

HELLOOOO!!!

katch THE OPPORTUNITY
TO STEAL THE SPOTLIGHT
WITH VIRAL CONTENTS

HI! WE ARE FROM



JUSTIAN DARMAWAN

Strategy Lead

An aspiring propagandist. He aims to balance his mind and his heart in both personal and professional life. Because the work is done for human, so it should come from human.

katch



ADINDA HABSARI

Creative Group Head

An art based creative who's got a wide range of interest from Rick and Morty cartoons to Basquiat paintings to Droga 5 commercials. She loves everything about her work because it combines all of her favorite types of art form.

NOW, LET'S GET TO KNOW KATCH

**MORE
INTIMATELY**

WE'VE SHARPENED
OUR SENSES TO **katch**
THE REAL DECISION MAKER
IN THE MARKET: **WOMEN**

But hey, we also love to **katch** the attention
of every game changer out there!

**STRATEGICALLY
CRAFTED.**

STRATEGY

Melting pot of minds and hearts

The curiosity crew who aim to employ a strategic method designed to accurately profile Indonesian consumers based on a variety of attributes.

**CREATIVELY
DISRUPTIVE.**

CREATIVE

Starting strong with playful process

10% millennials, 90% Gen Zs, 100% excitement! Yes, we believe that an engaging campaign starts in a room full of playful brainstorming.

**ALL IN A SMOOTH
PATHWAY.**

ACCOUNT

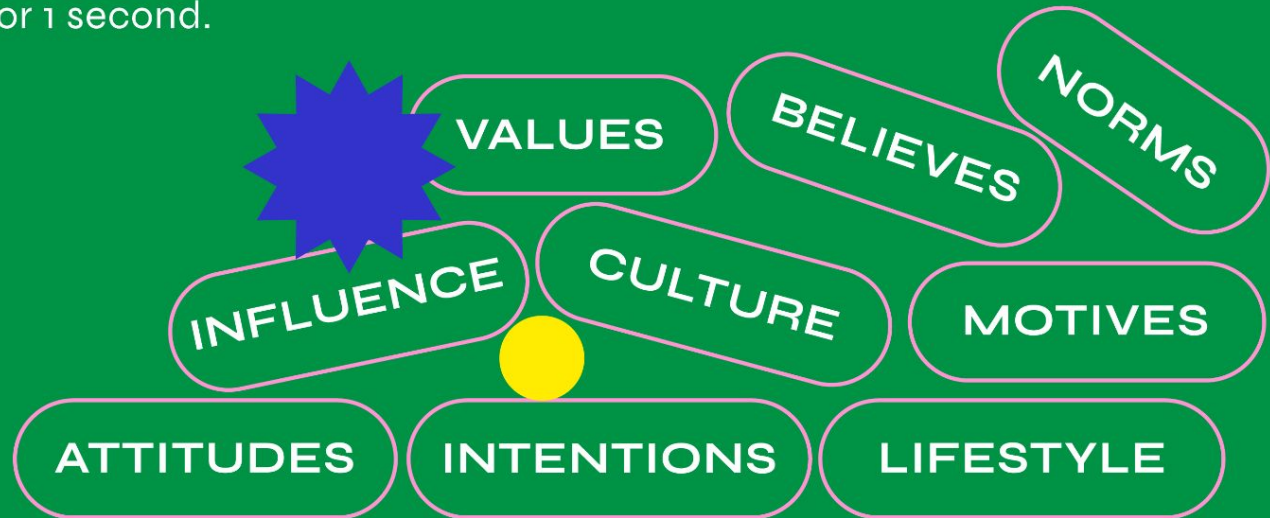
The charming conductor

The critical ones who make sure everything is smooth and right on track. Let's have a constructive and positive discussion along the way!

Tailored to your brands - we aim to katch the final decision maker who will katch your brand.

In the super meticulous landscape of consumers, we will katch ezverything.

Need proof? Hang in there for 1 second.



We have teamed up with some of the most exciting and interesting brands.



NOW, OFF WE

GO!



BAMBIUT
Ke-charged

aku ke-charged..



NOPE.



THAT'S NOT OUR CAMPAIGN!

So imagine, when we won the pitch, **we have 2 challenges:**

CHALLENGE #1:

The Client's Brief:

Create FOMO for
Pantene Miracles
Supplement.

