



# Case Presentation

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# Brand Health Case Study

Case Study & Presentation - Nielsen

## **Objective:**

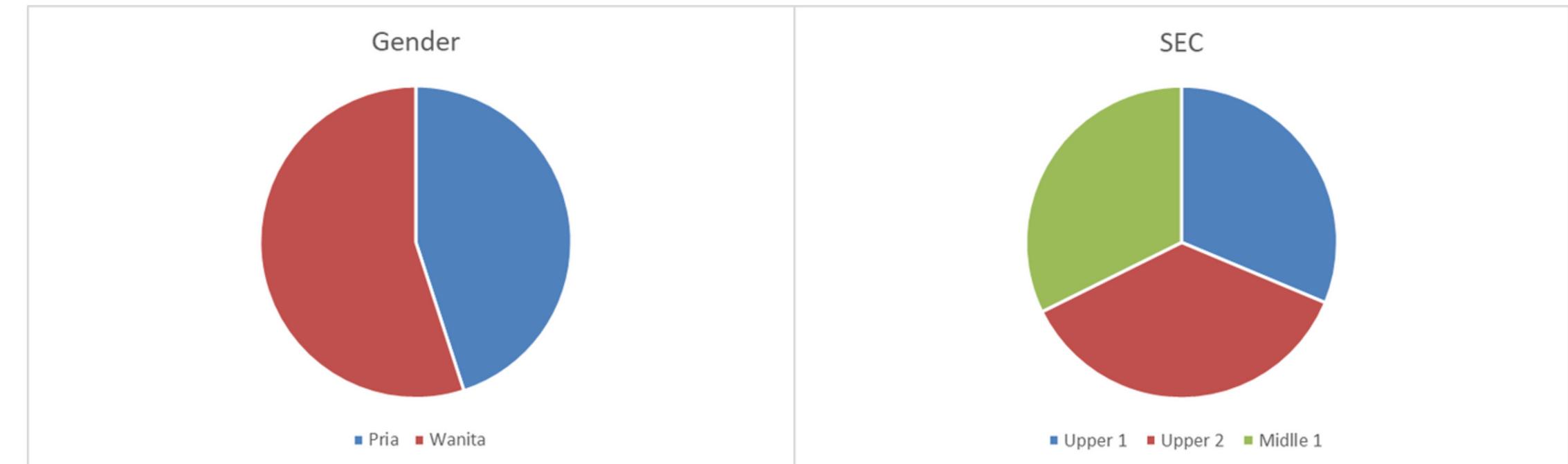
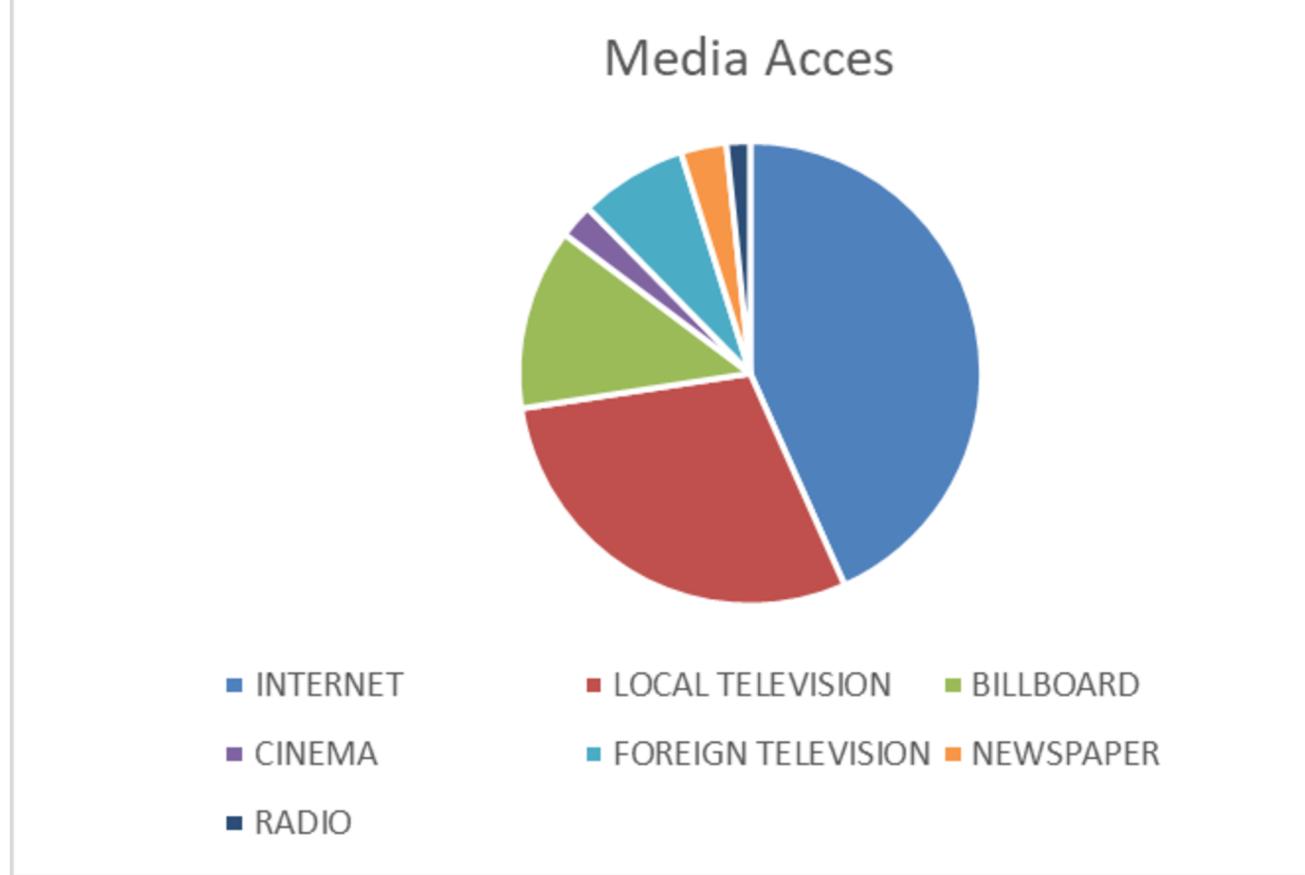
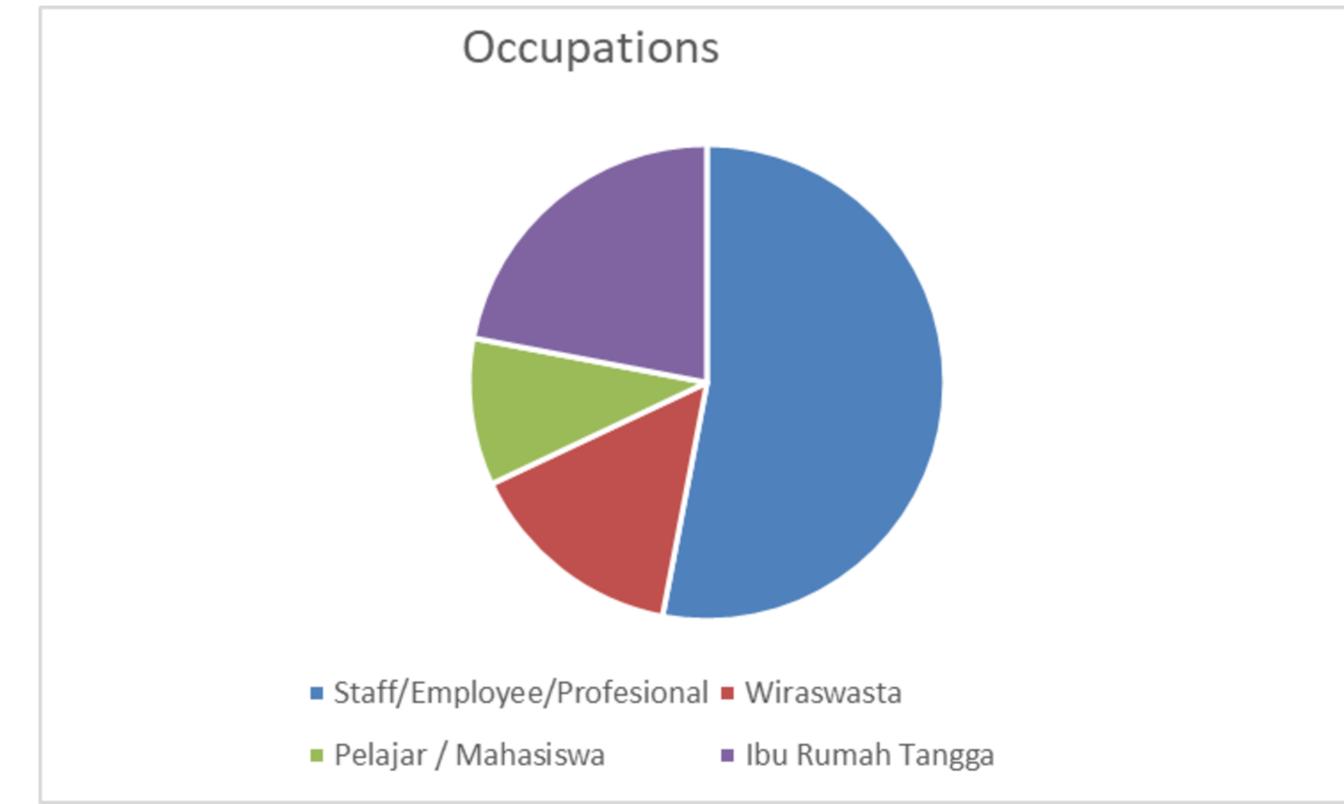
