



Kuliah Tamu

Transmedia Storytelling Strategy for Film Promotion

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Moderator :

Dr. Tangguh Okta W

Dosen Transmedia & Brand Storytelling UMN

Speaker :

Bayu Bhaskoro

Brand & Creative Director



Bayu Bhaskoro

An award-winning creative director and brand strategy expert with 12 years of experience in multinational brand/advertising agencies and startups, utilizing the "HumanKind" method as thinking approach.

Co-Founder & CMO at Mindtera

Talent Development Tech Startup

Founder & Creative Principal at fffutura

Brand & Creative Studio

Google for Startup Southeast Asia

Indonesian Representatives 2023

Google Best App for Impact

Google Awards 2022

GOLD WINNER

Young Blood
Citra Pariwara 2015

SILVER WINNER

Direct Marketing
Citra Pariwara 2018

TOP 5 CREATIVE

Young Lions
Cannes lions 2014



Today's Topics

1. Transmedia Strategi Essentials
2. Ideas Orchestration
3. Discussion





3 Essentials

To start strategizing transmedia storytelling



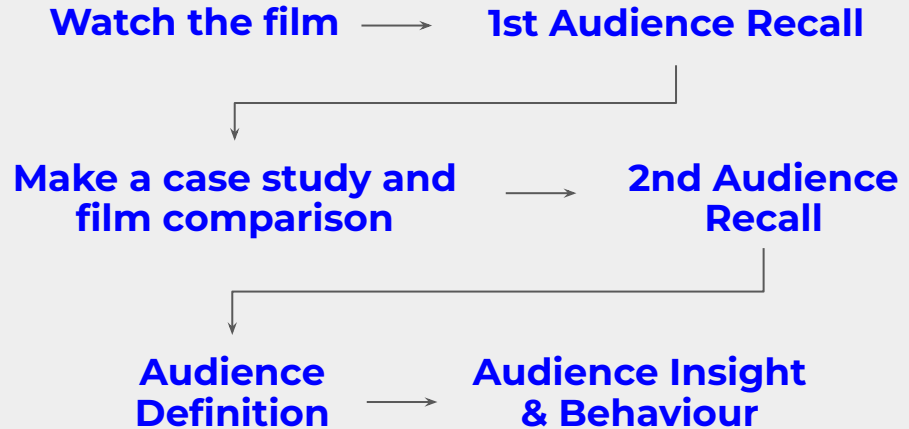


1. Define the Audience
2. Find the “purple cow” of the product
3. Create film proposition





Define the audience that suits the film



SETH GODIN

PURPLE COW



Transform Your Business
By Being Remarkable

“Purple Cow” theory
**What makes the film
stand out?**

**144+ films
are released
every year**

**3 new films every
week + 3 films from
previous week**

SETH GODIN

PURPLE COW



Transform Your Business
By Being Remarkable

“Purple Cow” theory What makes the film stand out?

Element to be considered

- Cast
- Conflict
- Effect
- Sound
- Story
- Director
- Drama
- Writer



Create compelling product proposition

Connect the film with the audience



Get the audience pain point to make it relevance



**simple and exciting
1 liner statement**

A man with a beard and dark hair, wearing a dark jacket, is shown from the chest up. He is holding a small, dark-colored dog in his arms. His mouth is open as if he is shouting or calling out. The background is a dark, blue-tinted, textured surface that looks like a cave or a rocky interior. The overall mood is dramatic and suspenseful.

BASE
A BASE FILMS PRODUCTION

MALAM PENCAEBUT NYAWA

A FILM BY BIDERETA TATA

DI BIOSKOP
22 MEI 2024

OFFICIAL
TRAILER



Case Study

The first Indonesian horror film released in 17 countries worldwide.

