

Ramadan Program 2023

emtek  igital



How will Ramadan 2023 be any different?

*Last year we have engaged our audience to read, watch, and buy more. This year what could be **different**?*



▶ **The diverse audience segments celebrating Ramadan in our ecosystem:**



Generation Z - Baby Boomers

113 Million

Monthly visitors



Generation Z - Millennials

61 Million

Monthly visitors



Millennials & Generation X

32+ Million

Monthly Active User

For sharper targeting, we identified **7 distinct personas** that make up our Ramadan audience



Our top 2 audience is comprised of **Entertainment Lovers** and **Shoppers** meaning that they enjoy activities that bring **more togetherness** and joy during the holy month.

Source: KLY Google Analytics, ramadan period : 12 April-11 May 2021
Vidio Internal Data - Demographic User Vidio Ramadan 2021 (13 April-12 May 2021)
Source: Bukalapak Internal Data 2021

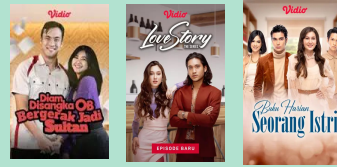
Source : Empower Emtek Digital Internal Data Q3 2022

Here are the Top Watched Content and Topics during Ramadan in Emtek Digital that people share and enjoy together!

Top Topic

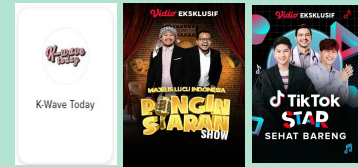
1. Local Celebrities
2. Unique and viral news
3. Religious Content
4. Update News (Aturan Mudik, jadwal libur)

Top TV Content



Drama TV Series

Top Entertainment



Korean and Comedy

Top Film



Family Cartoon & Drama

Top Sports



Football

Top Original Series



Family Series & Teenage Series

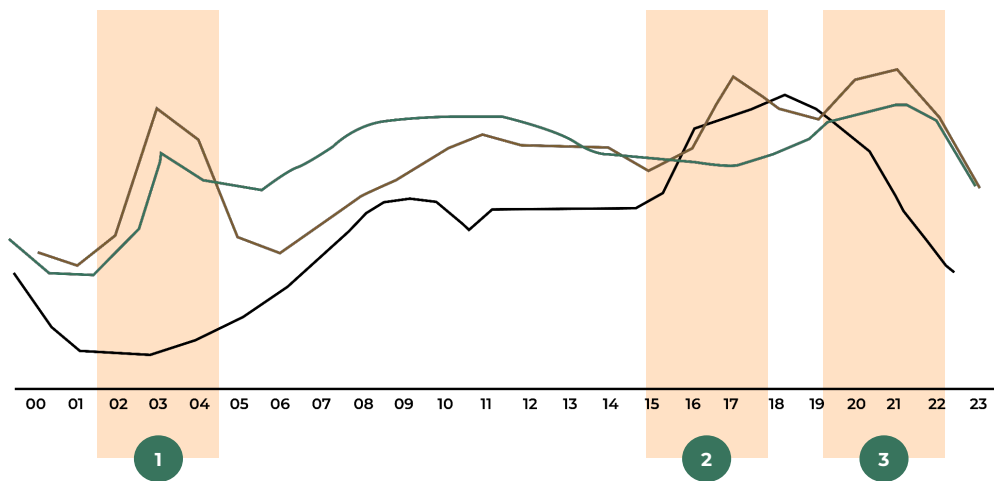
Top Kids



Cartoon

Peak Time for Entertainment and Shopping

Ramadan Peak Hours



Key takeaways:

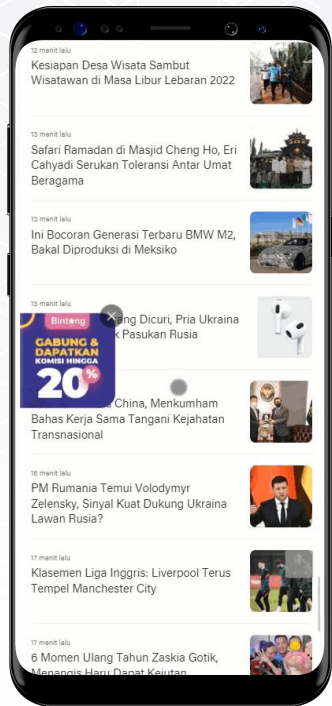
1. From 2-3 AM near to suhoor, people tend to watch videos and read articles together.
2. Starting from 3 PM, while people were waiting for iftar together they tend to shopped and watch more.
3. **The highest peak hour happened from 7-9 PM during Iftar and Taraweeh**, where people read and watch even more together.

Source :
KLY Google Analytics, Ramadan period 2022
Vidio Ramadan 2022





What We Did In Capturing Their Micro-moments Through Targeted Messaging During Peak-time



KLY TIME SIGNAL

3 April - 3 May 2022

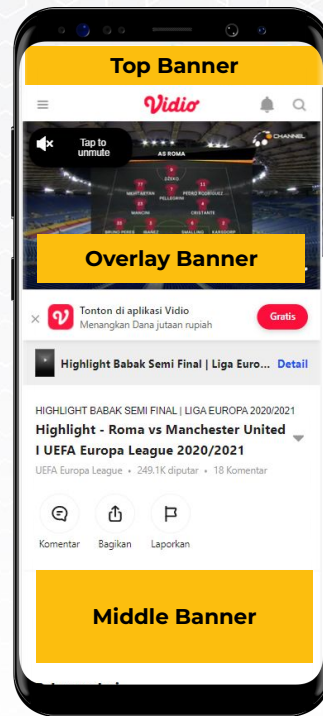
Banner that will remind you to do daily prayer and iftar.

217Mio+

Total Impressions

Position Used:

- Desktop: Leaderboard
- Mobile: Bottom Frame



VIDIO TIME SIGNAL

3 April - 2 May 2022

Preroll/Midroll

- Time targeting Buka Puasa: 17.30-18.30 WIB
- Time targeting Imsak: 03.30-04.30 WIB
- TVC Material duration: 10-15s
- Landing to brand website

Banner Ads (Top, Middle, Leaderboard, Pause Ads)

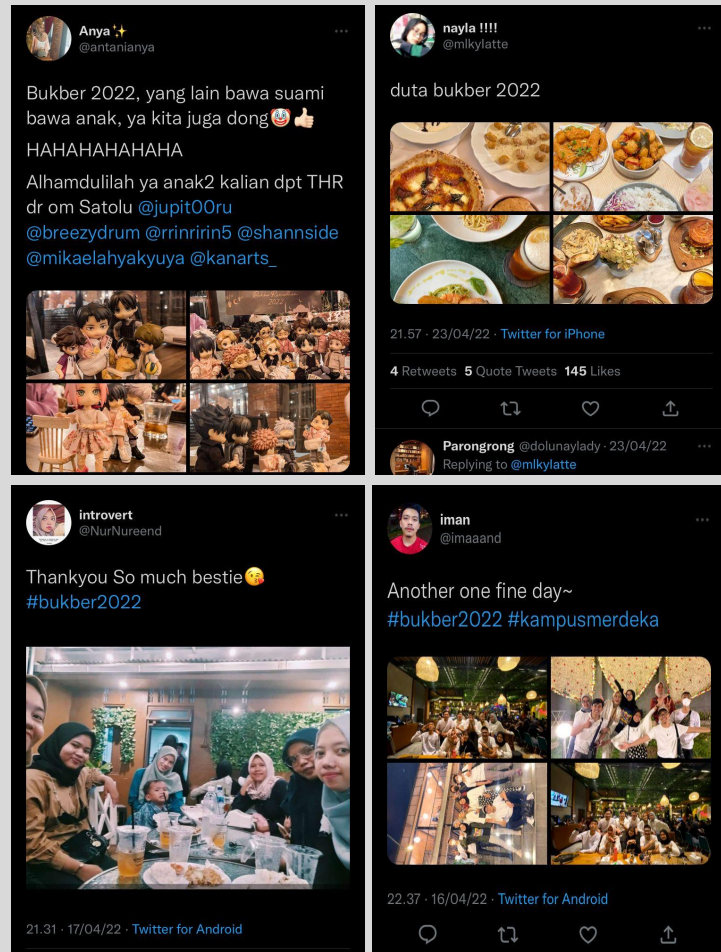
- Time targeting Buka Puasa: 17.30-18.30 WIB
- Time targeting Imsak: 03.30-04.30 WIB
- Landing to brand website

43,5M Total Impressions

45% Growth Increase from 2021

People are Excited to Spend Iftar Together

Compared to last year, **25% more people have attended iftar together** since government has eased the pandemic restrictions.



