

## OCBC NISP - SAVE 20 BY NYALA

DENTSU  
CHANNEL O

### BACKGROUND & CONTEXT

Early in 2020, COVID-19 halted regular life, with nobody able to predict where the situation would take the country. Following the uncertainties, Indonesian youth tried to come to terms with reality and shift their focus on what they could do. They did their best to make the most of their time at home, which resulted in major behavioral shifts in their day-to-day lives. Amid the slowdown in the global and national economy, it became apparent to them that they must be better prepared financially. This was not only to survive the current pandemic, but also to get back on track after this major setback.

OCBC NISP, an Indonesian publicly listed banking and financial services company headquartered in South Jakarta, Indonesia, believed in this and wanted to inspire and motivate Indonesia's youth to achieve their goals. Hence, "Save 20 by Nyala" was created to act as a bridge between OCBC NISP and young Indonesians; to walk on together and help them achieve proper financial planning as a vehicle to achieve their goals.

### CAMPAIGN & BUSINESS OBJECTIVES

OCBC NISP goal was to be a trusted trainer for young people, beyond providing knowledge, that could act as the vehicle to help them reach financial independence. "Save 20 by Nyala" was a campaign created to inspire the Indonesian youth to save money and achieve their goals. The campaign aimed to show that you do not need to be rich to start saving and investing; with only IDR 20,000 a day, everybody can start developing good financial habits that will last.

### CREATIVE STRATEGY

Since younger Indonesians are heavily invested in social media, in the likes of YouTube, high-end celebrity life, OCBC NISP collaborated with Indonesian celebrities to generate buzz and seed the concept on social media. OCBC NISP decided to partner with Aurel Hermansyah, an up- and-coming celebrity and YouTube creator from one of Indonesia's most renowned families. To kick start the campaign, Aurel made a comment on social media underestimating the worth of a IDR 20000 bill, which prompted other famous influencers to jump in and join the conversation with their own points of view.

This eventually sparked more headline conversations throughout social media. Audiences defended their favorite influencers while others, with unfavored

opinions, were criticized. As part of OCBC NISP's creative marketing strategy, after enough buzz was generated, they finally revealed their #Save20 program during a virtual press conference on their YouTube channel which encouraged Indonesian youth to save IDR 20000 every day.

### WHAT ROLE DID YOUTUBE PLAY?

YouTube played an important role in increasing overall reach and awareness by enabling both potential and current viewers to explore more videos within their channel. By utilizing the Director Mix approach, OCBC NISP personalized each video, tailoring them based on interest and/or intent of specific target audience in order to elevate relatability and drive relevance.

### OVERALL EFFECTIVENESS

Manifesto and YouTube Director Mix

- Generated 56.9 million unique Reach and 2% CTR.
- Generated an average of 32% retention rate with 14.8k engagement and 11.5 million total views.
- Received 42% VTR which is higher than industry VTR Benchmark.

Awareness & Engagement:

- Save20 teaser-launch was covered in more than 122 media and online articles, with an equivalent media value of IDR 16 billion.
- OCBC NISP's share of voice increased from 15% to 28.6%.
- Social media engagement increased by 90%.
- Earned a total of 66 million reach.
- Followers grew by 5,299 on Instagram and 27,174 new followers/subscribers on YouTube.

Business Results:

- Total NTB Q4 compared to NTB Q1 increased by 1.7x
- Non Digital RDB takers at EA increased significantly by 4.4x
- Digital RDB takers at EA increased significantly by 5x
- Non-Digital mutual funds at EA monthly run rate grew by 355%, and increased by 4.5x MoM (Jan-Dec)
- Digital mutual funds at EA monthly run rate grew by 258%, and increased by 3.5x MoM average (Jan-Dec).

## WHY DID THIS CAMPAIGN WIN?

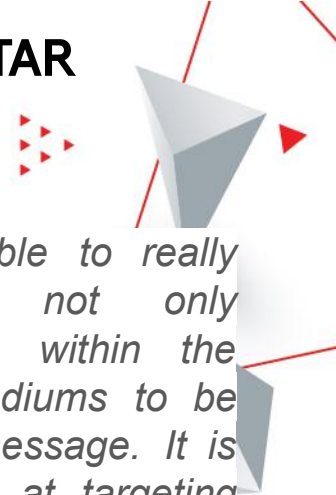
OCBC NISP's Save 20 by Nyala was one of the most unskippable videos on YouTube among its fellow competitors. Their strategy of initiating conversations around financial responsibility online and with relevant voices for the Indonesian youth, managed to strike a chord with the audiences and provided OCBC NISP the commercial and competitive edge to win in this category.

Save 20 By Nyala also edged out the competition by winning the Best Media Orchestration because of the brilliant media synergy between both online and offline touchpoints. The well-crafted implementation of Save 20 By Nyala, managed to shift the paradigm surrounding early financial planning, and thus achieving great results.

## LESSONS LEARNED

### ***Sparking important Societal conversations to shift Cultural Preconceptions***

OCBC NISP 'Save 20 BY Nyala' is a key example of successfully creating a unified omnichannel experience. It not only managed to leverage YouTube's integrated systems, but all forms of media platforms, maximizing paid, owned and earned touch points. Additionally, the creative idea behind the campaign around saving IDR 20,000 successfully sparked important and relevant cultural conversations of financial planning for Indonesia's youth, presenting a perhaps more serious but very relevant approach than the usual humoristic way of connecting with younger audiences. The culturally targeted approach for Indonesia's youth to discuss the importance of financial planning proved to be effective in driving awareness and interest for the brand.



*"I think it's been able to really leverage different, not only platforms, but even within the platform different mediums to be able to drive their message. It is much more effective at targeting the 'quite young' target audience for this campaign and acknowledging that you need multi-platform reach vs. just one platform and several formats within the same platform."*

**ALDRICH GOPAL**

