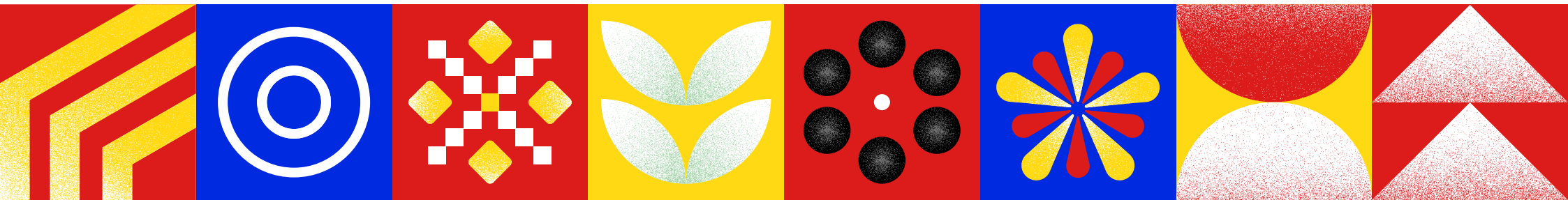


# Perancangan Kampanye Pemasaran Untuk Membangun Minat Menonton Film Indonesia Melalui Netflix

Eveline Metadewi H

00000057828



# Strategi AISAS

A

Attention



Out-of-Home Ads



Digital Ads



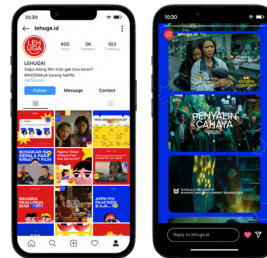
Instagram Ads

I

Interest

S

Search



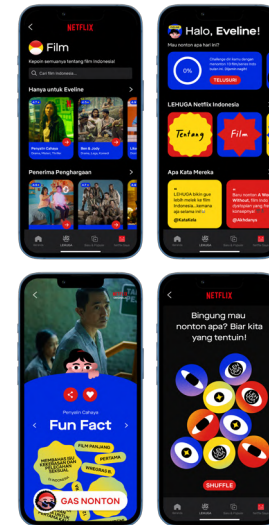
Instagram Account



Microsite

A

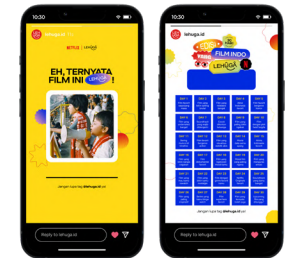
Action



In-App Event Page

S

Share



Instagram Story Template



Gimmick

Attention-Interest

# Place-Based Ads

**Type:** LED Display

**Size:** 2 x 3 m

**Resolution:** 512 x 768 px

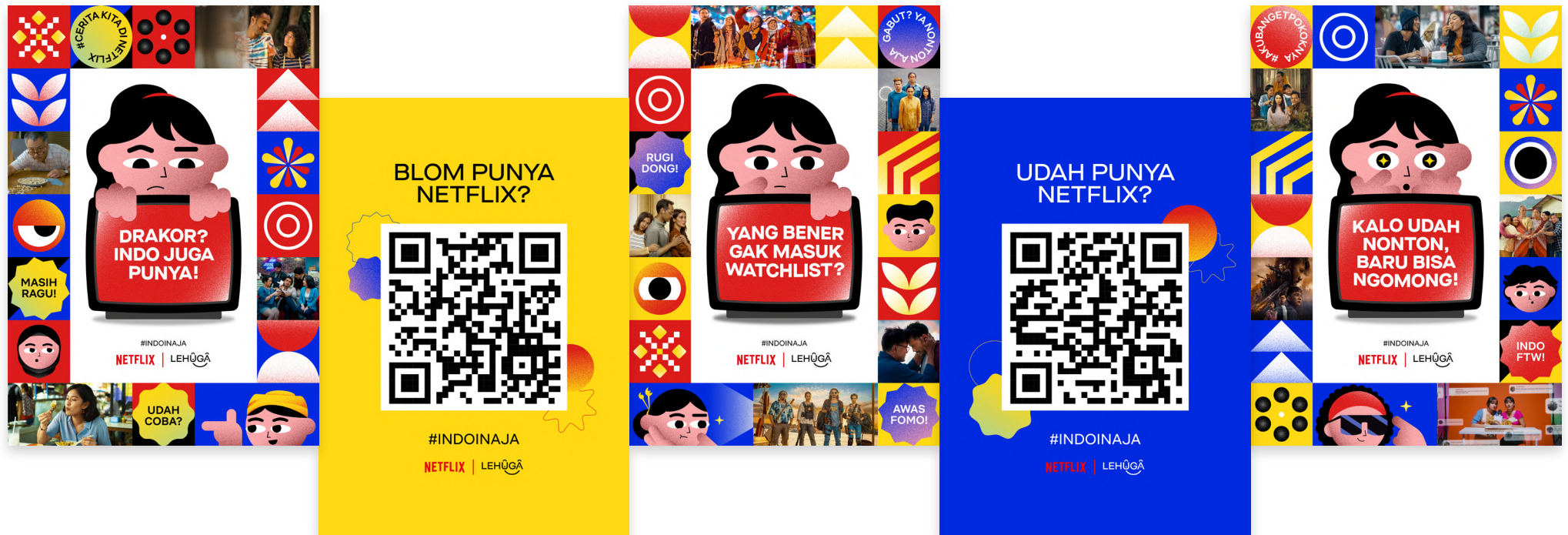
**Placement:** Stasiun MRT Jakarta, Jl.BSD  
City, PIK Avenue, SCBD Lot 8