Iftar moment was our hybrid moment together with the audience

Kapanlagi Buka Bareng Vol. 3

18 - 24 Apr 2022 (Bazaar & Festival)

24 Apr (Hybrid Event)

3.5 hours duration

- **1,150,733** Total Plays
- **670,694** Total Watchers
- **24,436** Total Offline Visitors



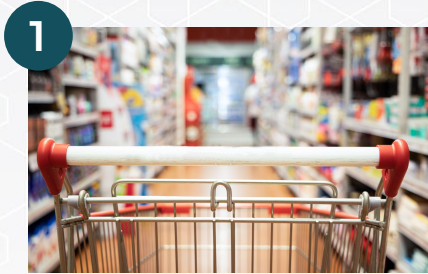
People Tend to Shop More during Ramadan

Ramadan 2022 was a huge shopping spree, as the number of **people that went to shopping centres increased by 30%** compared to 2021, stated by APPBI.

As a result, the number on one of financial services' **Spending Index during Ramadan 2022 increased by 31%**, compared to Ramadan 2021.

Growth & Top Purchased During Ramadan

In Ramadan 2022, **people shop more** in Bukalapak, here are the top 5 purchased:



FMCG



Automotive



Handphone



Electronic



Hobby & Collections

People tend to shop for things that could bring them closer together!

Festive moment brought the mood for purchase



1 DAY
April, 13rd 2022

Ramadan period on UCL match, Chelsea vs Real Madrid

414K+

Banner Impression

13k+

Banner Click

3.2%

Banner CTR



NEW IN 2023

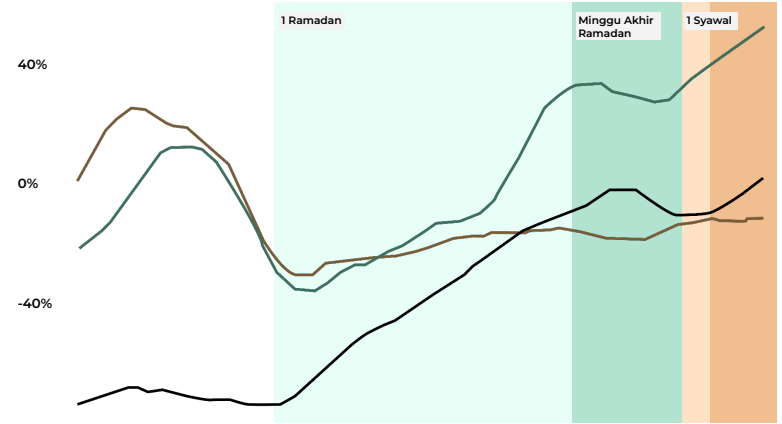
Offer new shopping experience beyond live shopping with interactive entertainment through **VOD SHOPPING.**

Mudik is on the rise

Due to the global pandemic that started in 2020, which made the Ramadan holiday different from the years before, **Ramadan 2022 had the largest number of people going home.**

Around **85mio people went on a Mudik trip, which was the largest in 10 years.**

Perubahan lalu lintas harian lebaran provinsi Jawa Barat Terhadap lalu lintas sebelum pandemi



Aturan Lengkap Mudik Lebaran 2022 dan Perjalanan Dalam Negeri



Lizse Egeham
03 Apr 2022, 13:02 WIB



Copy Link

Share
16



MUDIK 2022 CONTENT CONSUMPTION

Users Peak Consumption: **Week of Idul Fitri** (29 April - 3 May 2022)



2,538 KLY Mudik Content 2022
2.9X Daily Users Uplift

Top 3 most searched keywords during Ramadan mudik 2022:

Ramadan

Lebaran

Islam



Top 3 most watched contents during mudik 2022:

Premier League

Pulang

Cool Boy vs Cool Girl



THE FIRST RAMADAN AFTER ANALOG-SWITCH-OFF AT VIDIO

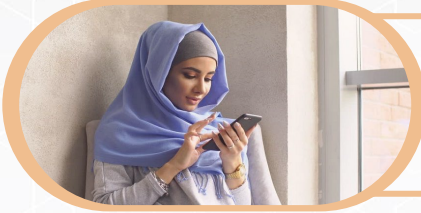


EXPECTED GROWTH **+50%**

Key Take Points



The audience have been seeking **enjoyable events and activities** where they can spend Ngabuburit or break fast together; both offline or online.



Spending more time with others mean they could also **purchase exciting items to enjoy their time together.**



The travel regulation makes it easier for the audience to **go back home/mudik.**



What is different? We see that...

Togetherness is Making a Comeback

For 2023, we believe **brand** can help **people** who are **eager to get together**, be in **online or offline**.

The Pillars of Ramadan Togetherness

Fun Together



Capturing the audience moments with the **best entertainment together.**

Shop Together



Preparing for the big day with the **most convenience shopping experience.**

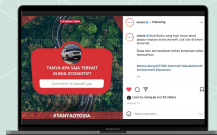
Celebrate Together



Celebrating the long-awaited joy of Eid with **activities that bring togetherness.**

Emtek Digital, Encompassing Each Micro-Moments of Ramadan

Our Ramadan content pillars cohesively form an ecosystem that covers the audience's needs in their micro-moments.



KLY
KAPALAGI YOGYAKARTA

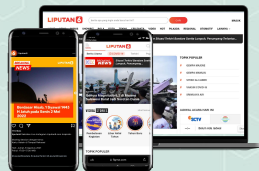
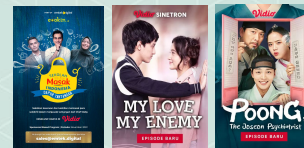
Ensuring vehicles are in top condition for mudik with **Tanya Otosia**

KLY
KAPALAGI YOGYAKARTA

Visiting **Kapanlagi Buka Bareng** hybrid event with friends

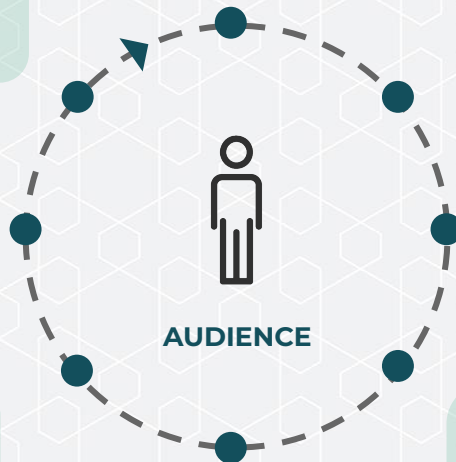
Vidio

Watching engaging Ramadan content (eg. Original Series, Vidio Sinetron, Cooking) on **Vidio**



KLY
KAPALAGI YOGYAKARTA

Staying on top of news during mudik with **Liputan6 Mudik & Breaking News**



KLY Vidio
KAPALAGI YOGYAKARTA

Reminded of important items to prepare for mudik with **Time Signal**



Vidio

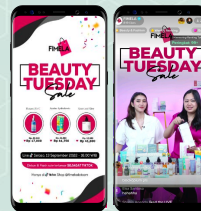
Foster Ramadan spirit while watching **Tanya Pak Ustadz**

bukalapak

Chasing Ramadan promo for through **BUKA Ramadan**

KLY
KAPALAGI YOGYAKARTA

Buying gifts for relatives through **FIMELA Tik Tok Shop**



Curated Ramadan Campaign Materials

Fun Together

- **KLBB Vol. 4** 🔥
- **Social Media Ramadan Special :** Workout Challenge
- **Ramadan Event and Content;** Korea Playground, Fimela Hood Getting Intimate Breakfasting, Fimelacious, Movieverse
- **Interactive Content Ramadan Special**
- **KLY Ramadan Video**



