20% View Rate Benchmark).

### WHY DID THIS CAMPAIGN WIN?

Telkomsel's "Kuota Ketengan: Salute to Ketengers" was the consensus winner for Best Creative Effectiveness because of the brand's unique creative approach to popularizing an unpopular street culture that led to overachieving against the campaign objectives to boost transactions. While competitors provided a more competitive product offer to the lower spend groups, Telkomsel needed to completely shift the 'unaffordable' stigma consumers had of the brand.

Kuota Ketengan introduced the 'ketengers' cultural movement to a wider audience intrigued by its message, attracted a key consumer segment, and built a better long-term image.

"Kuota Ketengan: Salute to Ketengers" also stood out from all other finalists, earning it the title of Grand Prix winner. It all started with one insight that not only informed the creative, but also the product offer, with essentially "no wastage" throughout the entire execution. The approach had all the elements of a great campaign: a great insight, great creative quality, and a great offer adaptation that ultimately demonstrated how a well-executed campaign on YouTube can powerfully drive business results by reaching and connecting to an underserved audience.

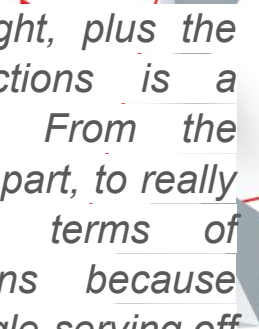
## LESSONS LEARNED

### ***Culturally-focused on Generating Impact Among Unique Audiences***

Kuota Ketengan's homage to the ketengers' culture made the difference in effectively connecting with their audience. The Identification, adaptation and elevation of an unrelated cultural phenomena whilst remaining true to its brand personality is what made Telkom's "Kuota Ketengan: Salute to Ketengers" connect on a deeper level with a previously underserved audience and drive brand and business impact.

### ***Effectively Exploring New Territories to instill relevance to viewers' lives***

Telkom's not only showcased the relevancy of ketengers in Indonesian society, but adapted it very well to their category and communication, that it triggered inclusivity and appreciation in a light-hearted yet effective manner, all while remaining true and centered on their brand.



*"The link to the insight, plus the increase in transactions is a seamless execution. From the insight to the creative part, to really calling success in terms of increased transactions because you are able to hit single-serving off Telkom's services. That to me is a good end-to-end execution."*

**ALDRICH GOPAL**