CHALLENGE #2:

Creative Pride:

Beat the previous
viral campaign!!!

Thankfully,
**WE ALREADY HAVE A WINNING
COMMUNICATION IDEA!**



**CHARGING
YOUR PHONE
HALF FULL**



**GATEKEEPING
GOSSIP FROM
FRIENDS**



**NIAT DIET TAPI
MASIH MAKAN
JUNK FOOD**



**SHARING
NEWS BEFORE
READING THE
CONTENT**



**PAIRING
FORMAL TOP
WITH CASUAL
FOOTWEAR**



**WATCHING
MOVIE
HALFWAY**



**NOT DANCING
IN THE CLUB**



**NASI PADANG
WITHOUT THE
SAUCE**

All things that are **SETENGAH-SETENGAH** never works!

Including your **hair care** that's **SETENGAH-SETENGAH**



**HAIR CARE YANG
SETENGAH-SETENGAH =
ONLY USING SHAMPOO WITHOUT
USING PANTENE HAIR SUPPLEMENT
SO YOUR HAIR BECOMES “CAPEK”**

PANTENE

NO MORE

setengah-setengah

Creating the FOMO to complete your hair care with not only using just shampoo, but also using Pantene Conditioner.

Finally, getting to the fun part.

**ANOTHER CHALLENGE:
CREATE AN ENTERTAINING
STORYLINE!**





Present ke client.
DIREJECT.

Present ke client.
DIREJECT.

Present ke client.
DIREJECT.

Present ke client.
DIREJECT.

Present ke client.
DIREJECT.



Unfortunately, it's not that easy...

**BUT, FINALLY WE FOUND THE
RIGHT STORY TO TELL!**





#RAMBUT
Re-charged

#1

MNEMONIC

GRAPHIC

A simple graphics to make your campaign more memorable. Take the main message and turn it into an analogy.

Example:

#RambutKecharged
-> **BATTERY FULLY CHARGED**



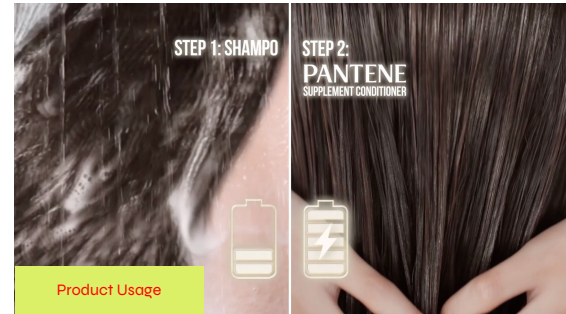
#2

PRODUCT WINDOW

Visually glorifying the USP of the product by showcasing product usage or product functionality.

Techniques to be apply:

- 3D Visualizations
- Super Close Up Shots
- Product Usage
- Enjoyment Shots
- Before/After Shots



#3

BRANDING THROUGH

LOOK AND FEEL
Creating a visual identity through and through to ensure the brand can visually own the video.

Things to look out for:

- Set design and color
- Wardrobe styling
- Hair and Make-up
- Talent look



In just 24 hours, we've reached:

904,288

Views

1,964

Likes

Off to a good start, but here comes another challenge:

**HOW CAN WE SUSTAIN PEOPLE TO TALK ABOUT
THE NO MORE SETENGAH-SETENGAH CAMPAIGN
AFTER WATCHING THE VIDEO?**



THE CHALLENGE:

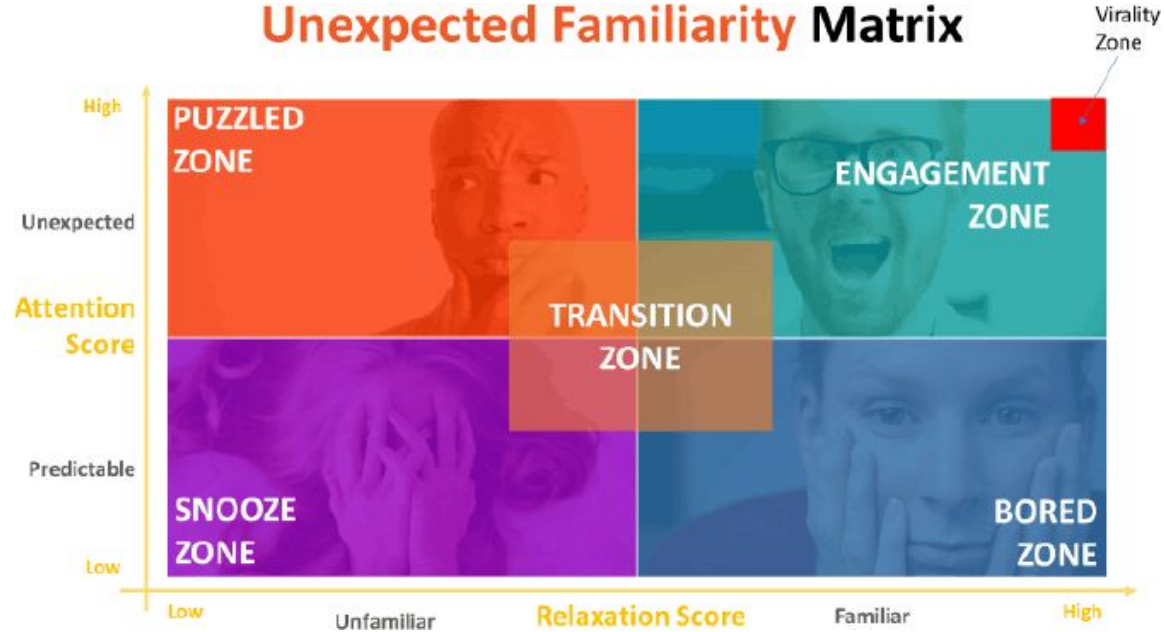
How can we make people even more FOMO and encourage them to actually use Pantene Miracles to fully take care of their hair?

Before dig deeper to Pantene Miracles case,
let's learn a little bit about FOMO & virality.

**WHY? BECAUSE THERE MUST BE A REASON
WHY A CONTENT CAN GET VIRAL!**

The ultimate viral content formula
FAMILIAR CONTEXT + UNEXPECTED TWIST

Unexpected Familiarity Matrix



Source: WARC (2020)

#1

HOOK THEM IN THE EYES, AND TWIST IT AROUND.

Best cases across category: high reach brand ambassador usage that sparked conversation among Indonesian digital natives, *with a bit of twist.*



Strategi Marketing
Kanzler x Nicholas Saputra

#2

TOUCH THE HEART WITH CONTEXT THAT EVERYONE LOVES.

It's always about the familiar touch point that can be translated across creative materials in order to be talked about, i.e. sinetron and colossal-setting stories.



#3

MAKE THEM REMEMBER THE MELODY, FOREVER.

A one hit wonder strategy via sonic branding cues that can elevate brand presence in consumers' minds. *It's unskippable that everyone can sing along.* Hitting 24 million views on Youtube is possible to achieve in a blink.



Source: Marketing Essentials (2018), Marketeers (2018)

HOW DID WE DO IT FOR PANTENE MIRACLES?

LET'S FIND OUT & LEARN MORE ABOUT IT!

BACK TO DINDA >

WHAT MAKES WOMEN FOMO?



Other women
celebrity



Funny Brand
Ambassador



Other inspirational
women

WHAT MAKES WOMEN FOMO?



Other women
celebrity



Funny Brand
Ambassador



Other inspirational
women

Now ladies,

HOW DO YOU FEEL WHEN YOU SEE THIS?



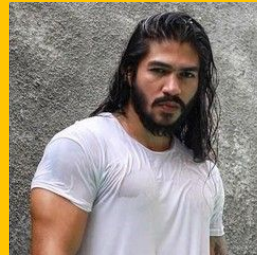
THE BACK



THE FRONT

THE INSIGHT:

MOST LONG HAired MAN, PUTS MORE EFFORT INTO TAKING CARE OF THEIR HAIR INSTEAD OF MOST WOMEN. WE SOMETIMES EVEN FELT TRICKED BY THEIR BEAUTIFUL HAIR AND WANT TO FIND OUT THEIR SECRET TO HAVING GREAT HAIR.



THEN WE FOUND

Envyng his great long hair, we thought, what if we can make everyone feels this envy too?

THIS GUY!!!!