Shop Together

- **Time Signal Ramadan** 🔥
- **Social Media Ramadan Special:** Tiap Hari Rezeki (THR), Tanya Otosia
- **KLY Female Ramadan Special:** Shop Ramadan Sale, Fimela Approved

Celebrate Together

- **Festival Ramadhan - Content Hub**
- **AI Quran Digital**
- **Ramadhan Widget**
- **Greeting Card**
- **KLY Ramadan Live Report & Breaking News** 🔥

- **Dapur Tantangan Special Ramadan**
- **Ramadan Vidio Original Series:** Sajadah Panjang, Di Bulan Suci Ini 🔥
- **Ramadan Vidio Sinetron:** Surga Belok Kanan 🔥



- **Time Signal Ramadan** 🔥
- **Mading Ramadan**
- **Ramadan Special Shopping Alarm**
- **Ramadan Live Game Show** 🔥

- **Ramadan Special Greetings**



- **Special Ramadan Package** 🔥
- **Special Flash Deal Bedug Ramadan**



Fun Together
During
Ramadan



KLBB Line up :



D'Masiv



Oomleo ft
Aldi Taher



Kahitna



Habib Husein
Ja'far

KAPANLAGI BUKA BARENG 2023

The Biggest **Ramadan Hybrid Event** with various entertainment content. **2 days festival event** with **12 guest stars**, **exhibition**, **20 food booth** on food festival, **exhibition**, **art installation**, **entertainment**.

Content Event Breakdown:

- MMS (Menjelang Maghrib Silaturahmi)
- SMS (Selepas Maghrib Santai)
- Festival Ngabuburit Ramadan
- Ngabuburit Bareng Youniverse

When: 1 - 2 April 2023 | 17.00 - 21.00 WIB

Venue: Pulau Satu - Senayan Park

Primary Platform: KapanLagi & Vidio.com

Estimated Performance:

35,000 On Food Enthusiast & Event Goers

15,000,000 Total Plays (incl. VOD 3 Months)

7,000,000 Mio Total Reach Through Digital Platform

KLBB 2023

The Biggest Ramadan Hybrid Event

This year we move onto the next level providing as creative hub for society spending time Iftar with various entertainment content.

35.000++

Food Enthusiast & Event Goers

15 Mio

Total Plays Online Streaming*
(included 3 Months VOD on vidio)

7 Mio

Online Reach Thru Digital Platform



20 FOOD FEST

Booth food festival UMKM & Tenant

12 GUEST STARS

Lifestyle & Entertainment

2 DAYS

Hybrid Event

1 APRIL - 2 APRIL 2023: 17.00 - 21.00 WIB

AT PULAU SATU - SENAYAN PARK



Content :
MMS
“Menjelang Maghrib Silaturahmi”

Talkshow segment invite habib as main gueststar and public figure as co-guest star. First, they will talk about ngabuburit & ramadan trends relate to their daily activities. At the end of talkshow, there will be kultum “Kuliah Tujuh Menit” tausiyah as conclusion by Habib Husein Djafar

Habib Husein Jafar - **@husein_hadar | 1.3 M Followers**

Musdalifah Basri - **@musdalifahbasri | 415k Followers**

Surya Insomnia - **@Suryainsomnia | 792k Followers**



Content :
SMS
“Selepas Maghrib Santai”

Entertainment Music Performance as bigbang during 2 days, Ngabuburit after Iftar ramadan will be more entertaining

**OOMLEO FEAT ALDI
TAHER BERKARAOKE**

**IDGITAF
D'MASIV**



**GUYON WATON
LOMBA SIHIR
KAHITNA**

As K-POP and Korean Drama fans had militance and a real enthusiasm, we wanted to ride the moment to **spend ngabuburit together** with Our **Kapanlagi Korea Community**

Activity:

Gathering & Workshop	Noraebang	Fun Games	Content Creation with Brand
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When: W3 Ramadan
Duration: 120 minutes
Primary Platform: Kapanlagi & Vidio
Venue: the DEN of KALAHAKA Jakarta Selatan or ILLUA Soju Box



Estimated Plays: 1,500,000 Video Plays (1 month VOD) & 50-100 Offline Attendance

A movie watch and discussion with **Movieverse** community and will be held **offline**. The movie shown will be Vidio Ramadan series or local Islamic Movie, and discussion with movie directors & casts.

Activity:

Watch Movie Together	Movie Discussion	Brand Moment	Fun Games
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When: W2 Ramadan
Duration: 150 minutes
Location: Kineforum - Taman Ismail Marzuki
Est. Cost: Rp43.000.000



Estimated Plays: 500,000 Video Plays (1 month VOD) & 100 Member Movieverse

FIMELAHOOD

Getting Intimate

A **gathering** and sharing session program special in Ramadan with **Fimelahood** community and will be held **hybrid**. The sharing session will discuss about **Assets Management** with **Elisabeth Novie Riswanti**.

Activities:

Workshop

Sharing
Session

Brand Moment

Fun Quiz

When: W2 Ramadan

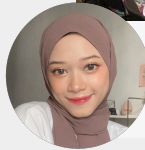
Duration: 60-90 minutes

Primary Platform: Fimela & Vidio.com

Estimated Plays:

1.500.000 Video Plays (1 Month VOD)

50 Fimelahood member



@aureellz
Content Creator
46,3K Followers on IG

FIMELACIOUS

Fimela's signature cooking demo program with **Chef Putri Habibie** and **Chef Putri Miranti** who brought the FIMELAHOOD community to learn how to make **three Indonesian dishes** for **suhor** and **iftar** during Ramadan.

Menu Recommendations:

Telur Dadar Ala
Padang

Opor Vegan Kekinian

Es Pisang Ijo Khas
Makassar

When: W2 Ramadan

Duration: 60-90 minutes

Primary Platform:
Fimela & Vidio

Estimated Plays:

1.500.000 Video Plays (1 month VOD)

Suggestions Chef:



@putrihabibie
Celebrity Chef
339K Followers on IG



@putrimirantiindra
Celebrity Chef
48,5K Followers on IG

Quiz



Leader board



Ramadan Quiz On Interactive Content

Ramadan Quiz is an interactive content quiz that will be accompany our digital audiences with **several quizzes form** and challenge them to reach the highest rank on our **leaderboard** which can be tapped in by brand. Top 3 on leaderboard can win special prizes from brand every week.



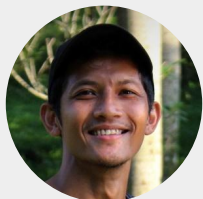
Period: 2 Weeks Campaign

Primary Platform: Interactive Content KLY

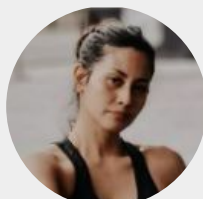
Estimated Performance: 1.000 Submissions

Brand Sponsorship Opportunities :

Logo Branding | Skinning Page | Branding On Question / Answer (Image/Text) | Leaderboard



ANDRE CAPRINA
@andrecaprina
Running & Fitness
(3,6k followers)



VIRRISYA
@virrisya
Poundfit & Fitness
(23,9k followers)

Ramadan Workout Challenge

We wanted to embrace Our Audience to keep their healthiness in Ramadan through **Simple Workout videos**, guided by a **Fitness Trainer Influencer. User Generated content**, along the mandatory hashtags and tag mention that will brought awareness, engagement that benefited for brand.



When: 2 times a week on Ramadan Month (22 March - 21 Apr 2023)

Duration: 10-20 minutes

Primary Platform: Bola.com, Bola.net, Vidio

Estimated Performance: 30.000 Plays 200 Submission

Brand Sponsorship Opportunities :

Titling Program | Product Packshot | Logo Exposure | Adlibs By Host | Digital Promotion | Social Media



Images are only for references

DI BULAN SUCI INI

8 EPS | Q1 2023 | Directed by **Dinna Jasanti**

Fajar and Fery are two next door neighbors from two different background are forced to go on trip together to Banyuwangi two days before Eid Al Fitr. Surely they have two different reasons for the Trip.

