

GRAB – SIAP ANTAR RAMADAN

GRAB CREATIVE AGENCY

BACKGROUND & CONTEXT


In the beginning of 2020, life came to a screeching halt. With decreased mobility, strict social distancing rules, and the eventual lockdown - it was the beginning of the end for the Muslim population who wanted to freely celebrate Ramadan. The absence of Silaturahmi, Iftar parties, family gathering, Ngabuburit, and the customary Lebaran shopping spree just a month before Ramadan created feelings of confusion, loss, and despair.

Grab, one of Indonesia's largest food delivery applications, provided a solution by bringing the people's Ramadan to them. Pushing film production boundaries and embracing the notion of 100% "contactless", Grab's Siap Antar Ramadan gave people the hope they needed by having their Ramadans be brought to them.

CAMPAIGN & BUSINESS OBJECTIVES

Designed with participants as the heart and soul of the campaign, Grab's Siap Antar Ramadan showcased the local citizens partaking in their own creative take on the campaign. The perpetual notions of "contactless" and DIY were the forefront of Grab's campaign in promoting a safe and reliable Ramadan delivery service. Amidst the sudden disruption of COVID-19, Siap Antar Ramadan gave people a reason to never stop smiling and enjoying the local festivities of Ramadan. Alongside this, Grab aimed to have an uplift in AdRecall by 3%, Consideration by 2.6%, an increase in Web/App Visitors by 50%, and Conversions by 75%.

CREATIVE STRATEGY



Grab's Siap Antar Ramadan aimed for a genuine but fun campaign to jumpstart the return of the Ramadan festivities. Grab's innate belief that everyone and anyone can be a creator is the key foundation for the overall direction of their campaign. Having showcased and utilizing local citizens as 'creators', Grab was able to produce user-generated content to promote the need for joy and happiness in Ramadan. "Siap Antar Ramadanmu" served as a reminder that Indonesians can still enjoy and experience the best of Ramadan no matter the circumstance. Executed as a musical (where people can sing-a-long) and designed as a 'social first' campaign, people provided their own creative take of the campaign by submitting their own individual videos, giving the campaign a more authentic and relatable viewer experience.

WHAT ROLE DID YOUTUBE PLAY?

YouTube's Masthead played a huge role in ensuring they had widespread reach during the first launch day of the Ramadan Campaign. YouTube's Trueview InStream spearheaded the campaign to increase awareness and a healthy view through rate. During users' Discovery phase within YouTube, Grab used related Affinity targeting while also retargeting them with Bumper Ad placement to push consideration. Discovery placements featured Grab's product capabilities to help bring users' Ramadan in the comfort of their homes.

OVERALL EFFECTIVENESS


#SiapAntarRamadanmu hashtag garnered 3K mentions from YouTube and other social media channels, which in turn boosted 'Grab' mentions to a whopping 40K mentions throughout Ramadan month. With successful YouTube utilization, the campaign also managed to achieved:

- Higher SOVs in comparison to their direct competitor (54.2% vs 45.8%); a big achievement where competitors used to dominate Ramadan in previous years.
- By the end of the campaign, Grab took the lead over competitors by 8 points in tracked perceptions around 'Brand for people like me' and 'Brand that I talk positively about'.
- +2.5% uplift on AdRecall, +2.6% Consideration, and +1.4% Favorability vs benchmark for each metric.
- 16% higher completion rate and 2x higher CTR vs last year's Ramadan campaign.

WHY DID THIS CAMPAIGN WIN?

Designed to encourage participation among users, Grab took this campaign to the next level by creating a compilation of videos from people who engaged with the campaign in their own way. The DIY (do it yourself) spirit gave Grab a huge room to play and make the most of the limitations of large-scale video production during COVID. Grab's campaign enabled people, drivers and merchants to make their own version of the commercial using the music that was made to be the soundtrack of this once-in-a-lifetime Ramadan.

The end result was, as some would describe, 'messy' in execution. However, it was this particular mess that gave the film its sense of uniqueness and appreciation. This campaign did not follow the traditional guidelines of film-making; rather, it went outside the box and pushed the boundaries of what



others should strive to achieve: creative collaboration with people who have helped the company's overall success. This unique and genuine partnership with people of different backgrounds, and the wonderful execution of ideas were what makes them winners of this category.

LESSONS LEARNED

Use authentic storytelling to create a sense of boldness and excitement

Grab's Siap Antar Ramadan leaned on the creativity of individuals for their campaign to extend their brand awareness. The unique collaboration with Grab drivers and merchants to co-create a free-flowing story that "brings" Ramadan to the customers' doorsteps, led to increased brand associations of inclusivity, positivity, and unity due to authenticity and relatability. Additionally, they achieved 16% higher video completion rates compared to last year's Ramadan campaign.

"I find it (messy execution) part of the charm, and in fact, I was wondering if it was intentional. Because you have to remember this is the beginning of the pandemic. People are still adapting to the new way of living and Grab said that even their production is 'adapting'. And even more importantly, they have to deliver it to people as they have to execute it themselves.... the messiness is the charm of the idea."

HENRY MANAMPIRING