The Audience

- Late millennials & GenZ
- 18 - 30 y.o
- Love **Horror & Fantasy**
- Ses B (1st & 2nd tier city)
- Familiar with fantasy film (Stranger thing, Harry potter)
- Go to cinema 1x/month
- Subscribe ott

The Insight

- Rely on peer influence
- Conscious spender
- Should worth the hype
- Prefer something “popular” rather than “different”
- Like “No Brainer” film
- Go in groups
- Want to watch something that is close with their life



Case Study

The “Purple Cow”

- Strong Local Culture Story
- Rising Horror Directors & Casts
- Produce by box office horror film studio
- High Value Production
- Beyond sadistic & jumpscare horror!
- The one that use “mimpi” as story approach
- Action packed



Case Study

Compelling Product Proposition

Local story & Close with reality

combined with **Fantasy horror with thriller effect**

NGERINYA DIBUNUH SETAN DARI MIMPI

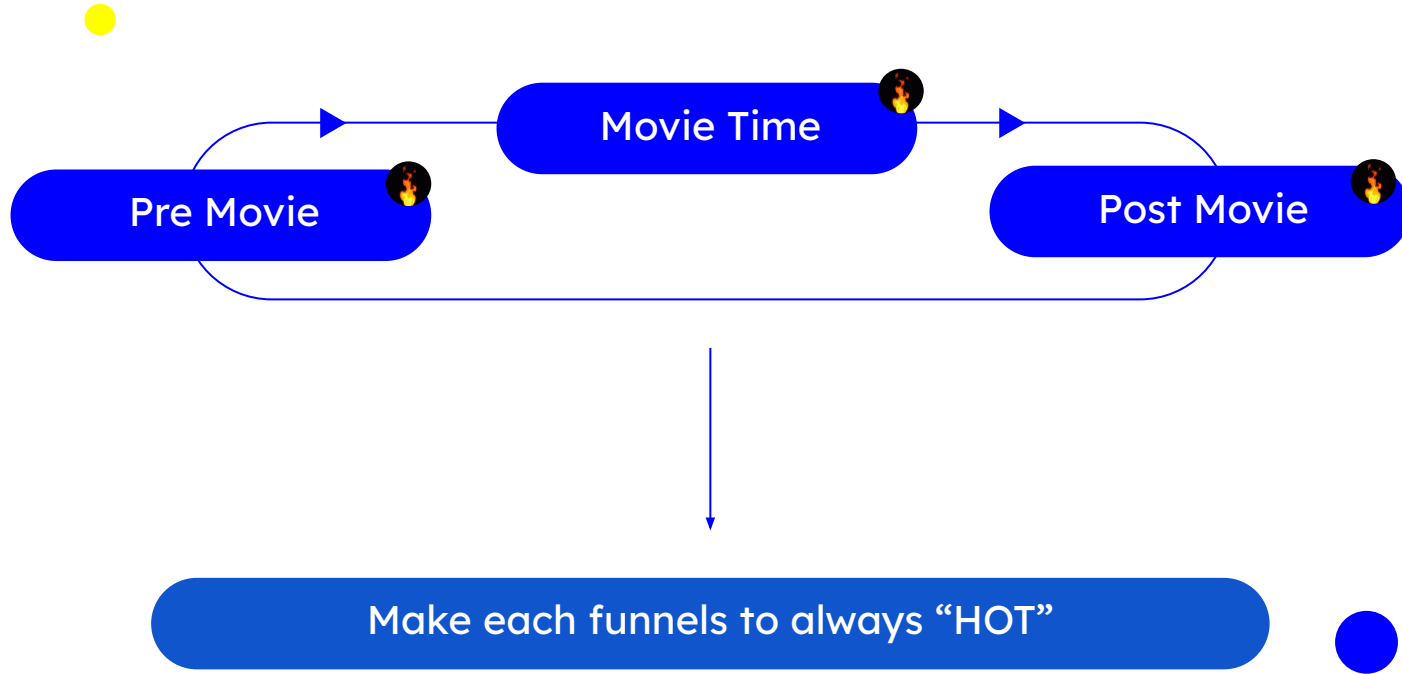


Ideas

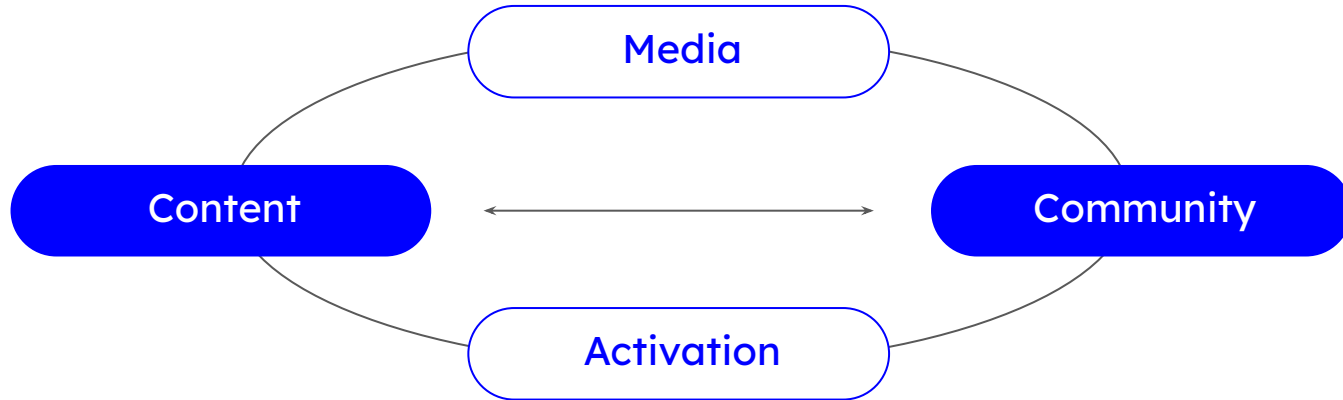
Orchestration



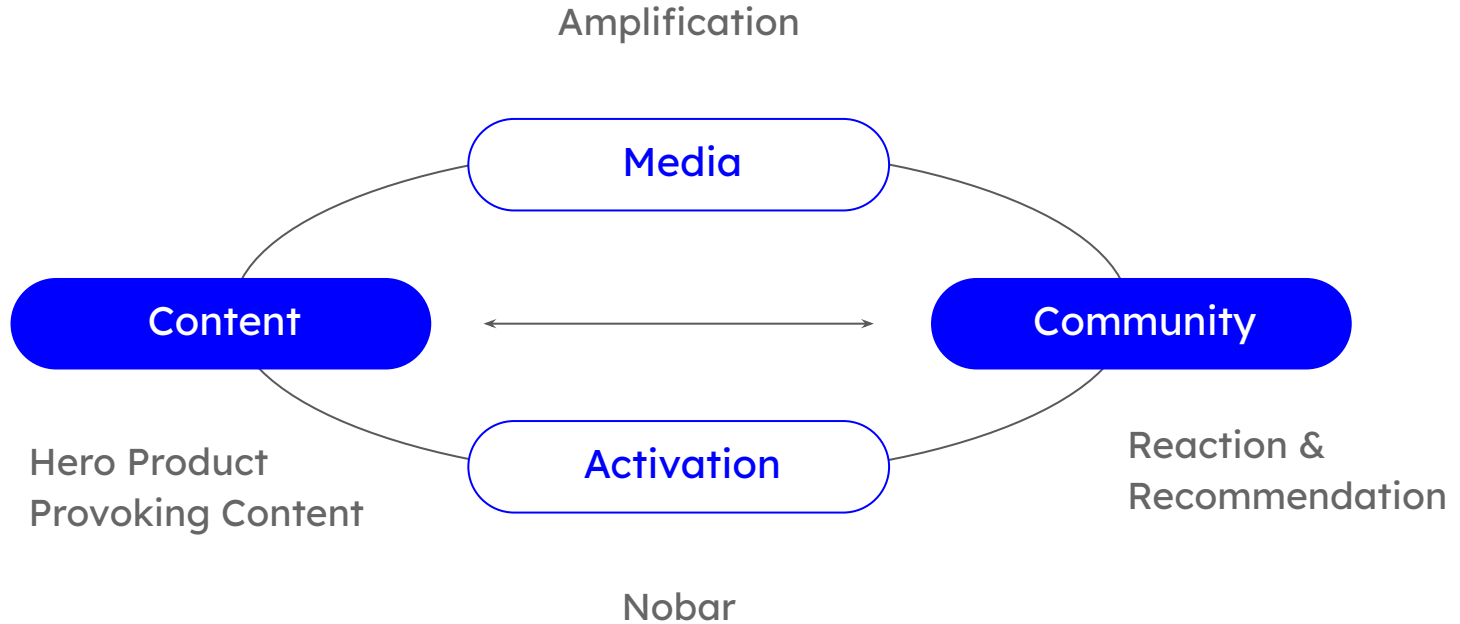
Excitement User Journey




Excitement User Journey




Excitement User Journey





Case Study





Let's Discuss

Q&A



Thank You

Empower People Inspire Growth

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