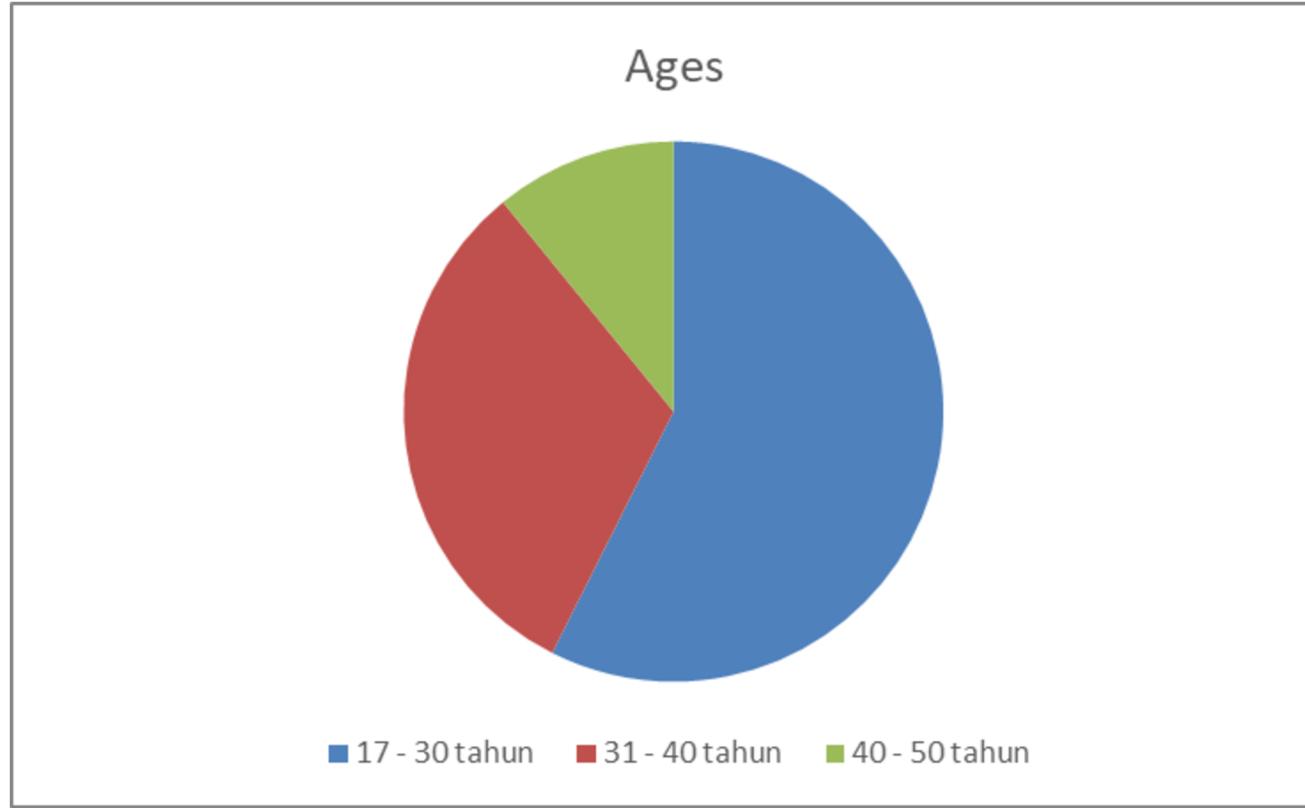
This presentation analyzes the performance of the selected brand by evaluating its SWOT (Strengths, Weaknesses, Opportunities, Threats). The analysis focuses on key aspects such as communication, contact points, and merchant presence.