Producer: Wicky V. Olindo, Anthony Buncio
Production: Screenplay Production
Genre: Family, Drama

Cast
Denis Adhiswara | Ada Apa Dengan Cinta 1&2 (2002, 2016), Milly & Mamet (2019)
Titi Kamal | Ada Apa Dengan Cinta 1&2 (2002, 2016), Milly & Mamet (2019)
Verdi Solaiman | Quarantine tales (2020), Backstage (2021)

Show Crossover
Little Miss Sunshine (2006)

.....

Target Audience: Female & Male, Adult >22 years old

.....

Brand Suggestions
Car, Food & Beverages Product, Telco Provider, Fashion Retail



SAJADAH PANJANG 2

6 EPS | Q1 2023 | Directed by **Sondang Pratama**



Andika's family reconciles after Andika's affair. Aida begins to take his husband back, despite Andika's health issue. Arya tries really hard to forgive his father. During the time, Arya face a new problem, now his mother betray his trusts.

Producer: Widya Wardhani, Indriena

Producton: +62 Production

Genre: Family, Drama

Cast

Arbani Yazis* | Rompis The Movie (2018), Ranah 3 Warna (2022), Live with My Ketos (2021)

Cut Mini | Orang Kaya Baru (2019), Dua Garis Biru (2020), Ali Ratu Ratu Queens (2021)

Donny Alamsyah | Ranah 3 Warna (2022), Ustadz Milenial (2021)

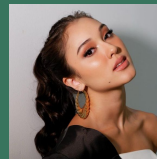
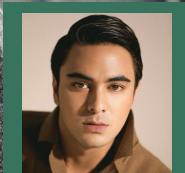
Show Crossover

Pulang (2021)

Target Audience: Female & Male, Adult >22 years old

Brand Suggestions

Car, Food & Beverages Product, Telco Provider, Fashion Reta



Vidio SINETRON

SURGA BELOK KANAN

28 EPS | Q1 2023 | Directed by **Angling Sagaran**

About 3 convicts who escaped from the prisoners and accidentally entered the Islamic boarding school and then fell in love with a girl who is the daughter of the kiai of the Islamic boarding school. They then competed to become pious and studied religion from scratch in order to win the heart of the Kiai's daughter.

Producer : Wicky V Olindo
Production : Screenplay Productions
Genre : Comedy, Religy, Drama

Cast

Abidzar Al-Ghifari | *Jingga dan Senja* (2021), *Cool Boy vs Cool Girl* (2022), *Cupcake untuk Rain* (2022), *Kenapa GUE?* (2022), *Jingga dan Senja S2* (2022), *Cupcake untuk Rain S2* (2022)

Muhammad Riza Irsyadillah | *Revan & Reina* (2018), *Dreadout* (2019), *Matt & Mou* (2019), *Habibie & Ainun 3* (2019), *Incredible Love* (2021), *Love Story The Series* (2021), *Anak Jalanan: New Beginning* (2022)

Bobby Samuel | *Cinderella Metropolitan* (2019), *Bolak Balik Dunia Nina* (2019), *Banyak Jalan Menuju Roma* (2020), *Magic in Love* (2020), *Dunia Tanpa Batas* (2021).

Yasmin Napper | *Imperfect* (2019), *MeloDylan* (2019), *Persahabatan Bagai Kepompong* (2021), *Love Story The Series* (2021), *Gatot Kaca* (2022)

Target Audience: Female & Male, Young Adults, 18-24 years old

Brand Suggestions

Food & Beverages Product, Make-up Product, Fashion Retail

COOKING SHOW SPC. RAMADAN

(*sponsored based)

Cooking show special ramadan together with Chef and Celebrity Guest Stars. With different themes in each episode, guest stars will be challenged to cook and the chef will share tips & tricks related to culinary, fun to watch with your family and friends.

Exclusive on **Vidio**

Periode : March - April 2023

Total Episode : 2

Duration : 30 minutes

Est. Plays : 150k (LS+VOD)

Brand Sponsorship Opportunities:

Logo on Premium Headline, Push Notification, Social Media Promotion, Pop Up Banner, Pinned Chat, Live Shopping, Product Usage, Product Display, OBB/CBB, Snackable Content



KAMPUNG CANDA SULE

Sitkom program that will tell the problems of everyday life such as new residents, accounts payable, subterfuge and others. Each episode will present a female guest star as a sweetener and a problem in *Kampung Canda*.

Exclusive on **Vidio**

Regular Program

Periode Program : Ramadan 2023

Live Streaming : AVOD

Total Eps : 10 Eps

Duration : 30 Menit

Brand Sponsorship Opportunities:

Breaking Banner, Preroll, Banner Ads, vidio quiz, shopping ads, pinned chat, superimpose, running text, squeeze frame, social media





Shop Together
During
Ramadan

FIMELA SHOP Ramadan Sale

Fimela Shop Ramadan Sale is the **next level of digital shopping** on Tiktok offering special sale only on Ramadan. Audiences can get **best deals** by **shop directly** from Tik Tok shop **on live shopping** while **our host reviewing the products.**

When: 4 times during ramadan
Duration: max 4 hours
Primary Platform: Fimela & Tiktok

5,000

Est. Live Viewers/4 hours



FIMELA

Fimela Approve presents a beauty product review by **100 Fimela hood member**, which will be curated by fimela editorial to be presented as **Fimela Approved Claim**. The **10 best reviewers** will give testimonials and reviews in the **Fimela Video Reviews.**

When: 22 March - 21 Apr 2023
Period: 1 Month Campaign
Primary Platform: Fimela

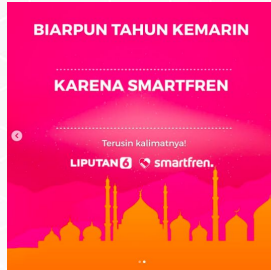
100

Est. Review



THR (Tiap Hari Rezeki)

Tiap Hari Rezeki is a **30 days social media quiz** for sharing happiness and bringing audiences closer to brand through **varied quiz** where brand can share their key message. There will be **250 k Prize for 3 winners** every day.



Details:
20 Branded Quiz
10 Customize Quiz

Period: 30 Days

Primary Platform: KLY Social Media

10,000

Est. Comments

200,000

Est. Engagement/Month

Tanya Otosia



Tanya Otosia, here come with QnA social media activity content to answer questions from the audience about traffic, alternative routes & preparation tips about Mudik! Hence, we will posts best 3 questions and answers it on Social Media & articles/VOD.

Periode: 1 Month Campaign

Primary Platform: Otosia

15,000

Est. Views

100

Est. Questions

Time Signal Ramadan

With Branded Sound During Adzan

Time Signal is a reminder for **five prayer times** and **break-fasting** time in form of **pop up banner** with **branded sound during adzan**.