**Type:** Wall Display

**Size:** 2 x 3 m

**Placement:** Stasiun MRT Jakarta

**Material:** Vinyl Matte Sticker





## Attention-Interest

# Place-Based Ads

**Type:** LED Display

**Size:** 2 x 3 m

**Resolution:** 512 x 768 px

**Placement:** Stasiun MRT Jakarta, Jl.BSD  
City, PIK Avenue, SCBD Lot 8

**Type:** Wall Display

**Size:** 2 x 3 m

**Placement:** Stasiun MRT Jakarta

**Material:** Vinyl Matte Sticker



1

LED Display Dynamic



2

LED Display Static



3

Wall Display



Attention-Interest

# Place-Based Ads

**Type:** LED Display

**Size:** 2 x 4 m

**Placement:** Terowongan Pilar Stasiun MRT ASEAN



Alternative 01

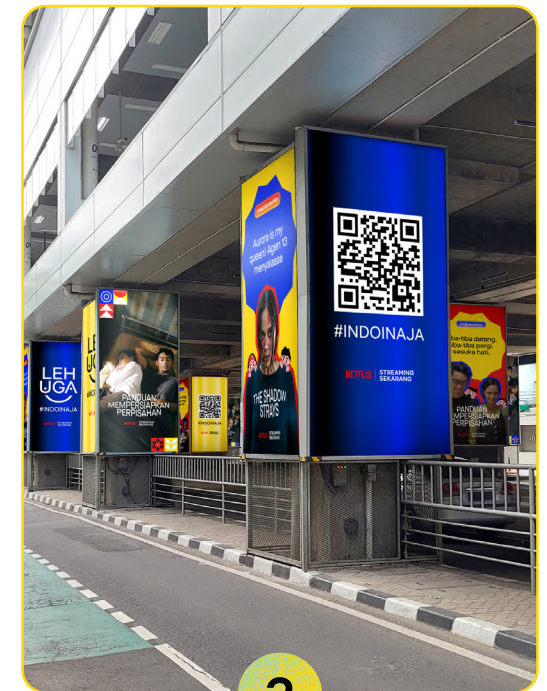
Attention-Interest

# Place-Based Ads

**Type:** LED Display

**Size:** 2 x 4 m

**Placement:** Terowongan Pilar Stasiun MRT ASEAN



Alternative 02

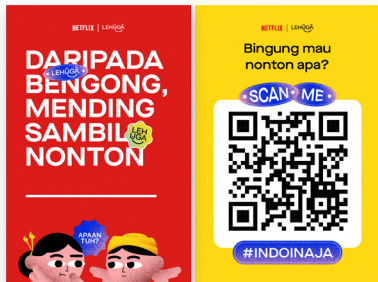


Attention-Interest

# Transit Ads

Handgrip  
10 x 15 cm

1