## **Brand Selected:** LinkAja

LinkAja is a digital payment platform from the Indonesian interbank network Link. It allows users to make transactions and payments using their mobile devices.



# USER Persona

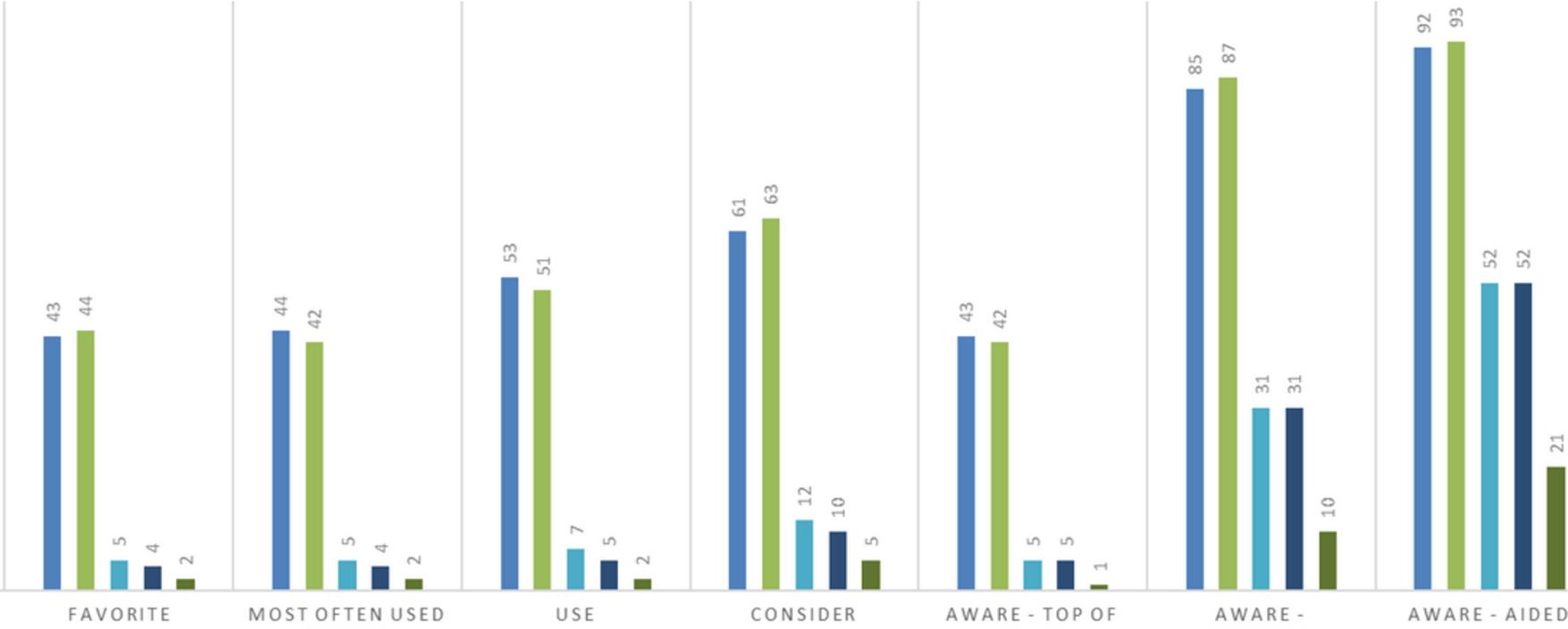


# Brand Funnel

**2019**

**BRAND FUNNEL**

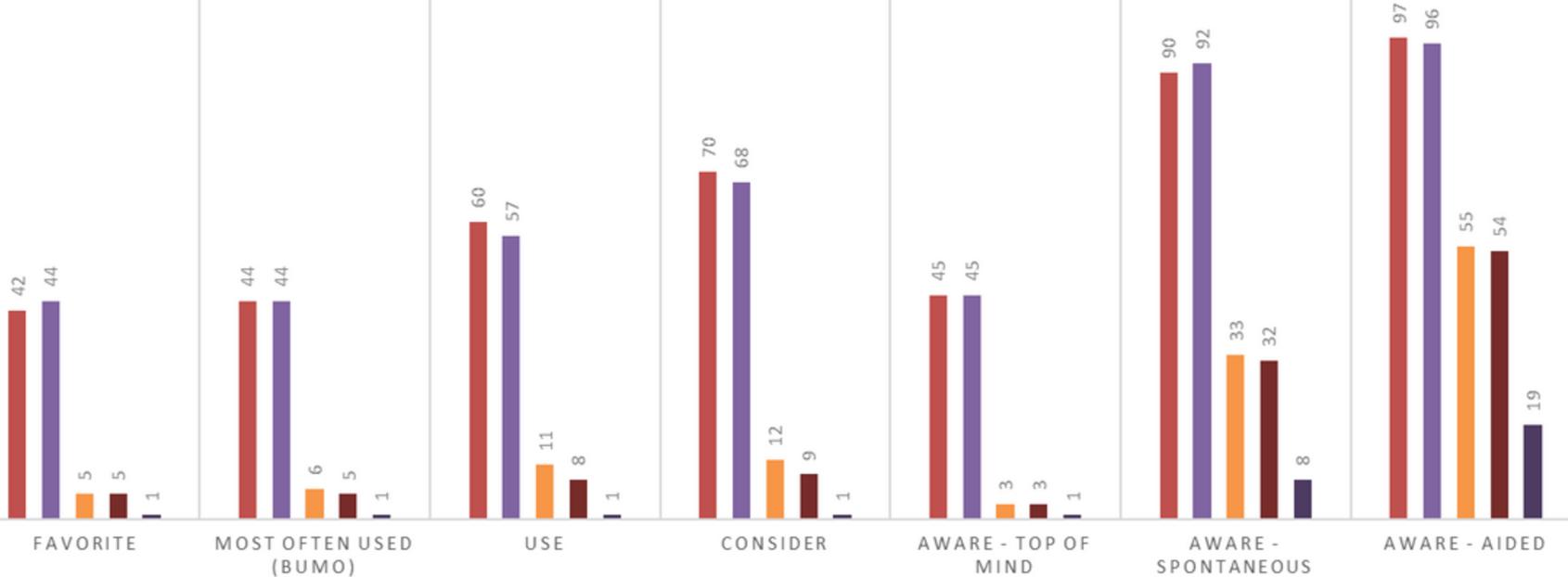
■ GO PAY 2019 ■ OVO 2019 ■ DANA 2019 ■ LINK AJA 2019 ■ SAKUKU 2019