TikTok
@andkrijptr



cece

perawatan rambutnyaaa apaa sihh 🤔



Dira0305

insecure sama rambut nya 🤔



IMELDA

pake apa sih bang kok bisa sebgas itu rambut nya jjr gue sebagai cewe insecure banget 🤔



LET'S START ROLLING

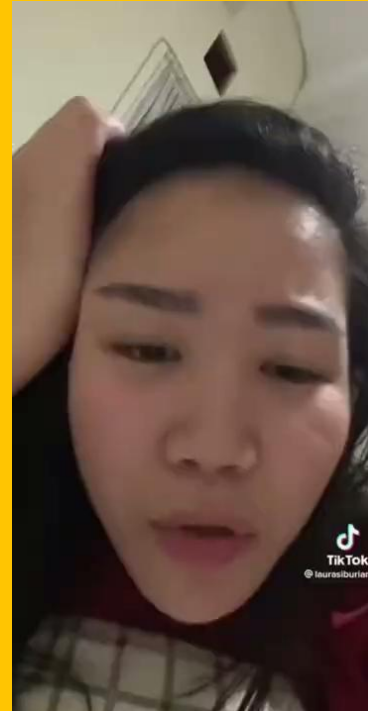
THE DRAMA!

Step 1: Fire Starter



Trigger the conversation about men with great hair.

Step 2: Opinion driver



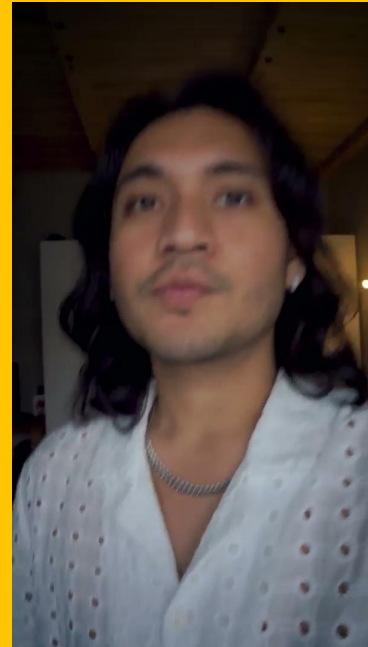
Drive people to be curious about the product he uses.

Step 3: Amplifying the Drama



Continue to amplify the envy for men with great hair and drive more curiosity about the product the used.

Step 4: The Product Reveal



Revealing Pantene Miracles as the hero behind all of the men's great hair and inviting all the women to try the product.

#1

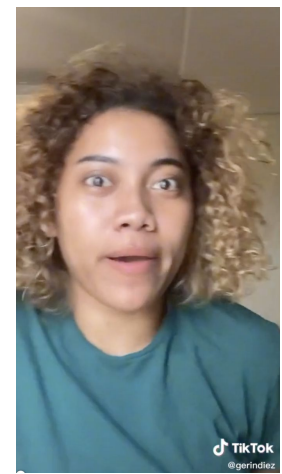
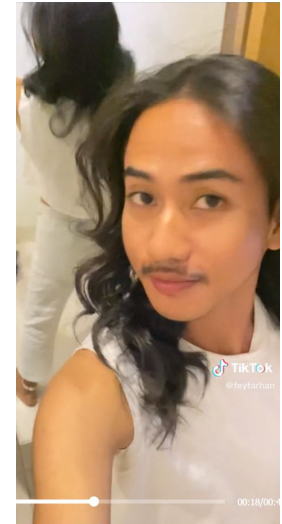
THERE'S ONLY 1 RULE WHEN IT COMES TO TIKTOK: DON'T OVERSELL!

IN FACT, DON'T EVEN SELL!

TikTok users like TikTok native contents. So be as natural as possible and don't try to look branded.

Things to look out for:

- Editing Style
- Camera Angle
- Music and font selection
- Talent styling



AND WE COULDN'T DONE ALL THESE EFFORTS WITHOUT THE HELP OF OUR FRIENDS:



Maintaining No More Setengah-Setengah conversation in Pantene's social media assets.



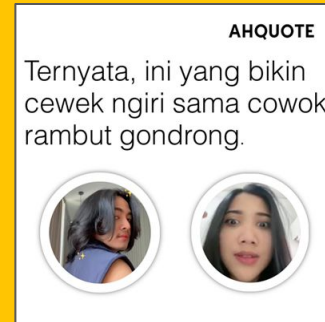
Selecting the right KOLs for our No More Setengah-setengah orchestration.



Ensuring the right media placement to reach our target

THE RESULT? IT DIDN'T DISAPPOINT.