Wall Panel  
20 x 40 cm

2



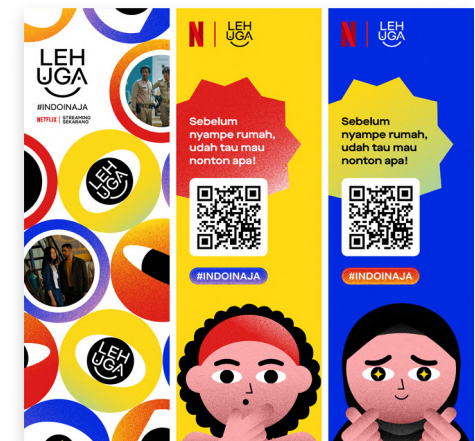
3

Overhead Panel  
102 x 30 cm



4

Sidedoor Partition  
55 x 165 cm



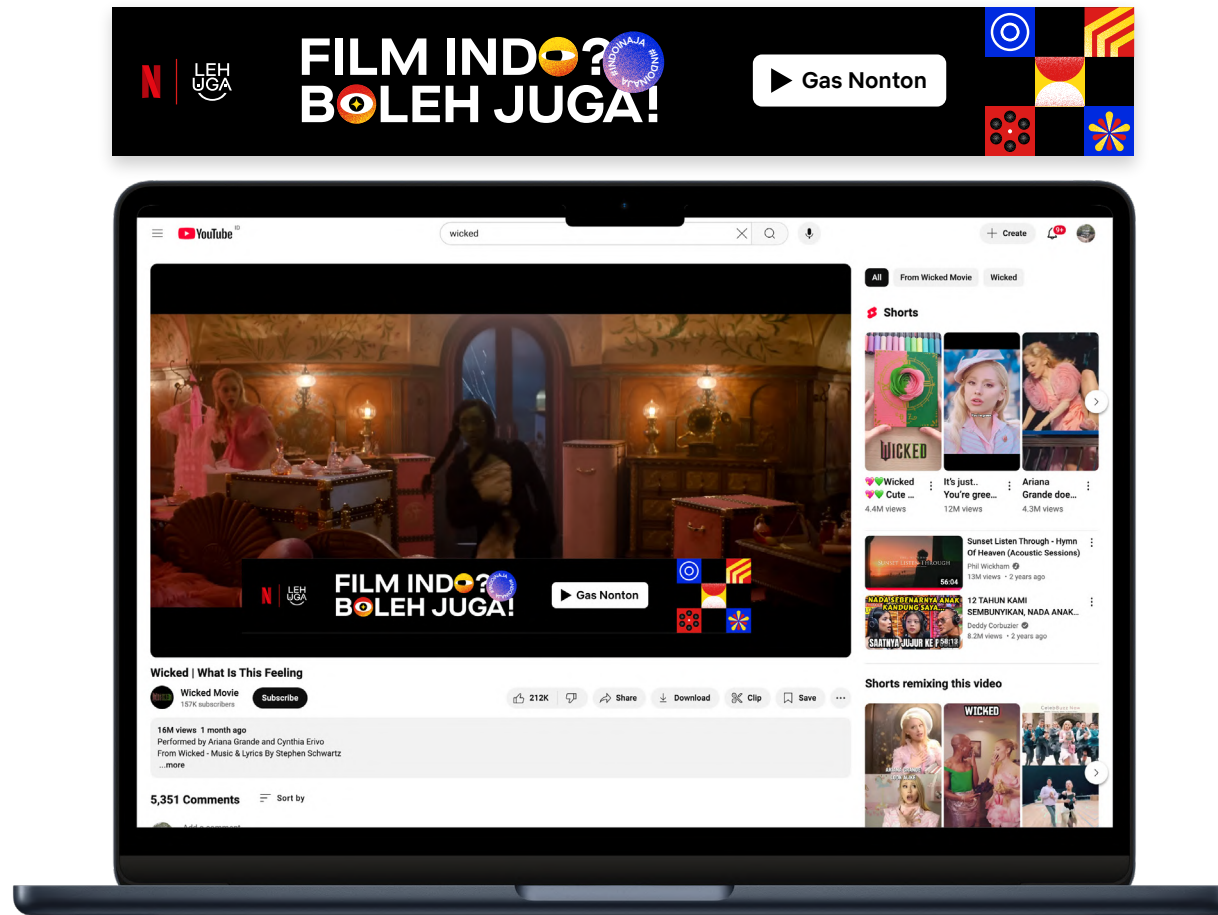


Attention-Interest

# Youtube Overlay Ads

Size: 480 x 70 px

CTA: Netflix App



Attention-Interest

# Instagram Ads

Type: Post

Size: 1080 x 1080 px

Placement: @lehuga.id's Feeds



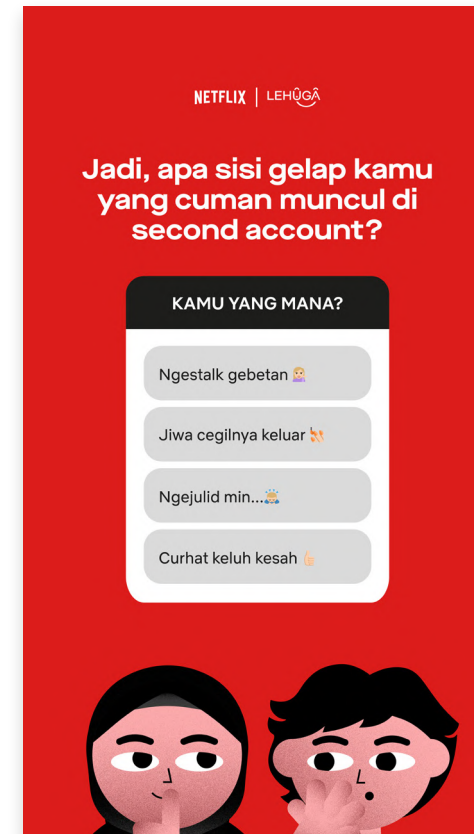
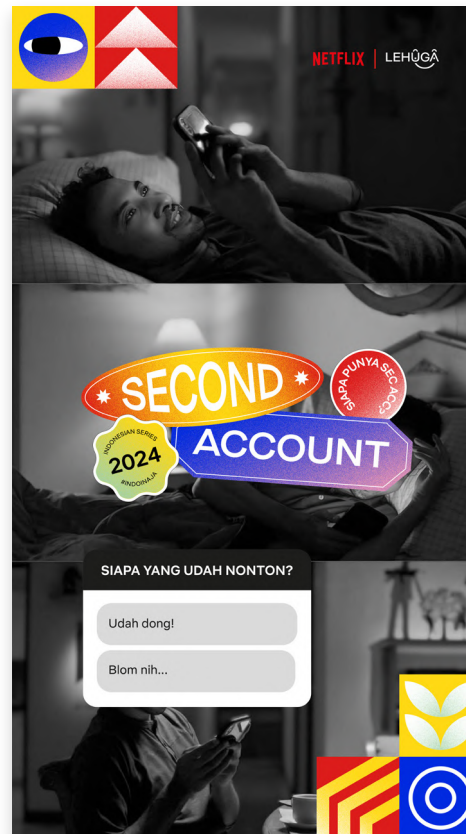
Attention-Interest