Desktop:

- **Position used:** Balloon Ads
- **Image Corner:** 3 Images
- **Pop Up Image:** 3 Images

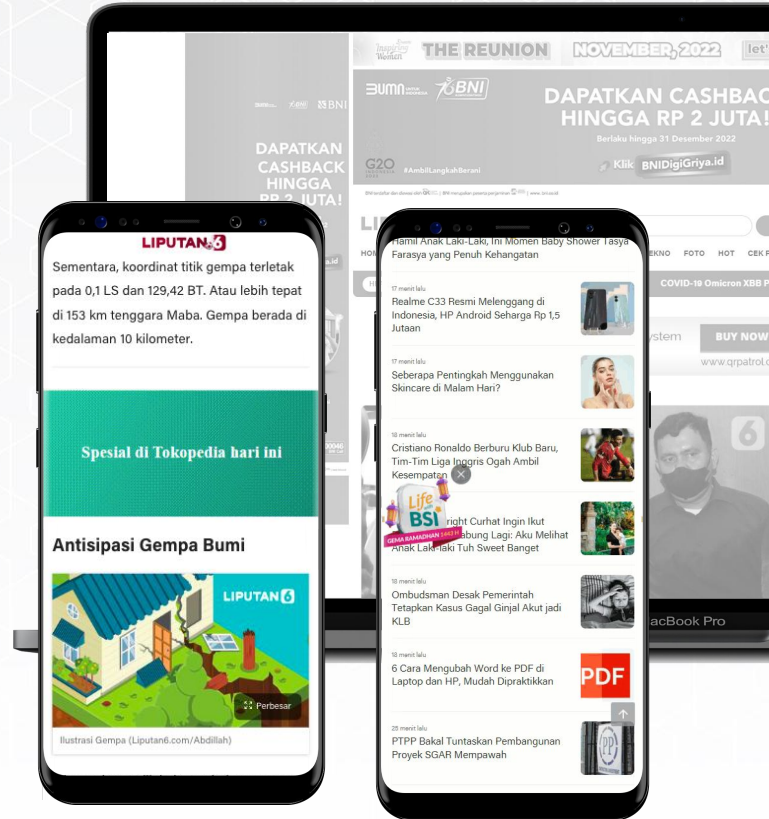
Mobile

- **Position used:** Floating Pin
- **Floating Pin :** 3 Images
- **Pop Up Image:** 3 Images
- **Position 2:** In Read Native Ads

Sound Specification:

- Sound Non AutoPlay (Action Needed)
- Max Duration: 30 Seconds
- Max File Size: 600 k
- File Type: .Mp3
- Sample:

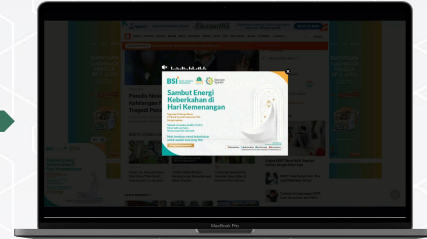
Est. Performance: 250 mio+ Total Impressions / Month



Desktop

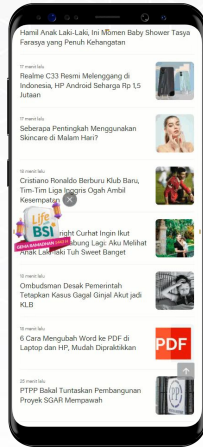


Sticky banner ads will expand after user scroll

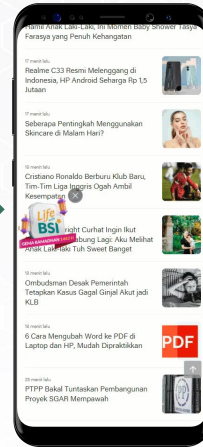


Banner ads will expand full screen when Adzan time after user scroll. Serving added branded sound before Adzan sound
"...dipersembahkan oleh (brand)"

Mobile



Sticky banner ads will expand after user scroll



Banner ads will expand full screen when Adzan time after user scroll. Serving added branded sound before Adzan sound
"...dipersembahkan oleh (brand)"

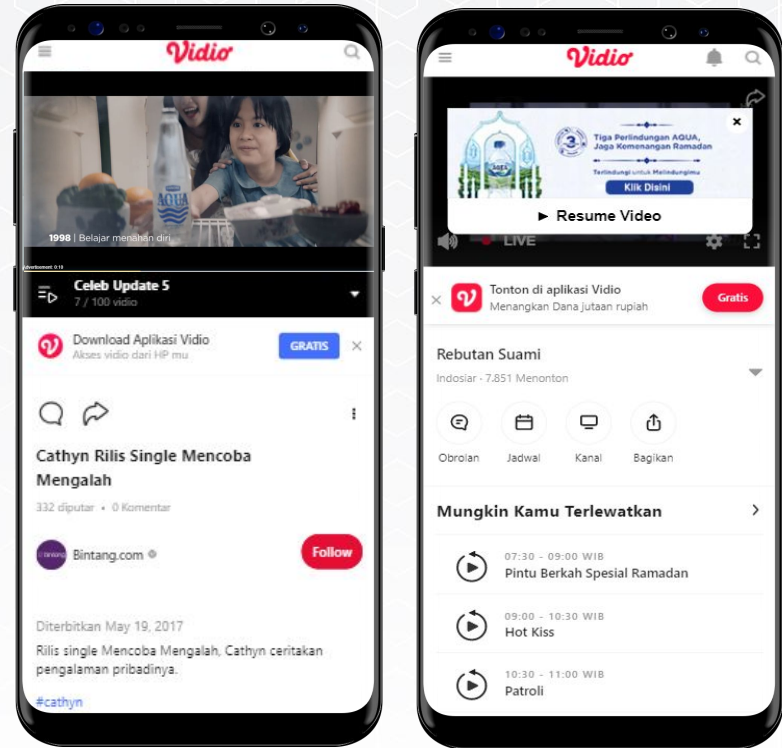
Vidio Time Signal Ramadan

Preroll/Midroll

- Time targeting Buka Puasa: 17.30-18.30 WIB
- Time targeting Imsak: 03.30-04.30 WIB
- TVC Material duration: 15s
- Landing to brand website

Banner Ads (Top, Middle, Leaderboard, Pause Ads, Overlay)

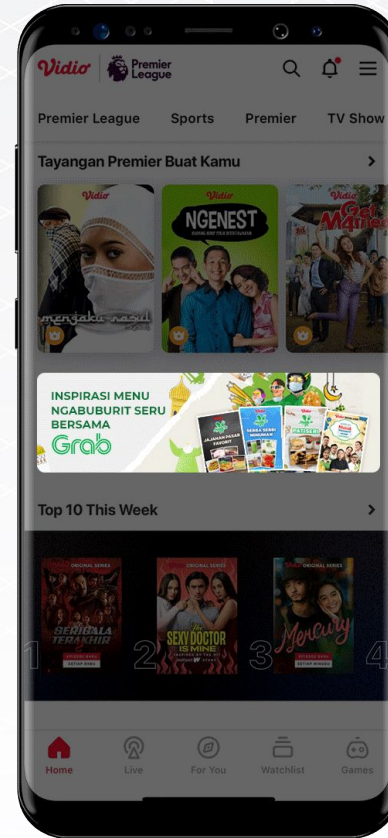
- Time targeting Buka Puasa: 17.30-18.30 WIB
- Time targeting Imsak: 03.30-04.30 WIB
- Landing to brand website



Mading Ramadan

We approach user in different ways by creating this custom page that consist of brand's beyond content related to ramadan moment.

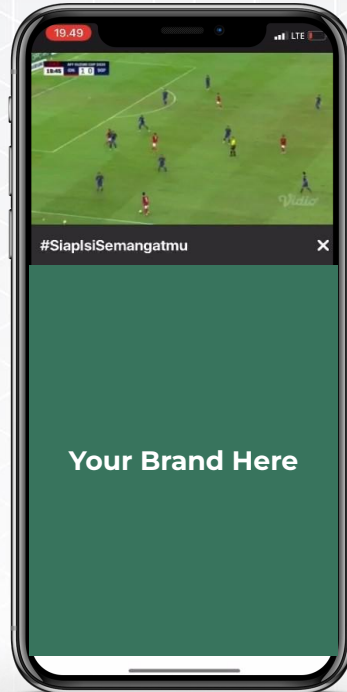
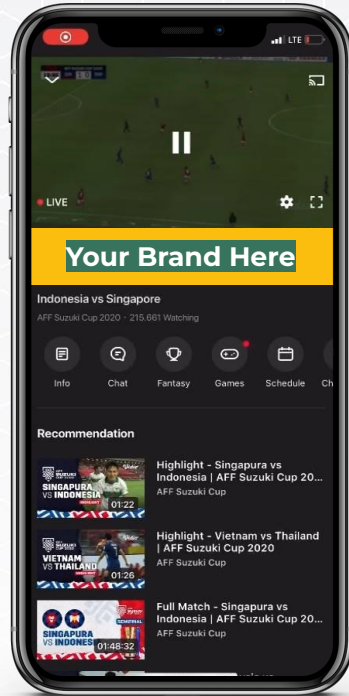
And also give content recommendation for audiens to watch during holiday.