**2020**

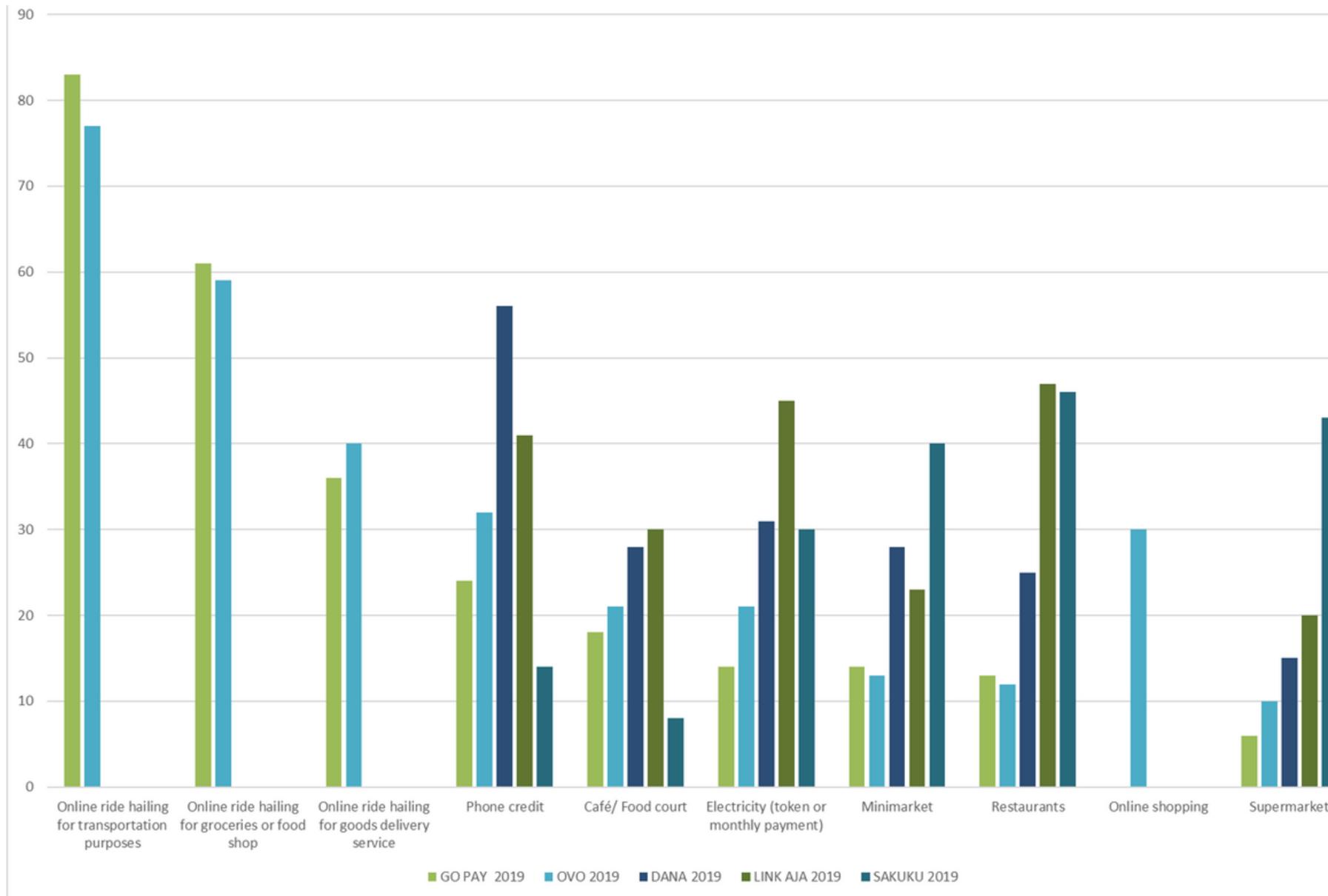
**BRAND FUNNEL**

■ GO PAY 2020 ■ OVO 2020 ■ DANA 2020 ■ LINK AJA 2020 ■ SAKUKU 2020

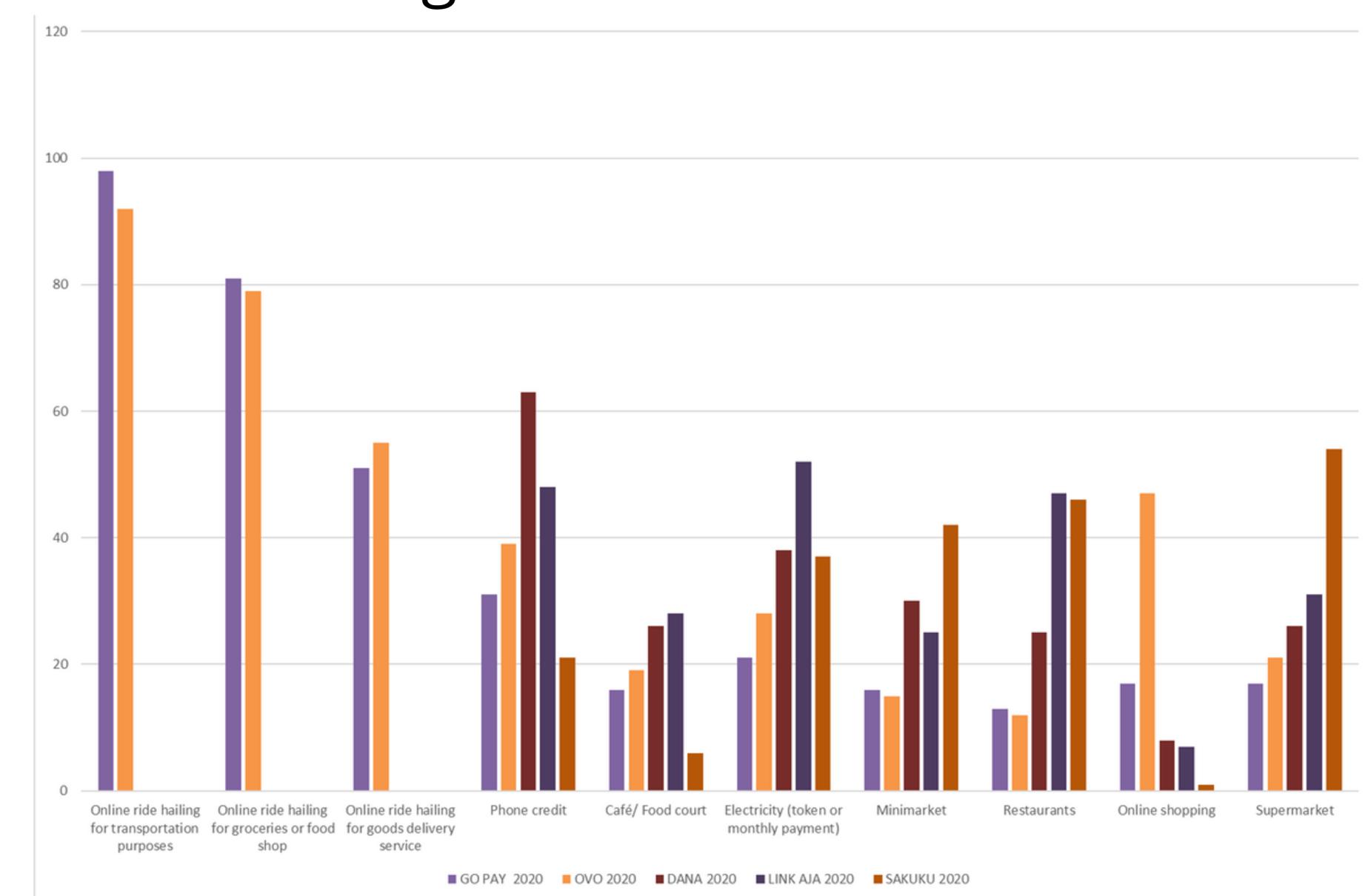


