

# Homework - KOL Marketing

Digital Festival By Rakamin



# Background

Kamu adalah seorang KOL Specialist, yang akan membuat sebuah perencanaan untuk kolaborasi brand yang kamu handle.

# Task

1. Buatlah proses kolaborasi KOL, beserta isinya, yang disesuaikan dengan materi KOL Marketing!
2. Proses kolaborasi isinya harus ada Overview, Timeline, Flow, Guideline to Act, dan Do and Don'ts!

# 1. Tentukan Overview Campaign

## BACKGROUND

AIA Live Indonesia is one of the most anticipated event in 2021. Furthermore, AIA Live Indonesia also will be attended by David Beckham, SPURS players, and Putri as Brand Ambassador of AIA will have virtually as speakers around specific HLBL topics to create unique and exclusive content for a highly engage live audience. And also special performance by NIKI.

This event will be hosted by Local Influencer and live on NET TV's YouTube channel, one of the biggest subscribers among Indonesia television industry.





## 2. Tentukan Timeline

January 2021



**All Well**

AIA Vitality Indonesia launch. Live performed by Honne, powered by David Beckham as global brand ambassador AIA and hosted by 4 Vitality Indonesia ambassadors.

12k viewers during live  
70k current viewers

March 2021



**Well Life Tips**

Interview with Honne, Hosted by Christian Sugiono as AIA Indonesia brand ambassador.  
Live on USS Feed Instagram account.

37k viewers during live

August 2021



**“Coming Home”  
music video**

“Coming Home” clip is powered by AIA Indonesia and marked as the first AIA’s brand appearance in Music video.

Premiered : 27 Aug 2021  
T. Views : 1,4M in 2 weeks  
T. Like : 39K

October 2021



### 3. Bagaimana dengan Flow?

PRE LAUNCH	LAUNCH	POST LAUNCH
<ul style="list-style-type: none"> <li>• <b>Teaser</b> ‘something cookin’, utilizing AIA Vitality Ambassador and other KOLs.</li> <li>• <b>Media amplification:</b> #ComingHome is an exciting upcoming collab by AIA Indonesia.</li> <li>• <b>Launching Invitation</b> Digital invitation to AIA Indonesia existing customer and to reach potential customers.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Launching</b> of the Coming Home Music video.</li> <li>• <b>Internal Branding in AIA</b> Indonesia Website (landing page and banner), Email Blast to employees and agents.</li> <li>• <b>Internal Speech from CMO:</b> Aimed to give clear background how this collaboration can be good momentum to salesforce.</li> <li>• <b>Strategic OOH Placement:</b> boost brand presence.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Song cover &amp; video react</b> by KOL with music / healthy life persona.</li> <li>• <b>Gamification UGC</b> targeting broad audience, winner gets AIA Vitality give away. With KOL Nano to boost engagement.</li> <li>• <b>Merchandising:</b> collectible items.</li> <li>• <b>Media amplification:</b> AIA Indonesia as the leading initiator in this collab.</li> </ul>
ALWAYS ON		

**Hygiene content:** ‘curhat’ approach with keyword ‘rumah keluarga sehat’ with subtle message of HLBL and Vitality Pillars.

## 4. Detail Guideline to Act?

### Requirements:

1. Membuat video ajakan berdurasi 45 detik
2. Menggunakan baju merah dominan, putih dan aksen merah minimalis
3. **Baju sopan** dan tidak menunjukkan warna atau identitas brand lain
4. Tag account @aiaindonesia
5. **Membuat video dance dengan backsound lagu NIKI yang berjudul "Lowkey" dan menginformasikan sesuai talking points.**

### Talking Points Video:

1. Setelah menonton video NIKI di YouTube, lanjut dengan ucapan menyapa audience dan ajakan untuk menonton penampilan NIKI di AIA Live Indonesia.
2. Informasikan pula bahwa ada David Beckham, Tottenham Hotspur, dan Putri Tanjung yang akan membawa topik seputar kesehatan.
3. (CTA) Ajakan untuk menonton acara tanggal **20 November 2021** di **YouTube channel NETMEDIATAMA**

### Talking Points Caption:

1. Informasikan bahwa akan ada event AIA Live Indonesia. Sebuah acara bertajuk **musik dan healthy** yang akan penuh fun dan insightful.
2. Informasikan isi acara yaitu special performance dari **NIKI** yang membawakan lagu populernya.
3. Ajakan untuk menonton **AIA Live Indonesia** tanggal **20 November 2021** di **YouTube channel NETMEDIATAMA**
4. Mention IG **@aiaindonesia** dan menggunakan hashtag **#aialiveindonesia** pada caption

### Alt Sample Video Script:

Siap-siap NIKI bakal tampil di acara AIA Live Indonesia!.

David Beckham, Tottenham Hotspur, & Putri Tanjung bakalan sharing tips hidup sehat. Gasabar kan?

Makanya catat tanggalnya Hari Sabtu, 20 November 2021, di jam 7 malam, tonton hanya di YouTube channel Netmediatama. Gue bakal nonton!

### Sample Caption:

Lagunya lowkey asik banget nih guys kalo dijadiin dance cover! Kalian juga bisa ikutan pake lagu ini.

Dance cover buat persiapan natnti AIA Live Indonesia ya. Acara ini bakal kehadiran @nikizefanya sebagai special performance. Ada juga sesi ngobrol tentang hidup sehat dari @davidbeckham, @spursofficial, dan @putri\_tanjung. Tonton di YouTube channel @netmediatama hari Sabtu, 20 November 2021 jam 7 malam. Catet tanggalnya!

#AIALiveIndonesia

## 5. Do and Don'ts Juga

### Do's

- Include all the mandatory keywords
- Adjust caption following to KOL's personal tonality
- Follow the post schedule that already provided
- Use the right topic and CTA for each phases that already provided
- Engage with audience with following the campaign for more authentic storytelling campaign
- Use sticker or gif base on campaign

### Don'ts

- Do not use photos or videos that already used for other campaigns belonged for other brands.
- Do not mention other brands on the campaign
- Do not use negative contents that will cause to hurt or bash any religions, ethnic groups, race, and cultures.
- Do not compare (brand/product) products with other (brand/product)



# Terima kasih!

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