Breaking Banner
(Traffic Driver to Mading Page)



Mading



SPECIAL RAMADAN SHOPPING ALARM

Offer the shopping experience with interactive entertainment show together for audience.

1. **Live shopping + VOD Shopping**
2. **Shopping show + VOD Shopping** *(*coming soon)*

Push Notification

Live Shopping or shopping show + VOD Shopping



SPECIAL RAMADAN

Live game show special ramadan will leverage our realtime quiz capabilities to ensure interactive entertainment to increase user engagement with the show

Est Players: 1k/eps

Live Streaming: AVOD

Duration: 30 minutes

Host: TBC



The quiz could be as a general trivia question, video/image, music, props or even guest star.



User can participate daily and win daily prizes



Each participants will accumulate score from daily quizzes for the grand prize at the end of the season





MURAH MANTAP on RAMADAN



Bukalapak gives room to leverage brand promo and special deals with co-marketing campaign funnel.



Brand Exposure ; Awareness & Engagement	
Display Banner Ads	Push Ads
Flash Deal	Micro subsidy
Buka Review	KOL KOL-Influencer (Instagram/Tiktok)
Meta Ads (MPA-Managed Partner Ads) Facebook Ads/Instagram Ads	



Ramadan Murah Mantap with Exclusive Flash Deal BEDUG RAMADAN



Limited Seat

Single Brand Flash Deal
only

2 brands/time slot

Golden Time

11.00 - 13.00
20.00 - 22.00

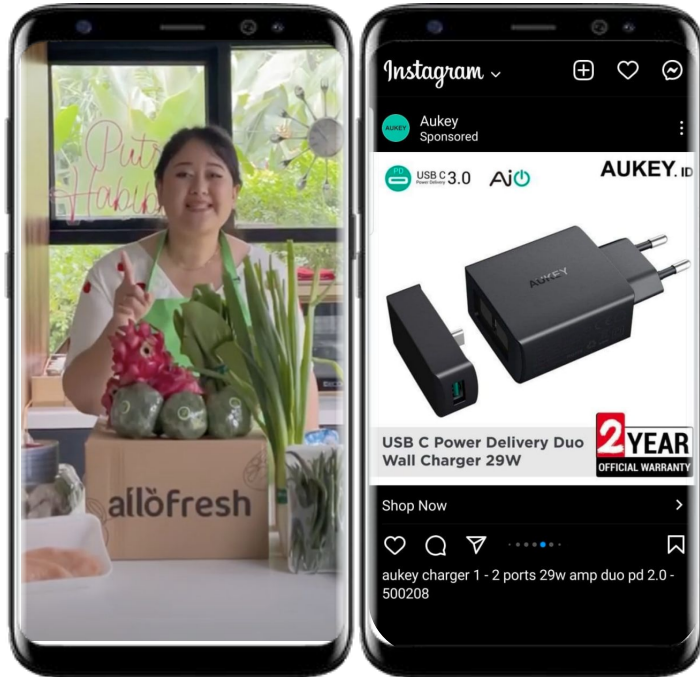
2 hours/time slot

Limited Time

only

2 times/day

Special Program Highlights Ramadan Murah Mantap Campaign



Brand Exposure ; Awareness & Engagement

Display Banner Ads

Push Ads

Flash Deal

Micro subsidy

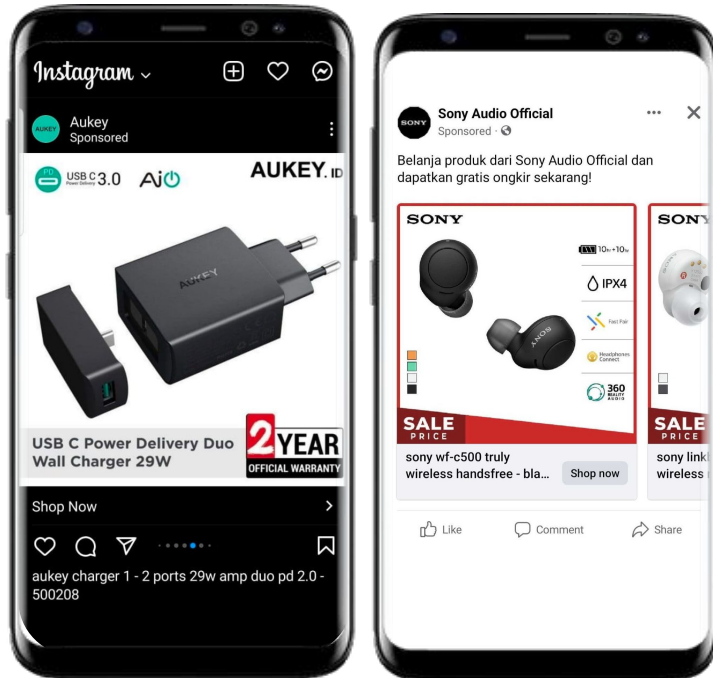
Buka Review

KOL-Influencer
(Instagram/Tiktok)

Meta Ads (MPA-Managed Partner Ads)
Facebook Ads/Instagram Ads

- All discounts coming from brands & sellers combined with Bukalapak always on discounts in micro subsidy inject.
- KOL Influence & Meta ads MPA for Brand/Seller which buy suitable package of Murah Mantap during Ramadan Murah Mantap Festive.
- FB Ads & IG Ads as Meta Ads (MPA-Managed Partner Ads) & KOL Influencer will be maintain by Bukalapak team.
- Social Media Bukalapak will be post Ramadan Murah Mantap umbrella campaign.

MPA [Managed Partner Ads] Meta Ads



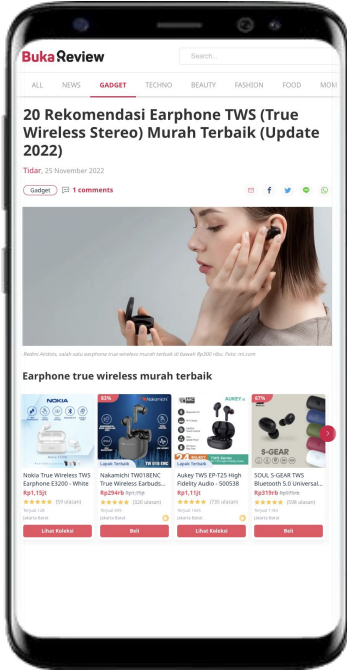
**Expand your promo to customer from
Bukalapak to
Facebook ads & Instagram ads**

Facebook Managed Partner Ads

Leveraging your promo catalogue in Facebook.

Utilizing audience from Bukalapak by
optimizing, retargeting, landing
to your store or product promos on Bukalapak.

++ BONUS for Package Above 30 mio During Ramadan Murah Mantap

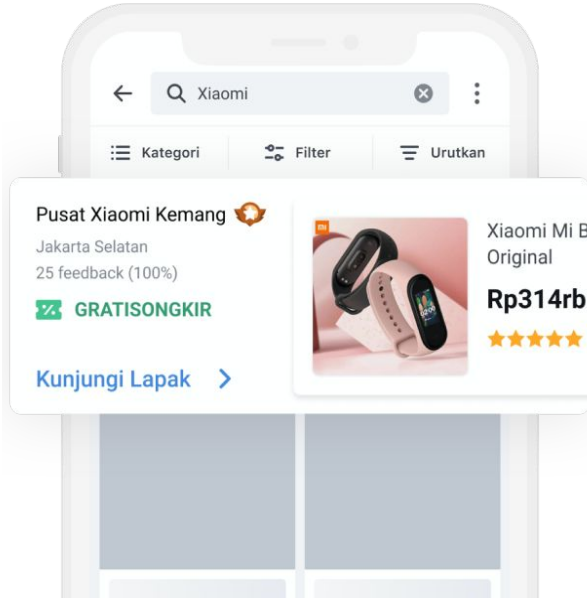
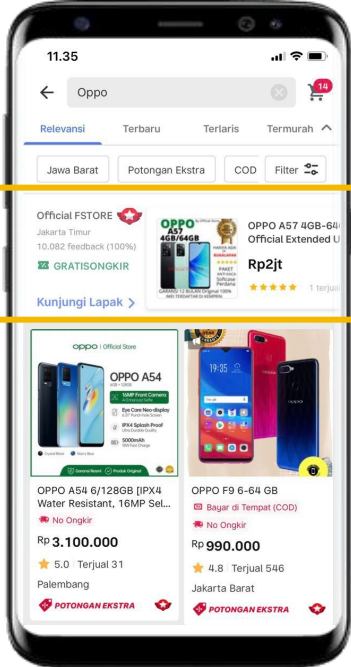