# Instagram Ads

**Type:** Story

**Size:** 1080 x 1920 px

**Placement:** @lehuga.id's Highlights





Attention-Interest

# Spotify Audio Ads

**Type:** Non-Skippable (for free Spotify users)

**Size:** 640 x 640 px (companion banner), 728 x 90 px (leaderboard), 800 x 435 px (overlay banner)

**Duration:** 30s

**CTA:** LEHUGA Official Playlist (OST Film-Film Indonesia)



Attention-Interest

# Spotify Podcast Ads

**Type:** Non-Skippable (for free Spotify users)

**Size:** 1080 x 1080 px

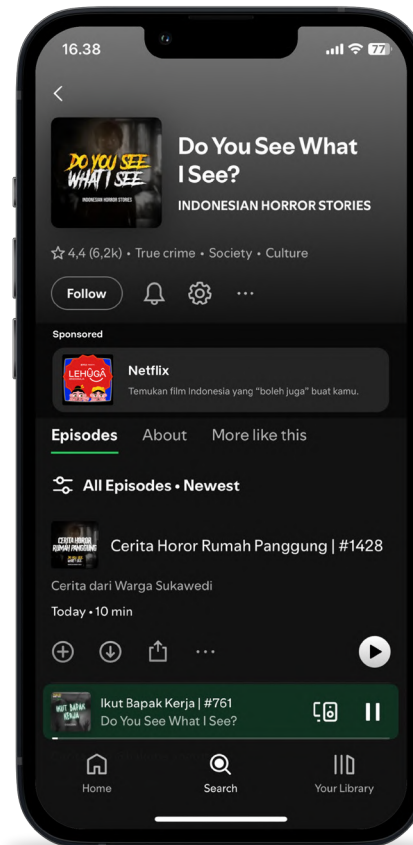
**Duration:** 30s

**Placement:** Rapot, Do You See What I See, Muda Cuman Sekali

**CTA:** Netflix App

1

## CTA Card



2

## Companion Banner



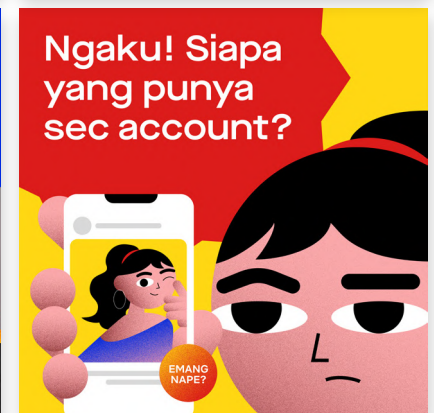
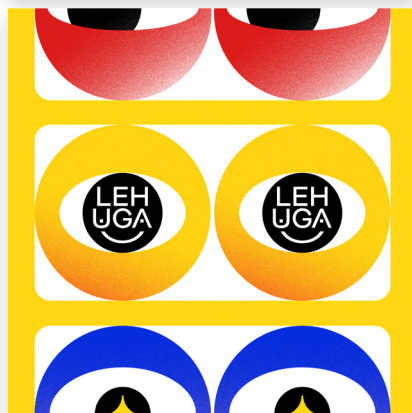
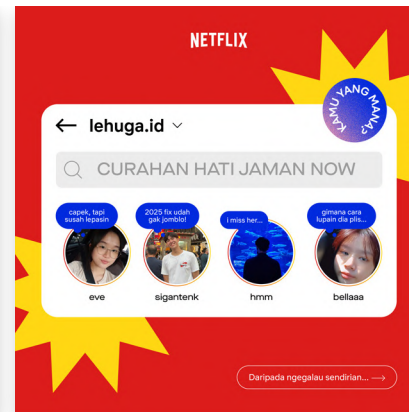
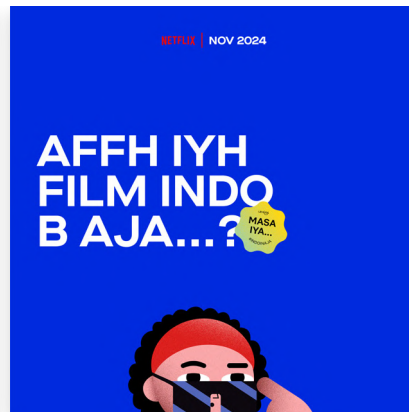
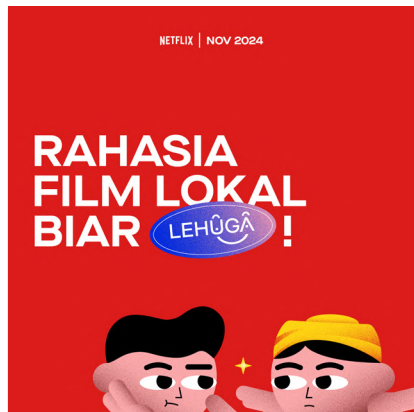
Search

