



# **AWARD: Best of Indonesia & Best of Festive**

## **WINNER: BCA – BCA RAMADAN #TIBA TIBA TENANG**

by PT Bank Central Asia Tbk PT Langit Kreatif Indonesia, PT ADA Asia Indonesia

### **BACKGROUND AND CONTEXT**

Post-pandemic Ramadan presented a unique opportunity for BCA to solidify its leadership position and make a greater impact with a campaign that resonated with users' needs and concerns.

As the COVID-19 pandemic waned, Indonesia's economy stabilized and Indonesians regained their confidence to celebrate Ramadan festivities, including sharing the Ramadan bonus (THR), performing good deeds (Zakat), and participating in the homecoming tradition (mudik). People also returned to pre-pandemic habits of offline shopping and dining, while maintaining some online habits due to convenience (e.g., online Zakat donations, online electricity voucher payments).

To maintain BCA mobile's top-of-mind status as the go-to app for Ramadan needs in the most cluttered period of the year, BCA believed it was essential to launch a Ramadan campaign that captured attention and demonstrated meaning and relevance to its users.

BCA has dominated the Ramadan season for years with its innovative campaigns that have raised awareness and boosted engagement. This has also led to the growth of BCA mobile's everyday needs features, such as QRIS and Lifestyle Features (BagiBagi & Zakat). To secure its leadership position and make an even greater impact during Ramadan 2023, BCA recognized that the preparations for the first post-pandemic Ramadan could be challenging due to unexpected occurrences (e.g., early store closures during Ramadan, unexpected house guests, forgotten electricity payments, and forgotten Zakat and THR payments).

### **CAMPAIGN OBJECTIVES**

The #TibaTibaTenang campaign leveraged the unpredictable nature of Ramadan to position BCA mobile as the one-stop solution for all Ramadan needs. By highlighting BCA mobile's comprehensive range of products and services, the campaign reinforced the perception that BCA mobile is the most reliable companion for Indonesians during Ramadan, from managing their THR to performing zakat and making last-minute purchases.

By tapping into the Ramadan moment, BCA aimed to increase brand awareness and engage its target audience. The campaign's punchy tagline, "Ramadan Tiba-Tiba Tenang, Dengan BCA Mobile", resonated with consumers and helped to drive home the message that BCA mobile is always there to help, no matter what unexpected challenges come their way.



## CREATIVE STRATEGY

What sets the #TibaTibaTenang campaign apart from other Ramadan brand campaigns is its unique story and casting. Christine Hakim, a legendary Indonesian actress with immense popularity across generations following her remarkable performance in a global hit series *"The Last of Us"*, was chosen as the brand ambassador due to her composed profile and wisdom. This was in line with the campaign's objective of highlighting that even well-prepared individuals can face unexpected challenges during Ramadan.

What makes Hakim's casting even more unique is that she is typically known for playing serious roles. However, in this campaign, she is portrayed in a comical light, which is a refreshing departure from her usual image. This choice of casting helps to drive home the campaign's message that BCA mobile can help users navigate the unexpected challenges of Ramadan in a fun and practical way.

The campaign also effectively communicates the benefits of BCA mobile's features by parodying Christine Hakim's roles in her various movies and making a pun of her name which is similar to one of the features. This creates a relatable and comical storytelling experience that reflects the everyday life of Indonesian people during Ramadan. The video series is divided into two parts: Ramadan and Lebaran (Eid). Despite their 5-6 minute duration, the videos keep viewers engaged until the very end.

## WHAT ROLE DID YOUTUBE PLAY?

In order to drive BCA mobile's top of mind awareness and consideration as the go to app during Ramadan and Lebaran (Eid), BCA utilized 6 and 4 minute long-form videos that created emotional engagement and Mastheads during key moments like Ngabuburit (waiting for break fast) taking over the YouTube Homepage. To reach Indonesians at scale, BCA leveraged YouTube's unique ability to combine long and short formats and added 6s for sequential storytelling. Additionally, BCA used Google's AI powered solutions like Video Reach Campaign to achieve massive reach efficiently in the most cluttered season. Lastly, BCA also used 1P data and Google's audience signals to ensure they were engaging with the right consumers.

## OVERALL EFFECTIVENESS

The campaign was effective in driving the following results:

- The Tiba-tiba Ramadan generated 155 million impressions and Tiba-Tiba Lebaran (Eid version) generated 112 million impressions, respectively. It also generated 61M+ video views with an average VTR of 62% for its long-duration formats (6 mins and 4 mins).
- The Masthead utilization was able to get 100% SOV for a full hour during 'ngabuburit' (waiting time before breakfasting) with s >23 million impressions, >437K click to video, and 1.89% CTR
- Video Reach Campaign is 130% over internal KPI, reaching >74 million impressions
- TrueView Skippable is 153% over internal KPI, achieving >61 million video views and 62% VTR
- In-Feed Ads (Discovery & Search) is 322% over internal KPI, which got almost 3 million views

From a business point of view, the campaign was able to generate +2.0% purchase intention lift. These campaigns also accounted for 42.18% of the overall website of BCA traffic.

## WHY DID THIS CAMPAIGN WIN?

The #TibaTibaTenang campaign won because it masterfully leveraged the power of storytelling to connect with Indonesian consumers on a deep level. The campaign captured the everyday experiences, emotions, and actions of Indonesians during Ramadan, but with a lighter, comical spin. This allowed the campaign to strike a chord with consumers and establish a stronger and more meaningful connection.

The campaign's storytelling was also effective in delivering complex emotions and tapping into relevant feelings that are rarely expressed overtly. For example, the campaign highlighted the challenges of managing THR payments, but did so in a humorous way that resonated with consumers.

Another key factor in the campaign's success was its use of multiple short formats as an extension of the main long format campaign, amplified by Google AI-powered solution - Video Reach Campaign (VRC). This helped to reach a massive audience efficiently, serving long and short formats based on target audiences' viewing habits. Additionally, the video sequencing/retargeting made the audience understand the message better and engage with the campaign more easily.

Finally, the campaign's two versions on YouTube played complementary roles. The longer version told the full story of Christine Hakim's journey through Ramadan, while the shorter version focused on specific challenges and solutions. This allowed consumers to choose the format that best suited their needs and interests.

Marketing Lessons Learned:

The #TibaTibaTenang campaign offers several valuable lessons for marketing/business leaders:

- **Use relevant storytelling to connect with your audience on a deeper level.** Consumers are more likely to remember and engage with messages that are told in a compelling story.
- **Tap into relevant emotions and experiences.** Consumers are more likely to connect with messages that speak to their own feelings and experiences.
- **Use multi-formats (long & short) to reach a wider audience effectively.** Different consumers consume content in different ways, so it's important to offer multiple formats to reach everyone. Furthermore, a longer format is needed to tell a complete story, a shorter format is more effective to tell product stories. By using multi-formats which complement each other, you can reach a wider audience effectively and tell your story in the best way possible.
- **Make your message clear and concise.** Consumers are bombarded with messages all day long, so it's important to make sure your message is easy to understand and remember.

By following these lessons, marketing leaders can create campaigns that are more effective and engaging.