



AWARD: The Changemaker [SEA]

WINNER: BCA – #TOLAKDENGANANGGUN (Indonesia)

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

BACKGROUND AND CONTEXT

Financial fraud continues to be an ongoing concern, accelerated by the growth in eCommerce and online penetration in Indonesia. It is having a devastating impact on victims in Indonesia. In fact, the United Nations reported an alarming increase of 9801 suspicious cases in 2019, to 13 338 in 2020 and 23 000 in 2021. In 2020, this amounted to a total loss of about IDR 250 billion (~USD 16 million) in the banking industry, according to the [National Cyber and Crypto Agency](#).

As the largest private bank in Indonesia with 'Customer First' as its philosophy, customer safety is a priority for BCA. Thus, BCA felt the urge to do something because keeping BCA customers safe from fraud is essential. Fraudsters/scammers often posed as bank officials and Indonesians lacked education on how to differentiate a real bank official from the scammers. Indonesians, especially the vulnerable groups (elders, first jobbers, etc) also did not know how to reject the scammers. Hence, BCA launched The #RejectFraudElegantly campaign, a groundbreaking initiative in the Indonesian banking industry that addressed the constantly evolving threat of banking-related fraud.

CAMPAIGN OBJECTIVES

BCA launched the #TolakDenganAnggun (#RejectFraudElegantly) campaign to help educate and build awareness around the ever-evolving threat of banking-related fraud in Indonesia. In doing so, the campaign sought to put the power back into Indonesians hands through equipping them with knowledge around the kinds of fraudulent activities and how they could go about keeping their personal data safe. All in the hope that Indonesians would become more cautious and reluctant to fraud and evidently reduce the number of impacted victims.



CREATIVE STRATEGY

Aware that Indonesian audiences have an interest in non-normative educational content that feels more relatable to their everyday life, #RejectFraudElegantly from BCA took a unique approach by tapping into a phenomenon of pranksters in a form of rejection towards fraudsters. Narrated by Anggun, a renowned singer known for her elegance, the campaign encouraged customers to confront fraud with confidence and grace. Anggun was used as an inspiring figure because her name, which means elegant in Bahasa, aligned with BCA's message of #RejectFraudElegantly (Tolak Dengan Anggun) which had a double meaning of rejecting elegantly and rejecting with Anggun.

Using a well known celebrity is able to gain more audience's attention as people are more attracted to a

celebrity that has good credibility especially when it is connected to the 'educational' campaign. Combined with a playful yet elegant manner, the ads showcased how people rejected fraudsters in various creative approaches. BCA launched this movement to encourage people to proactively safeguard their finances by emphasizing the idea that anyone can reject fraud if they know the information that should never be shared.

WHAT ROLE DID YOUTUBE PLAY?

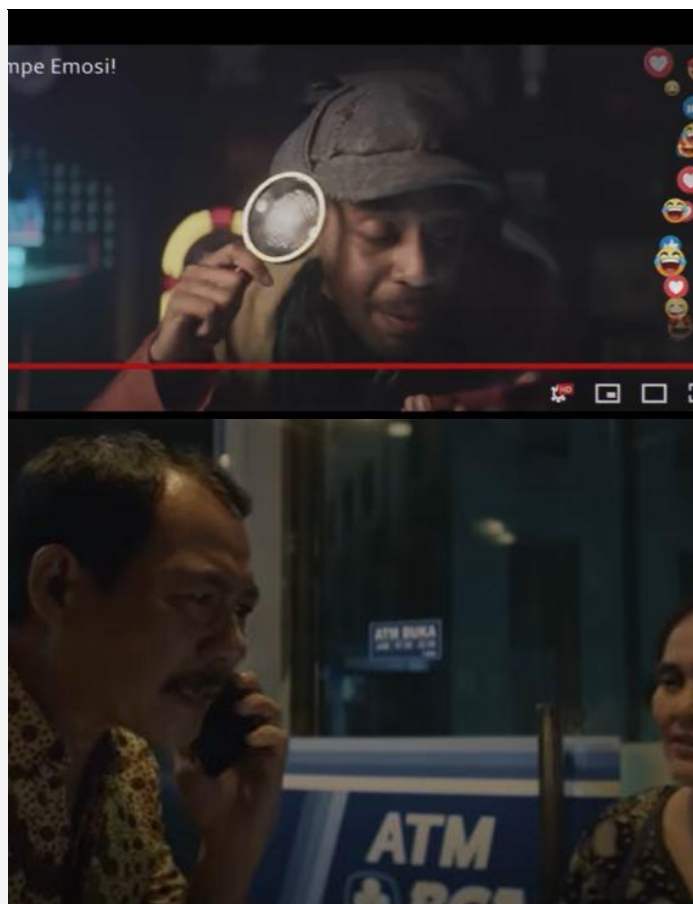
BCA tapped into the capabilities of YouTube to help effectively target and reach audiences at scale, with the aim to ensure that they were able to drive awareness and educate as many Indonesians as possible around financial fraud. The success of the campaign really encapsulated how BCA implored the vast array of YouTube solutions to help get their core message across.

First of all, BCA utilized YouTube Reach Planner to forecast the number of audiences that could be exposed to the campaign. The campaign was made scalable using a Video Reach Campaign with both full and cutdown formats, and Efficient Reach optimization was utilized to reach as many people as possible.

OVERALL EFFECTIVENESS

The campaign was effective in driving the following results:

- 23+ million impressions in just 1 hour after it launched with 1.79% CTR - making it higher vs all CPH Masthead in Indonesia in 2022. Achieved 100 million from Video Reach Campaign & TrueView for Reach
- Generated 10,663 conversions (number of shares / people advocating the cause)
- Brand Lift Study that shows higher uplift compared to benchmark +16.3% ad recall lift for Target Frequency campaign (more than 5x higher than the industry benchmark)
- +5.9% ad recall lift for Efficient Reach campaign (more than 2x higher than the industry benchmark)
- Able to reach 209.1 million of used in spreading the message to reject fraud elegantly
- There were 1.9 million page views from audiences interested in finding more information through campaign



WHY DID THIS CAMPAIGN WIN?

As the winner of the Changemaker, the BCA campaign creatively tackled the pertinent issue of financial fraud facing Indonesia's banking industry and successfully implored YouTube to ensure it landed with reach and efficiency. Instead of following the typical scare tactic maneuver used by many brands around such topics, the brand aligned with audiences' taste for non-normative educational content and sought to provide content that was more engaging and relatable. The campaign also tapped into the power of celebrity through fronting Anggun, which served to not only extend the influence of the campaign's message but also cleverly play on her perceived confidence and elegance. More importantly, the empowering and inspirational emotional sentiment was a beautiful metaphor and reflection of personal power and autonomy: the customer is ultimately the one that holds the power of keeping their own personal banking data and information safe - and they have the ability to reject fraudsters and circumvent financial data breaches.