# Usage of E-Wallet

## Usage of E-wallet 2019



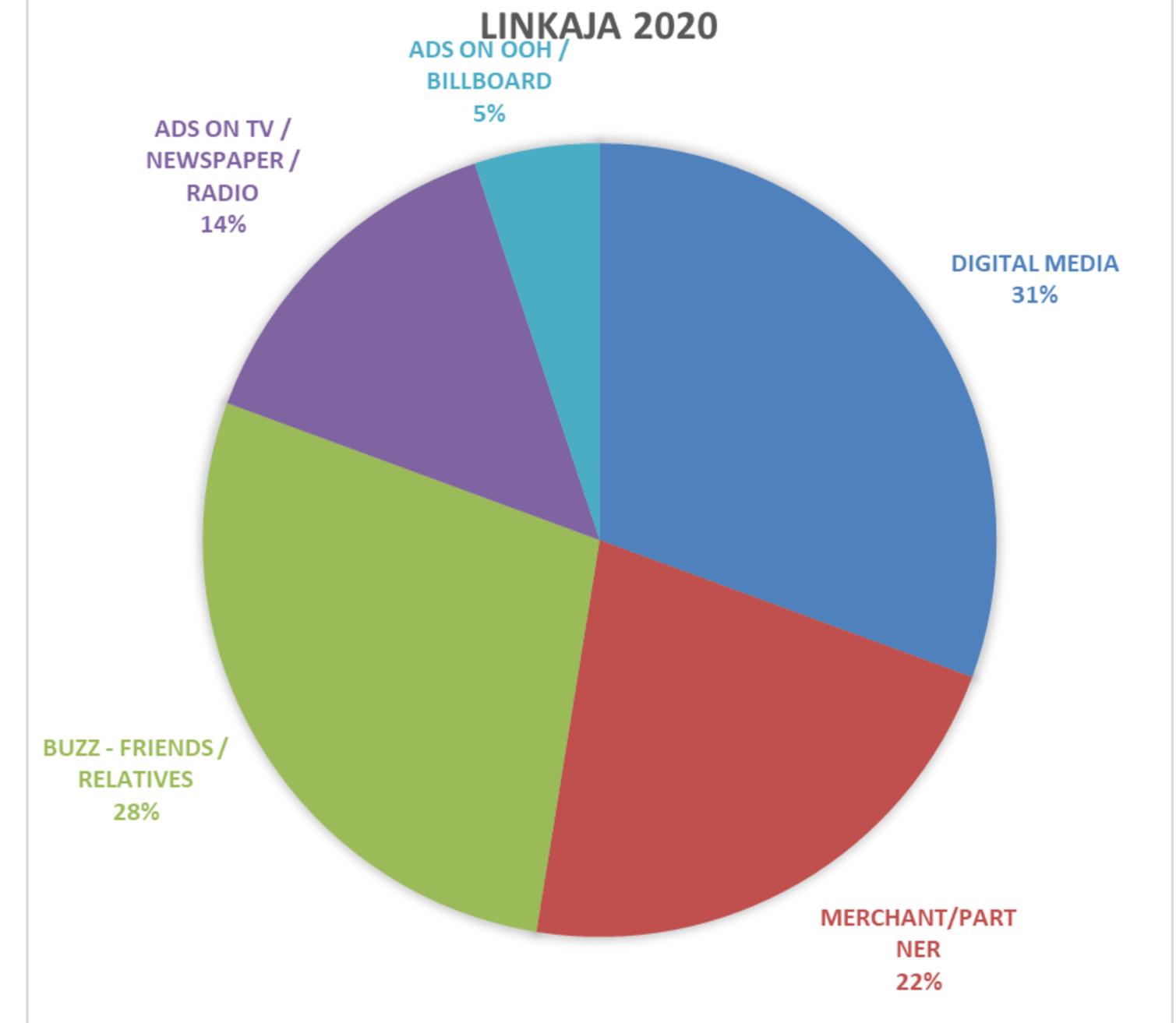
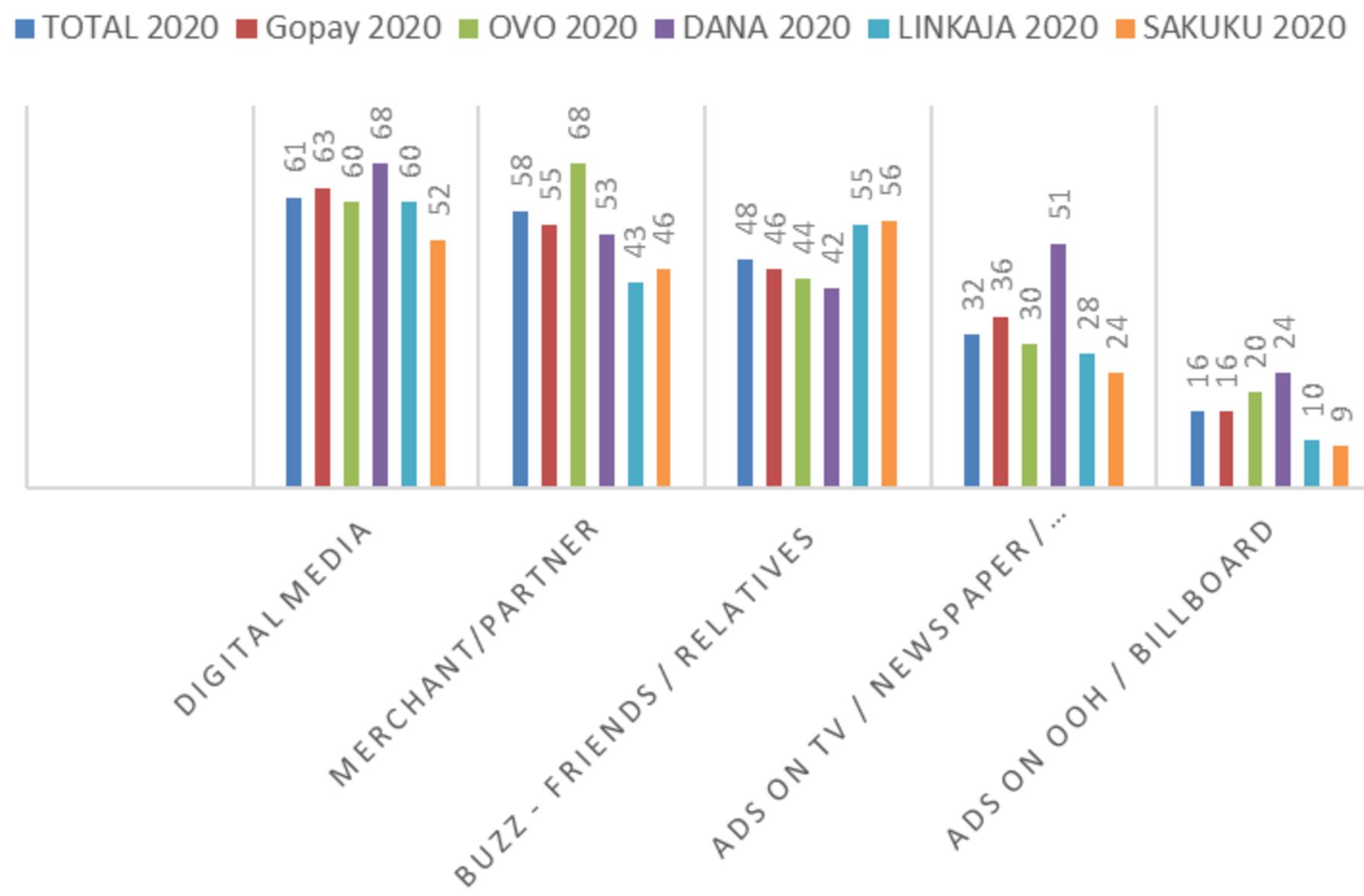
## Usage of E-wallet 2020