# Instagram Account

Type: Post

Size: 1080 x 1080 px

Placement: @lehuga.id's Profile Feeds

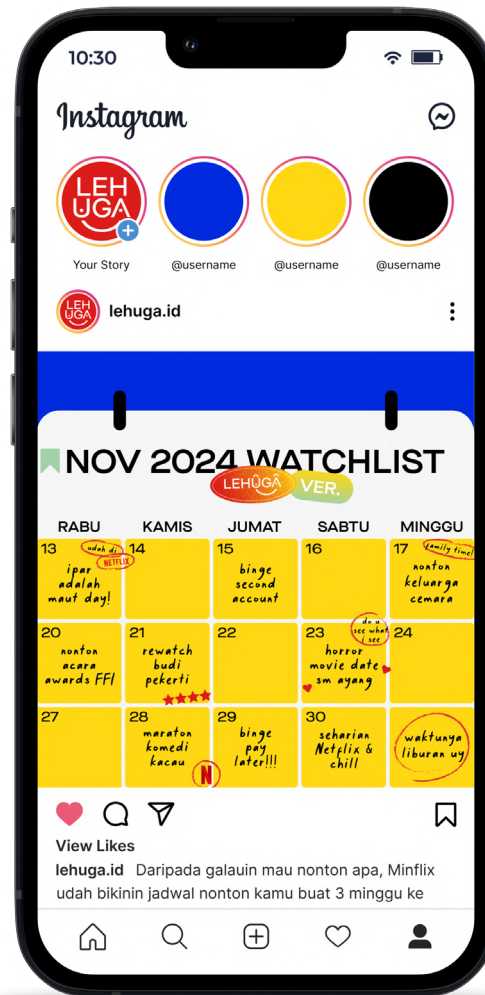
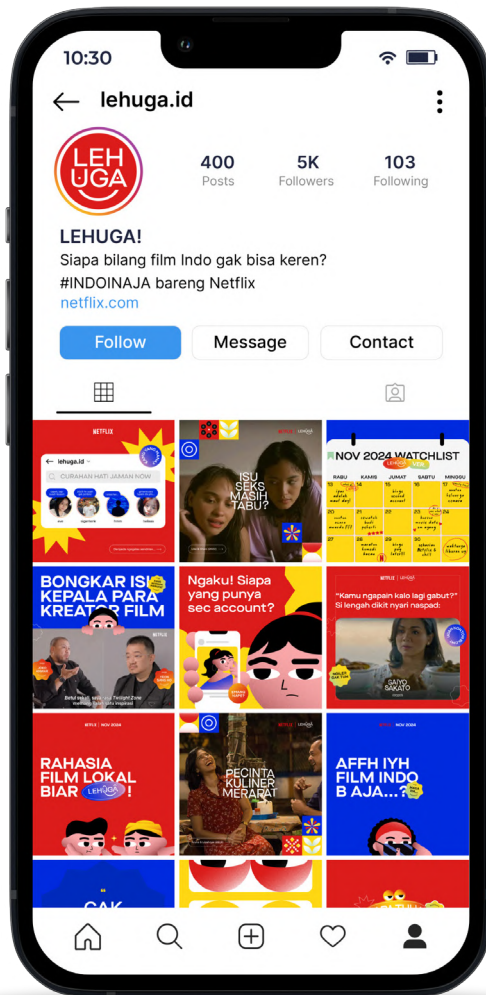