+200M
Total Views on Tiktok



**NOT JUST ON TIKTOK, BUT IT BOOSTS
PANTENE MIRACLES SALES AS WELL!**



+119%

Sales Increase



+104%

**Penetration Rate
Increase**

AFTERMATH





Creator / Influencer / Celebrity
Marketing

SILVER



GOLD

Best Campaign - Fashion &
Beauty

Best Use of KOLs / Influencers

BRONZE



GOLD

Excellence in Influencer / KOLs
Marketing

Excellence in Brand Awareness

SILVER

**WE STILL HAVE ONE MORE THING TODAY, BUT WE
WANT TO KNOW WHAT WE HAVE LEARNED FROM
PREVIOUS DISCUSSION!**

ANYONE?



ANOTHER ONE, AND WE

PROMISE

IT'S A QUICK ONE!

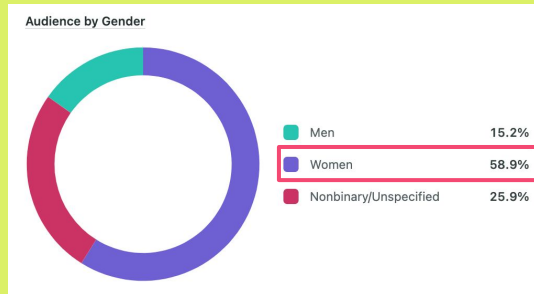
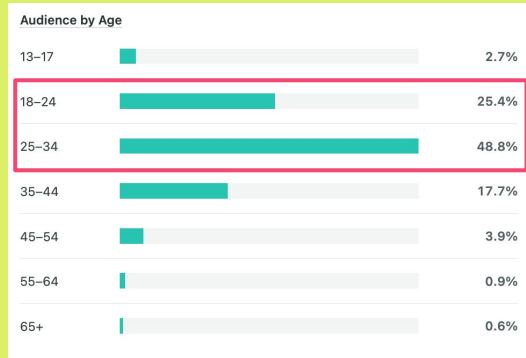
A yellow starburst graphic with a jagged, sunburst-like border, containing the text 'UP NEXT! >>' in red. It is positioned in the upper left quadrant of the image.

UP NEXT! >>

**THIS IS HOW YOU CAN START TO
LEVEL UP YOUR CONTENT GAME.**

THE MOST CLICHE BUT ALWAYS WORK: NEVER STOP LISTENING TO WHAT YOUR AUDIENCE WANTS.

Use anything to find out more about them:
social media analytics, interview your friends,
online surveys, **literally do everything to
get to know about them.**



Jakarta, Jakarta	4,346
Bekasi, West Java	291
Bandung, West Java	262
Surabaya, East Java	257
Tangerang, Banten	237
Depok, West Java	176
Medan, North Sumatra	160
Batam, Riau Islands Province	140
Bogor, West Java	119
Makassar, South Sulawesi	94

KNOW WHAT AND WHO THEY FOLLOW, AND THE TREND THAT THEY ARE ADDICTED TO.

Both segments are following (1) aspirational and (2) relatable personas with different purpose.