BUKA REVIEW

Review will leverage existing articles that already have a large number of page views

- Buka Review legible for package above 30 Mio
- All discounts coming from brands & sellers combined with Bukalapak always on discounts

++ BONUS for Package Above 30 mio During Ramadan Murah Mantap



IKLAN LAPAK

Appears on **TOP** of search results

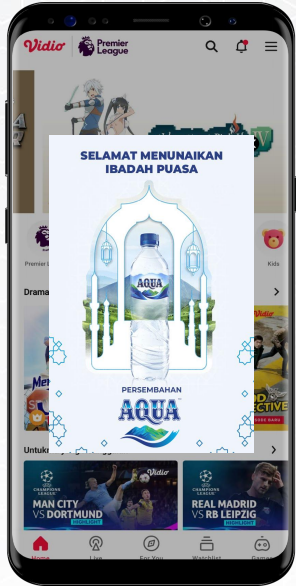
Displays available **vouchers** to appeal buyers

- Brand/Seller will submit 5-10 SKU's ever month to appear on Iklan Lapak
- Will be maintain by Bukalapak Team
- All discounts coming from brands & sellers combined with Bukalapak always on discounts

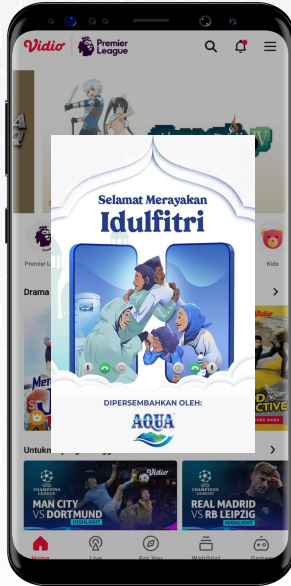


Celebrate Together
During
Ramadan

SEASONAL GREETING



Puasa



Idul Fitri

Season's Greetings

(*coming soon)

Creating high exposure for brand through Splash Screen.



INVENTORY: TELOP RAMADAN

Preroll/Midroll (15s unskippable)

- RON Placement
- Video asset will be produced by Vidio Team as an extra benefit
- Duration: 15s (Ramadan Telop 10s + 5s TVC/Logo Brand)
- **Key Message:** Marhaban Ya Ramadan, Selamat Menunaikan Ibadah Puasa

Widget Ramadan 2023

Jadwal Imsakiyah, Kalkulator Zakat & Masjid Terdekat

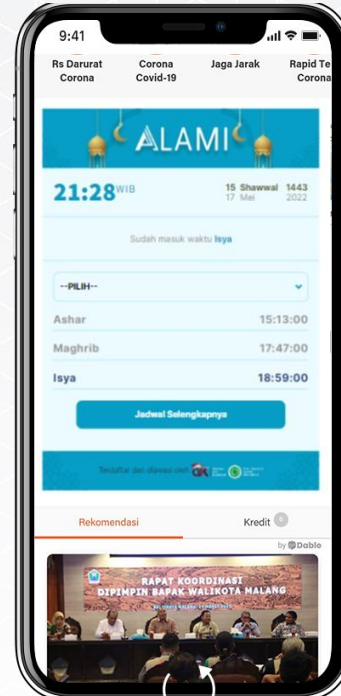
Jadwal Imsakiyah: Information about **imsakiyah**, **iftar** and **sahur** during Ramadan. Distribute on All KLY Sites.

Kalkulator Zakat: Calculate your **Zakat** precisely thru Kalkulator Zakat.

Masjid Terdekat: Find **closest mosque** around you. Distribute on All KLY Sites.

Brand Tap In:

- Logo
- Color tone
- URL landing page



WIDGET JADWAL
IMSAKIYAH

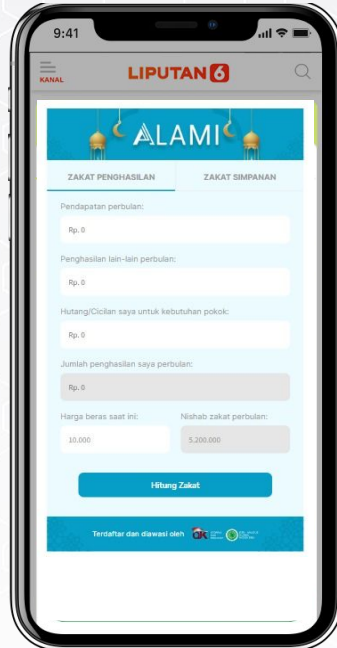


BANNER KALKULATOR
ZAKAT / MASJID TERDEKAT
(KHUSUS DI READPAGE
MOBILE)