Search

# Instagram Account

Size: 1080 x 1080 px



Search

# Instagram Story

**Size:** 1080 x 1920 px

**Placement:** @lehuga.id's Story and Highlights





Search

# Microsite

Size: 1280 px

Frame: Macbook Air

Placement: Accessible through QR Code



SCAN FOR PROTO





Action

# In-App Event Page

Size: 390 x 844 px

Frame: iPhone 12/13

Placement: Netflix App



SCAN FOR PROTO



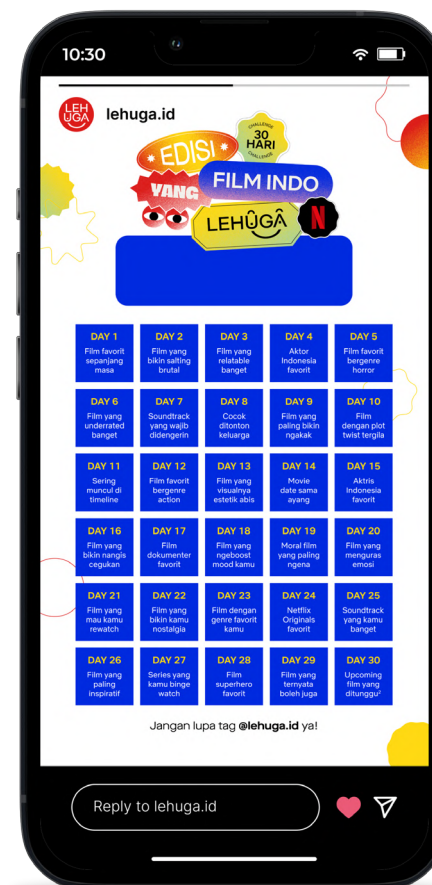
Share

# Instagram Story

**Type:** Add Yours Template

**Size:** 1080 x 1920 px

**Placement:** @lehuga's Highlights



Share

# Gimmick

**Type:** Special Package

**Placement:** LEHUGA Vending Machine



1

**Zipper Bag**  
Mika Plastic  
28 x 20 cm



2

**Tote Bag**  
Cotton Canvas  
38 x 30 cm



3

**Interactive Card**  
Art Carton, 210 gr  
16,26 x 23 cm



4

**Sticker**  
Vinyl Matte  
14,85 x 21 cm



4

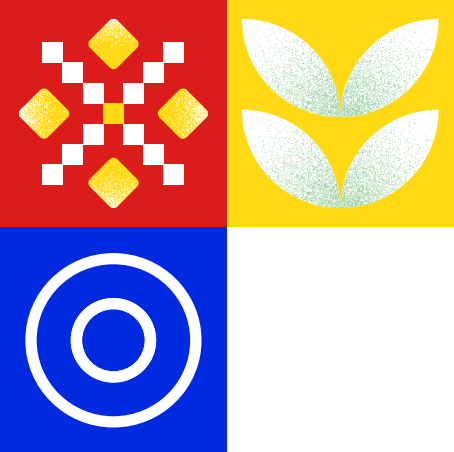
**Button Pin**  
Doff Aluminium  
4,4 cm



5

**Lanyard**  
Tissue  
90 x 2 cm





NETFLIX | LEHÛGÂ