To find inspiration/
aspiration/
new knowledge

To find entertaining
and relatable
slices of life

**Katch & Konnect Study (2023): An online survey to 102 female (18-34).*

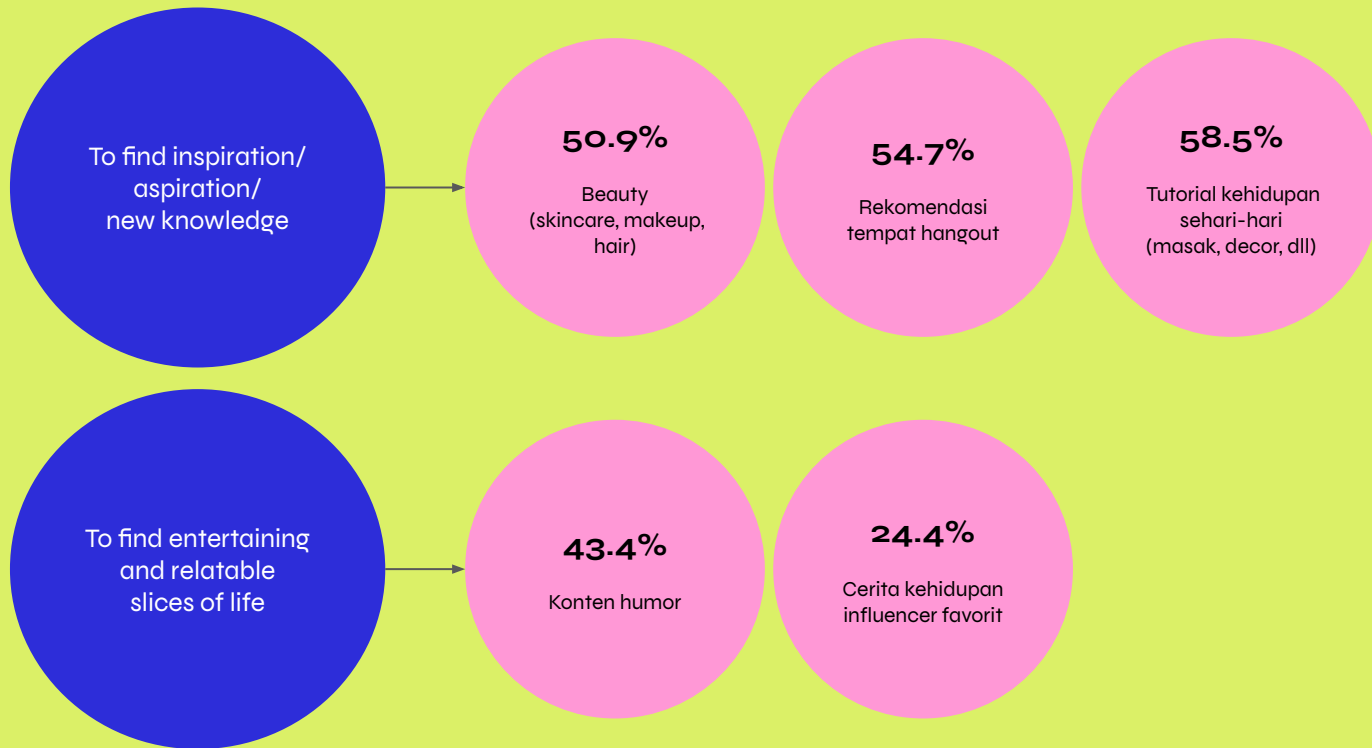
**Majority of survey respondents: 77% from Jabodetabek.*

**100% of the respondents are actively accessing socmed in the P3M.*

**47.2% of respondents are using Instagram.*

**39.6% of respondents are using TikTok.*

WHAT'S ON THEIR FYP IN THE PAST 3 MONTHS?



*Katch & Konnect Study (2023)



Who do they follow on each interests?

→ To find inspiration/aspiration/new knowledge = niche creators.



The formula of being educator in a niche without trends:

- Act as a peer/bigger sister who knows more, not who knows the most (mrs. know it all).
- Having an intention to educate without trying too hard to educate, use trendy filter as a way in if needed.
- Be relatable by using super casual language that people can easily understand.
- Batch content in small, digestible series that people can follow along & make interactive contents by answering questions with videos.



Who do they follow on each interests?

→ To find entertaining & relatable daily slices of life = “the girl next door with relatable life issue”.

THE HARD WORKER



THE CORPORATE GIRL



THE FINANCIAL GIRL



THE STORYTELLER



THE HUMBLE GIRL



The formula of being standout on TikTok:

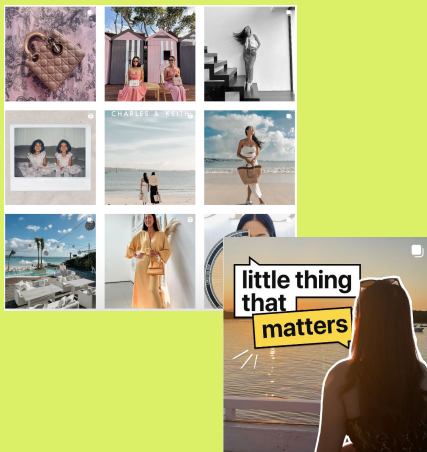
- Have 1 issue to represent, and make it as a flagship content that consistently shows on our account.
- Enrich the content series by creating multiple POV of the main idea.
- Post most frequently on this flagship content (50% of the total content).



Instagram has different reality, as different channel of the platform serves different function, and those also can have different impact towards an account.

