

VERTICAL 5



# Food and Beverages

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They are heading online to know what's safe and healthy. At the same time, they are tracking the latest international food trends, and seeking easy meal ideas as offline activities resume.

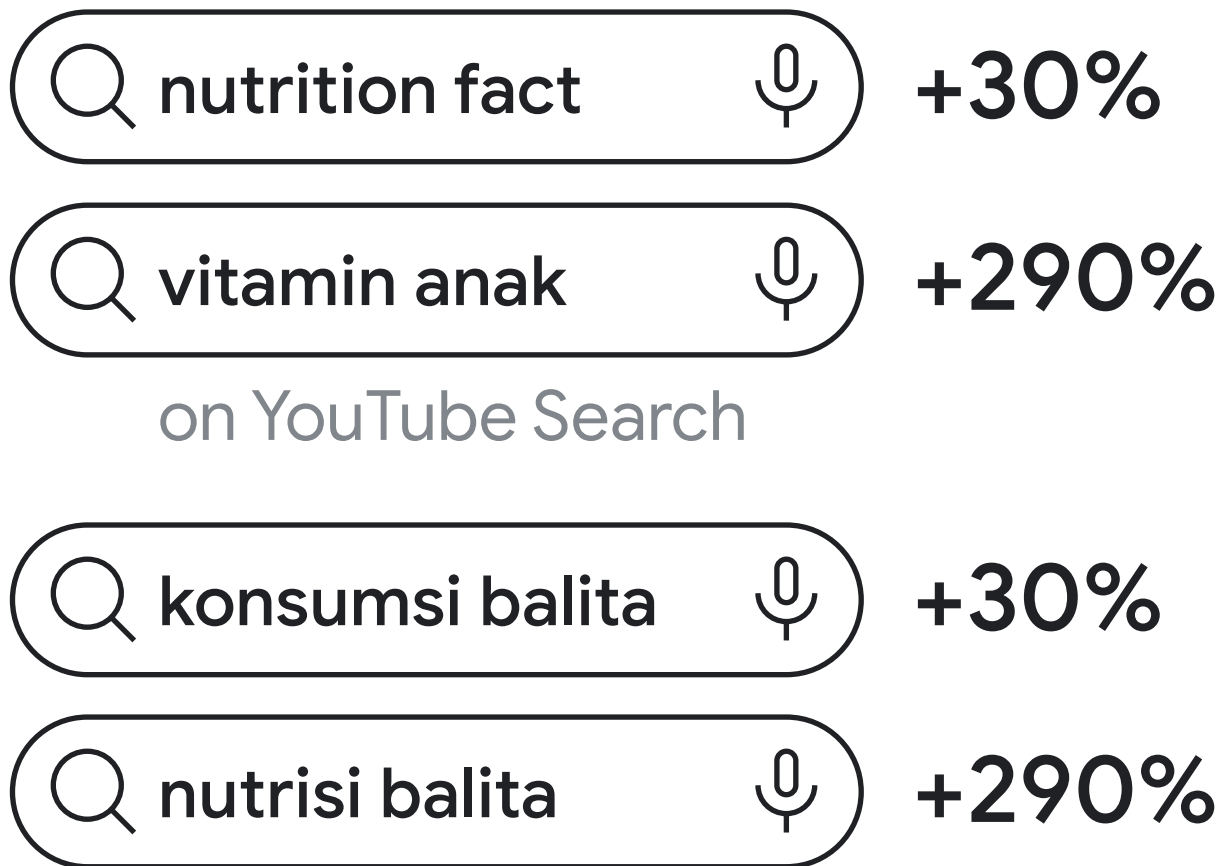
The pandemic drove Indonesians to prioritize healthier eating habits, and they continue to remain proactive when it comes to the well-being of themselves and their loved ones. They are heading online to know what's safe and healthy. At the same time, they are tracking the latest international food trends, and seeking easy meal ideas as offline activities resume.

**Search is the first stop for parents who are looking for answers when it comes to their childrens' developmental needs and well-being. They are turning to it...**





... to understand their  
childrens' nutritional needs.



...to find preferred products  
for their little ones.

🔍 susu anak 🎤 **+20%**

🔍 snack sehat anak 🎤 **+40%**

🔍 susu bayi 🎤 **+80%**

on YouTube Search





... and check if certain medicines are safe for them.

🔍 penyakit ginjal anak 🗣️	+130%
🔍 obat sirup anak 🗣️	+100%
🔍 obat batuk anak 🗣️	+60%

# With schools reopening and work from office resuming, convenience is top of mind.

Indonesians are coming online for inspiration on go-to and simple meals...

Search interest in **instant food** grew by +40%, as people sought easy ways switch up lunches.

While search interest in **bekal sekolah** and **bekal makanan** climbed by +180% and 80% respectively.

... and to find dining options nearby.

Search interest in restaurant near me and mall terdekat climbed by +70% and +60% respectively.





# Marketing implications

# 01

## Drive footfalls from online to offline.

Today's interconnected world means every channel is your storefront. Ignoring even one channel could mean losing out on potential customers. With offline activities resuming, brands can utilize search by tapping onto keywords such as **terdekat** or **online delivery**, and drive traffic to their nearest restaurant/store, or even reach consumers where they are.

## Brand Example

Brand visibility is one of the key factors in winning brand recognition and generating sales. Omela understood the importance of having a brand presence in the competitive food and beverages industry. It ran a lead generation campaign that combined smart bidding and lead form ads. It helped Omela reach and connect with local coffee shops, to send free samples to them.



# Product Highlight

Use **location extension** to inform users where your nearest restaurants/store is by adding your business name, address and a map marker to your Google ads.

# International food is back on the menu, with Indonesians keeping track of the latest trends in the culinary world and turning to influencers for recommendations.

While search interest in **makanan korea** grew by +70% on YouTube Search.

**makanan viral** and **snack viral** search interest saw a growth of +30%.

Similarly, search interest in **rekomendasi makanan** grew by +50%



# Marketing implications

# 02

Extend your campaign to AFS (AdSense for Search) and SNDS (Search Network with Display Select) to showcase your store/restaurant on YouTube and Google's Display Network, as consumers navigate multiple touchpoints in search for information about stores/restaurants.

**Alongside a growing population, there is also a growing consciousness and demand for halal ingredients and Muslim-friendly cuisine.**