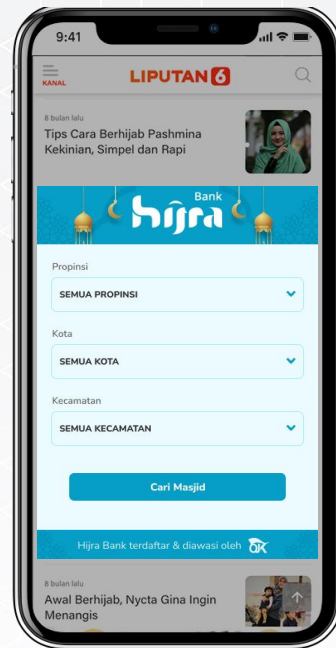
**WIDGET JADWAL
ISAKIYAH**

Est. Performance:
9.000.000 Imps/month



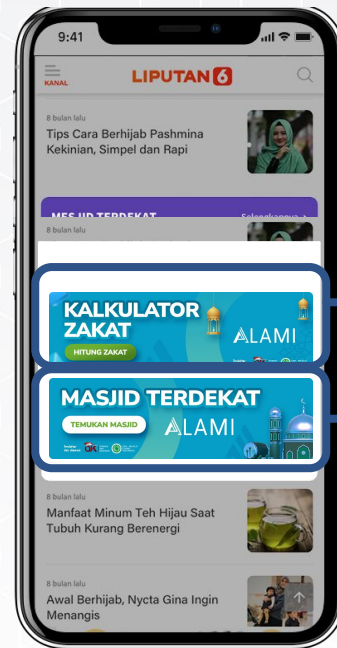
**WIDGET
KALKULATOR ZAKAT**

Est. Performance:
2.250.000 Imps/month



MASJID TERDEKAT

Est. Performance:
1.800.000 Imps/month



**BANNER KALKULATOR
ZAKAT / MASJID
TERDEKAT (KHUSUS DI
READPAGE MOBILE)**

Greetings Card

Ramadan 2023

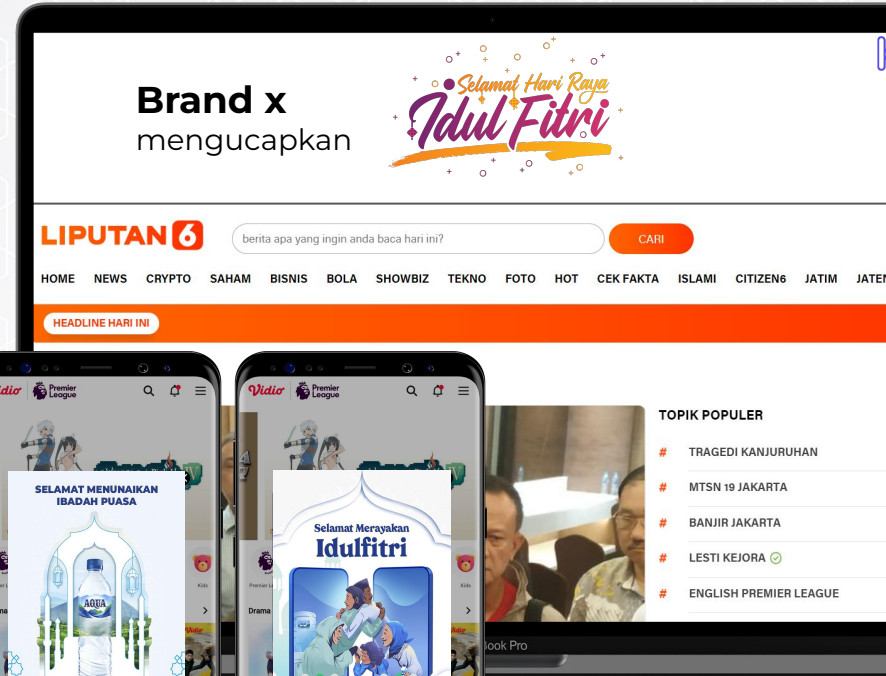
A special content to give greetings to commemorate the big day in Indonesia. Such as Happy Fasting, Happy Eid. In the form of posts on banners and social media

Banner Exposure:

- Desktop Masthead
- Mobile Masthead

Social Media Exposure:

- Carousel Branding
- Product Knowledge
- Tag Collaboration with Brand
- Hashtag Brand



Season's Greetings
(*coming soon)

Creating high exposure for brand through Splash Screen.

Festival Ramadan Page

Microsite - Content Hub

Hub for all **Ramadan content, widgets** and **activities**.
It helps muslim audience welcoming and going through Ramadan this year

Detail:

- **Content:** Text, Photo & Video
- **Activity:** Live Streaming
- **Widget:** Jadwal Imsyah, Kalkulator Zakat & Masjid Terdekat

Sub Channel:

- KLBB 2023
- Kabar Ramadan
- Ngabuburit
- Resep Praktis
- Hijabpedia
- Info Mudik
- Video

Gateway:

- Banner Ads
- Navigation Bar
- Social Media



Link Preview:

<https://www.newshub.id/commercial-gallery/website/festivalramadhan2022/index.html>

Festival Ramadan Page

Microsite - Branding Sub Channel

LOGO ON
MASTHEAD

BANNER

WIDGET
BRANDING

LOOK & FEEL



Tak bisa cari shirt brokoli di pasaran? Ini caranya juga



Al-Qur'an Digital

On Liputan6.com, Merdeka.com & Dream.co.id

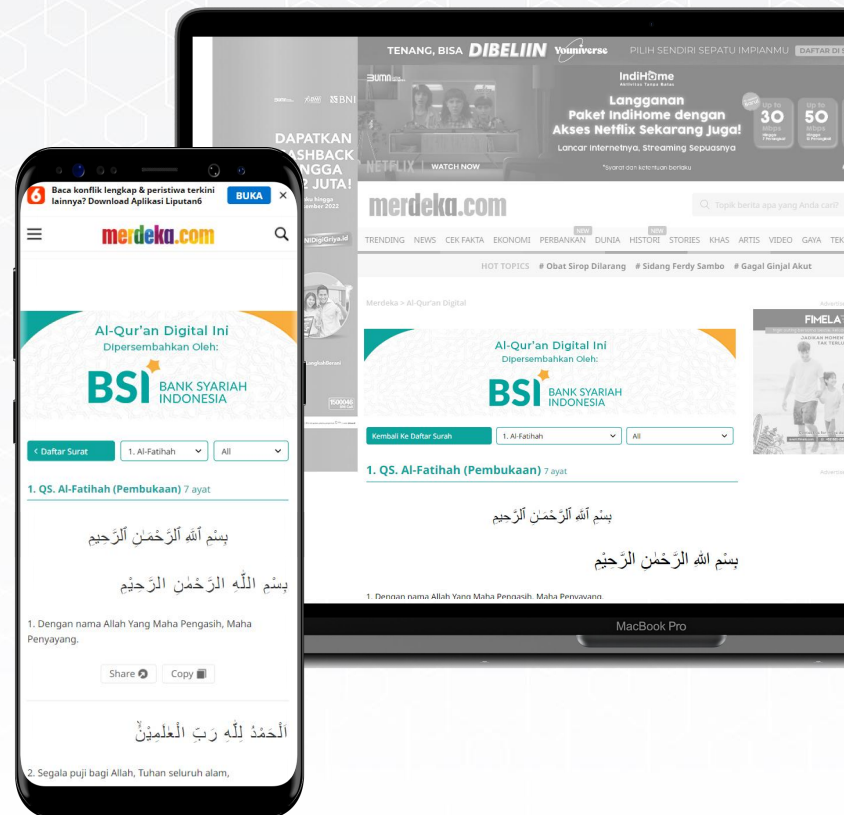
Shows the full part of the **Al-Quran** for readers to read the Al-Quran **through gadgets** during the month of Ramadan.

Brand Tap In:

- Logo Branding
- Color tone
- URL landing page

Est. Performance: 900.000 page views/month

30.000page views/day



Live Report & Breaking News Liputan 6

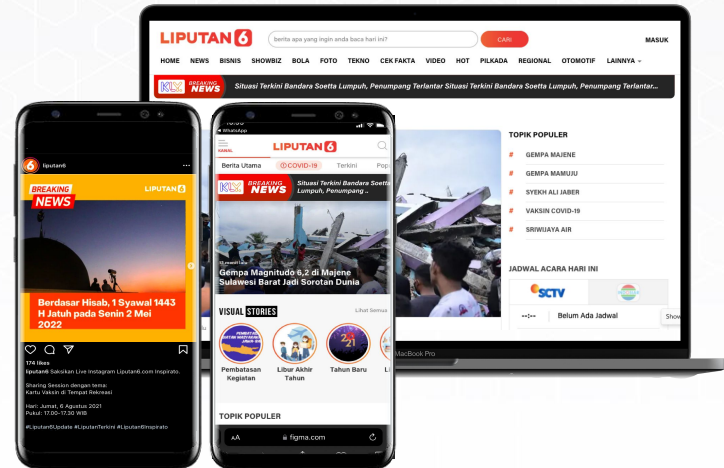
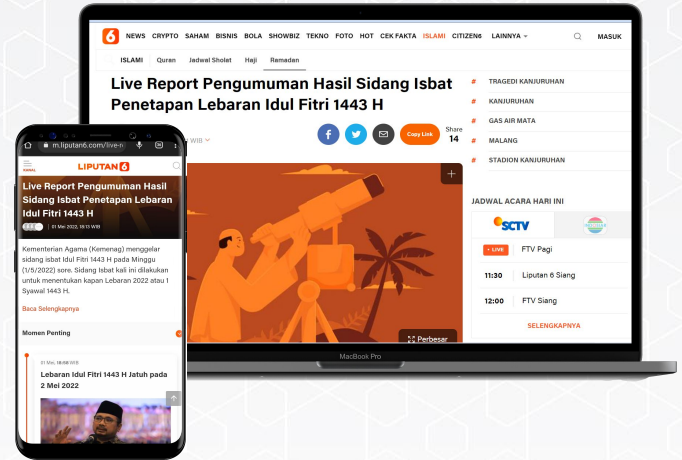
Live report provides information or report an ongoing event such as **Sidang Isbat**, **Info Mudik** & preach the **latest** and **most highlighted news or event** related to **Ramadan**, published daily on **Liputan6's platform and social media homepage**.

Brand Tap In:

- Logo On Breaking News Liputan6.com
- Banner Exposure On Article
- Logo, Tone Color & Carousel Branding On Social Media

Brand Tap In:

- Article
- Banner
- Color Tone



emtek  digital

KLY.
KAPANLAGI YOUNIVERSE

Vidio



bukalapak