FEEDS

Feeds have diverse metrics to measure, as audience becomes more passive on Instagram.



Formula:
Content aesthetic design
Content purpose & value

STORIES

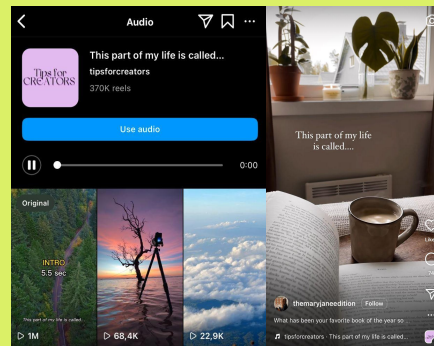
The more we interact with the responder of our stories, the more people will see the content.



Formula:
DM reply, Stories features usage

REELS

Short video, even without context, is more likely to get engagement.



Formula:
Short duration (15-30s),
trending sound, trending context,
aesthetic editing format.

THREADS

Threads is still relying on the content with the most engagement (love, reply).

Formula:
Copywriting,
compounding engagement.



Instagram Key Learning | As audience becomes more passive on the platform, there should be redefinition on effective engagement metrics to measure.

STORIES

Views & engagement come from how often we interact with audience.

Good for: Maintain engagement

CONTENT POSTED IN 1 MINUTE



- With whom this account usually engage?
- What Stories feature this content use?
- How many have engaged with this?
- How does this account engage with the audience responses?



If everything is performing well, the content will get more push to the existing followers.

FEEDS

Reach & engagement (likes, saves, comments) comes from the actual content values & explore page.

Good for: education & all engagement

CONTENT POSTED IN 15 MINUTES



- What is the content value/niche?
- Who has engaged with this first?
- How many have engaged with this?
- What kind of engagement people did?



If everything is performing well, the content will get more screen time in the right niche, both followers and non-followers.

REELS

Views come from explore
With short attention span.

Good for: entertainment, popularity & reach new audience

CONTENT POSTED IN 15 MINUTES



- What is the content value/niche?
- How's the quality (pixel & sound)?
- Who has engaged with this first?
- How many have engaged with this?
- How popular the reels have become?



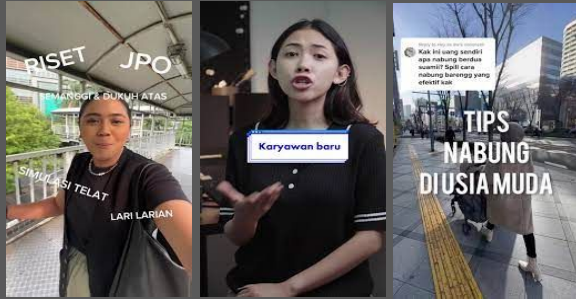
If everything is performing well, the content will get more screen time in the broader audience, so the reels can become more popular.



TikTok Key Learning | People are searching for the most relevant content, but that should be delivered in authentic and organic type of communications.

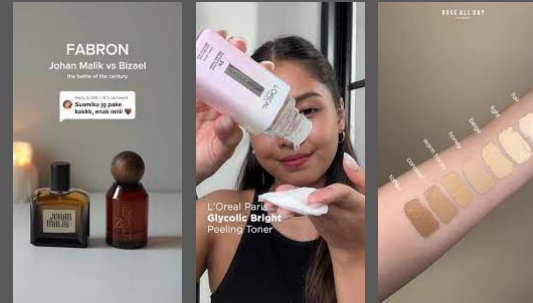
[PREDICTABLE] AUTHENTIC & RELEVANT NICHE CONTENTS

- WHAT IS OUR MAIN TOPIC?
- WHAT IS OUR NICHE FORMAT?



[PREDICTABLE] CREATIVE PRODUCT DEMONSTRATION - 1 MINUTE MAX.

- WHAT IS THE UNIQUENESS OF OUR PRODUCT?
- WHAT IS THE MNEMONIC OF PRODUCT DEMONSTRATION?



[PREDICTABLE] STORYTELLING EDUCATIVE VIDEO - 3 MINUTES MAX.

- WHAT IS THE STORYTELLING APPROACH?
- WHO IS GOING TO BE OUR MAIN STORYTELLING TALENT?