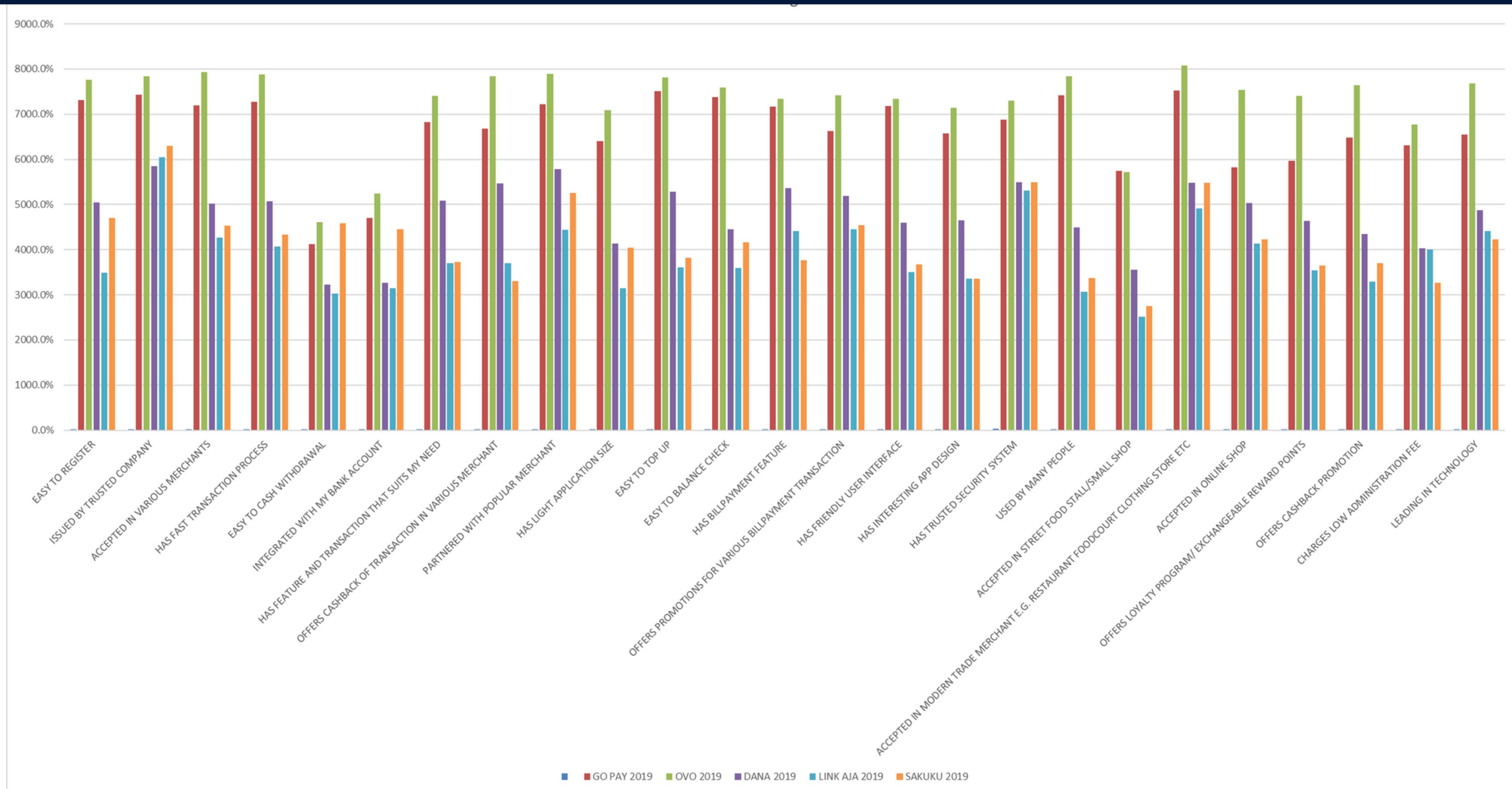


**LinkAja**

## SOURCE OF AWARENESS

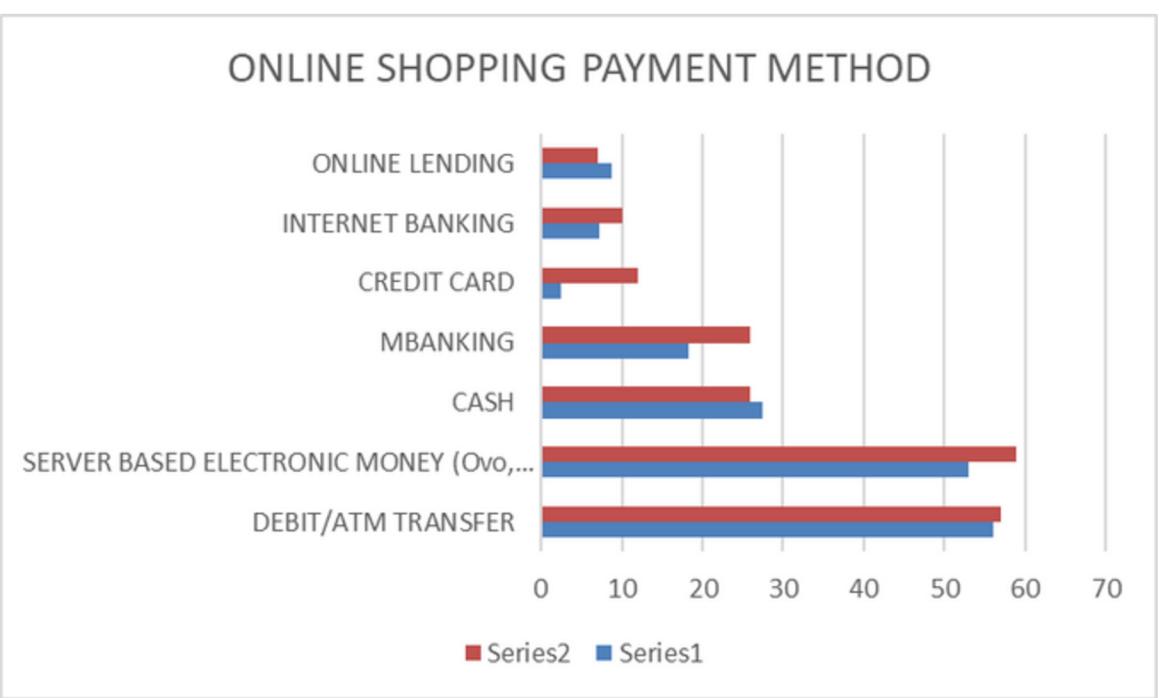
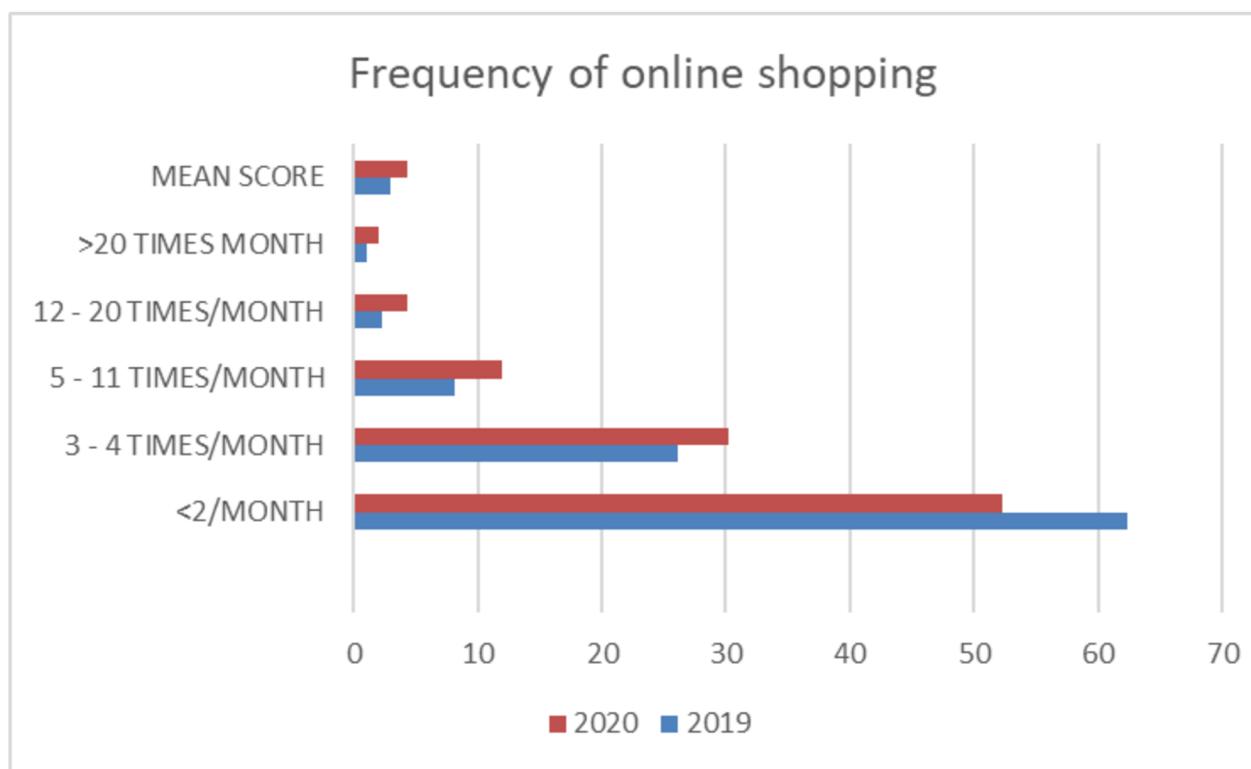
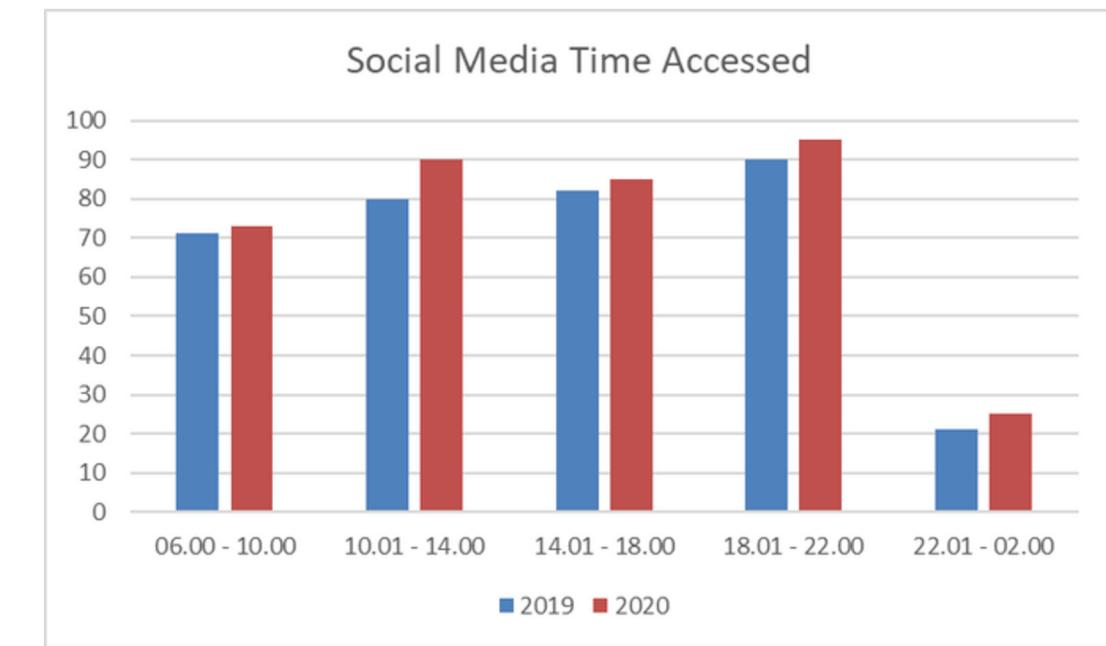
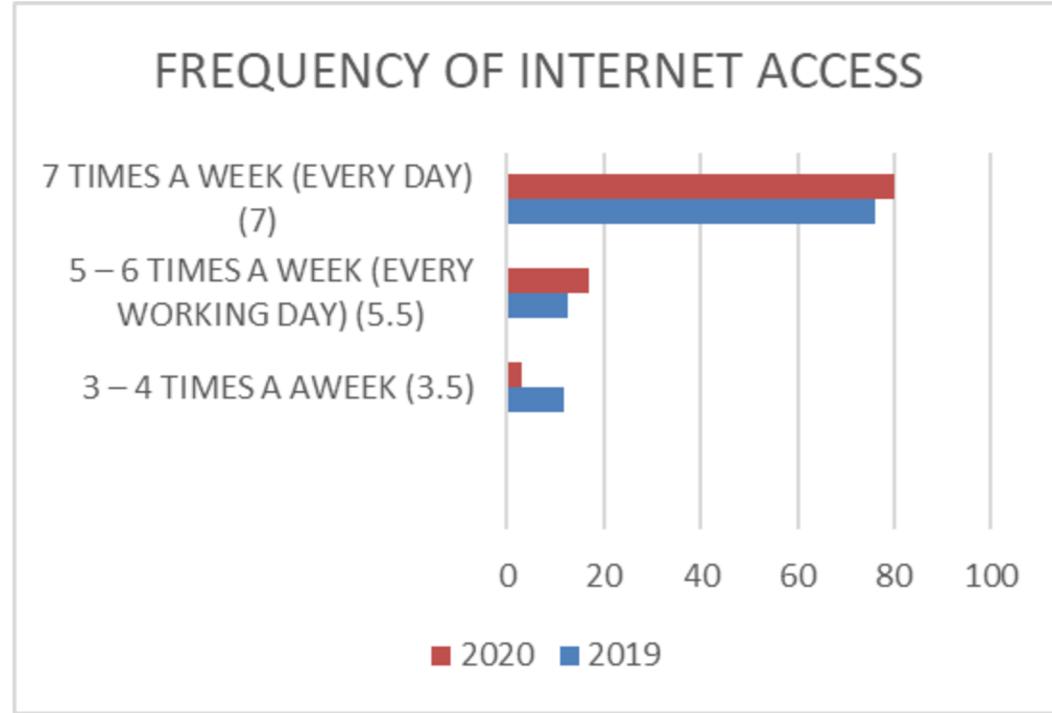
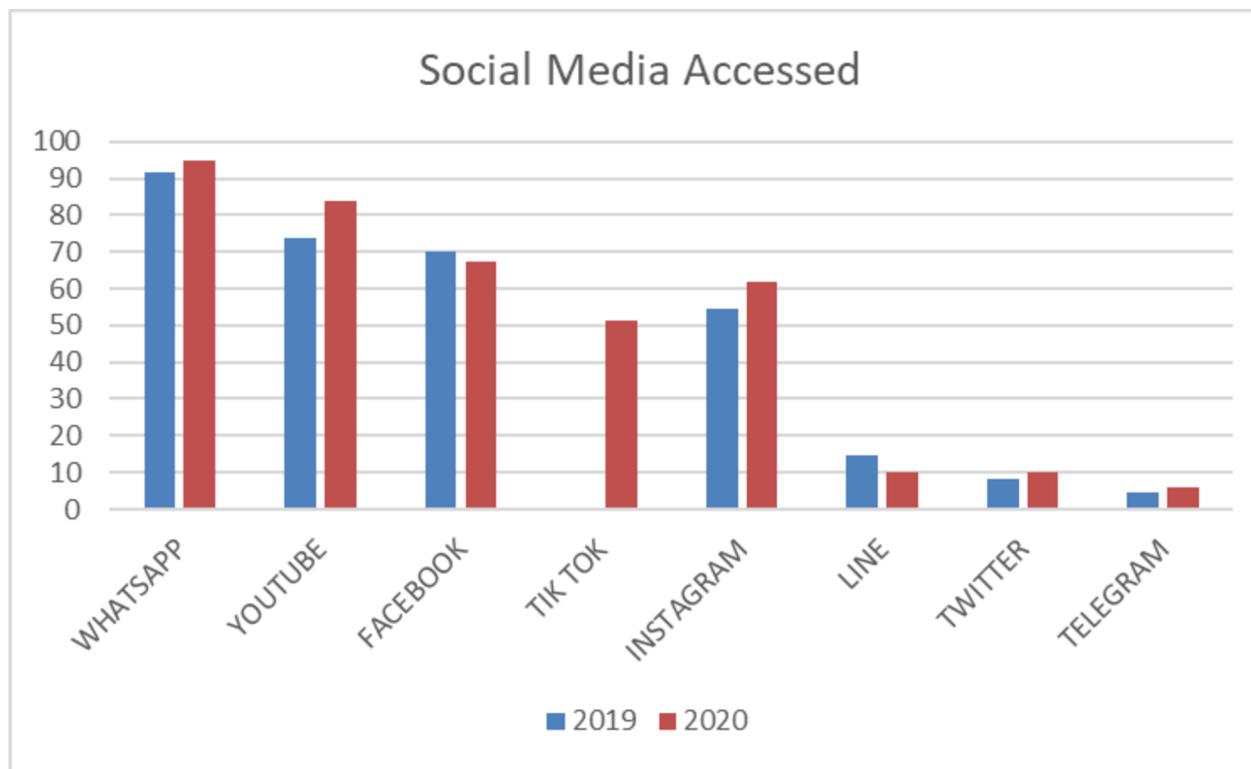


# Public Perception





# LinkAja



# SWOT analysis

## Strengths:

- LinkAja is increasingly favored by users over Sakuku.
- The administration fee for LinkAja is more affordable compared to Sakuku.
- LinkAja has established itself as a market leader in electricity token sales and restaurant payments.

## Weakness:

- Limited brand awareness (Insufficient platform for promotional advertisements)
- Weak brand image (Low perceived product quality)

## Opportunity:

In the e-wallet space, there is an opportunity to capture a larger share of the online ride-hailing market, especially with only two players in the field as of 2019.

## Threat:

- The Indonesian market is highly competitive, with many established players.
- Competitors have stronger brand images, putting LinkAja at a disadvantage.

# Solution

- Building a brand awareness
- Building an integrated marketing communication

## HOW?

### Proposed Actions

1. Host Events: Organize webinars to generate leads.
2. Email/WhatsApp Campaigns: Promote the app via email and WhatsApp blasts.
3. YouTube Ads: Create short ads for YouTube to reach a broad audience.
4. Facebook Ads: Target users effectively through Facebook ads.
5. TikTok Promotion: Target Generation Z with TikTok ads.
6. Merchant Collaborations: Partner with merchants for promotions.
7. TV/Billboard Ads: Increase visibility through traditional media.