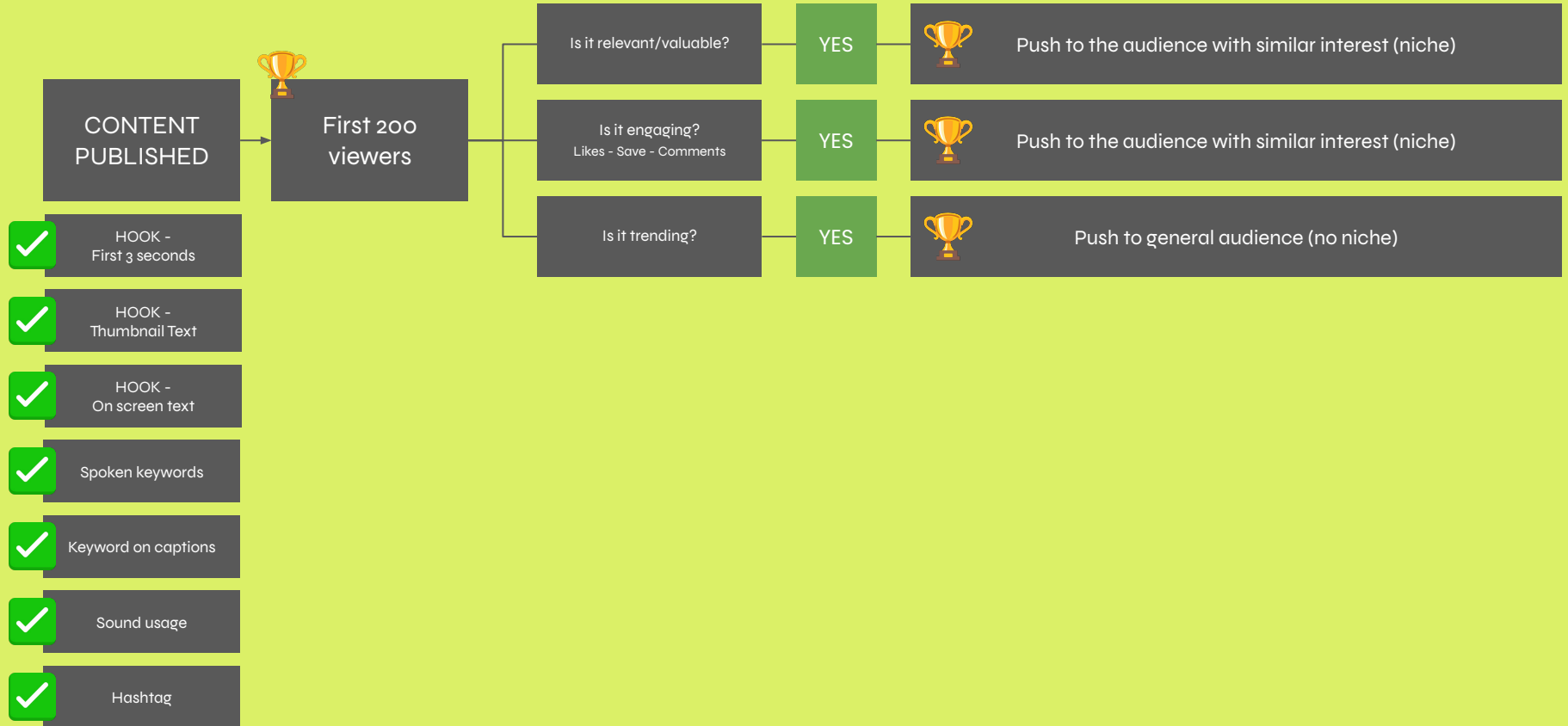
[UNPREDICTABLE] TRENDING VIDEOS & CAROUSEL

- WHICH TREND THAT IS SUITABLE FOR OUR BRAND?
- HOW TO INJECT OUR PRODUCT INTO THE TREND?





TikTok Key Learning | The only route is to make an authentic series of valuable-yet-entertaining contents, and to publish it in high volume frequency.



**THAT'S PRETTY MUCH
ALL FROM US!**



Do we still get some time?

Let's give our remaining time for some questions/feedbacks!

THANK YOU,

AND LET'S
katch-UP



@katchkatchkatch

**IN THE MEANTIME, WE WISH YOU
BEST OF LUCK FOR YOUR STUDY!
PLEASE ENJOY IT WHILE IT LASTS,
BECAUSE YOU'RE GONNA MISS IT.**

