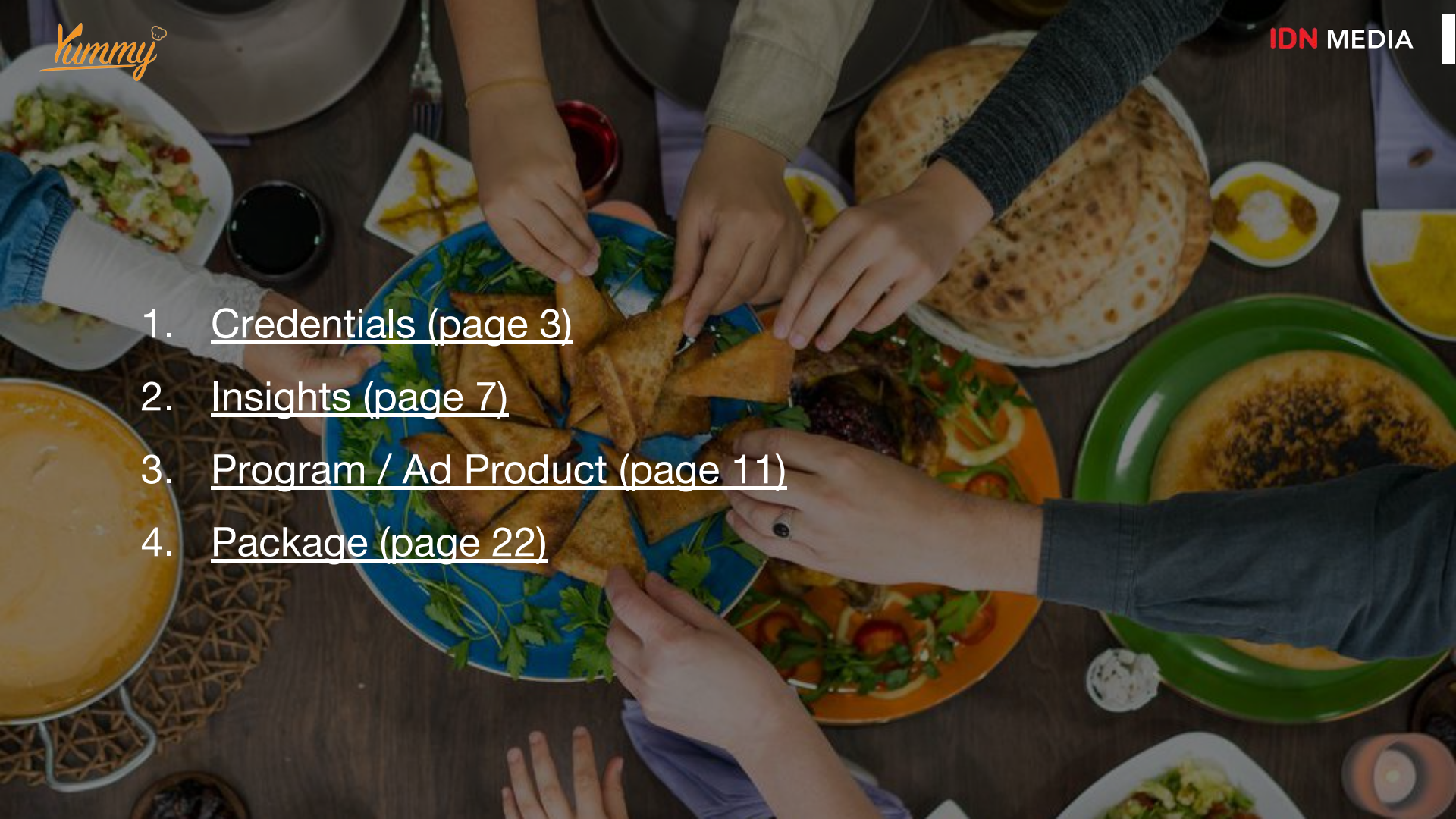



Winning 'Ibu Rumah Tangga' in Ramadan with *Kummy*



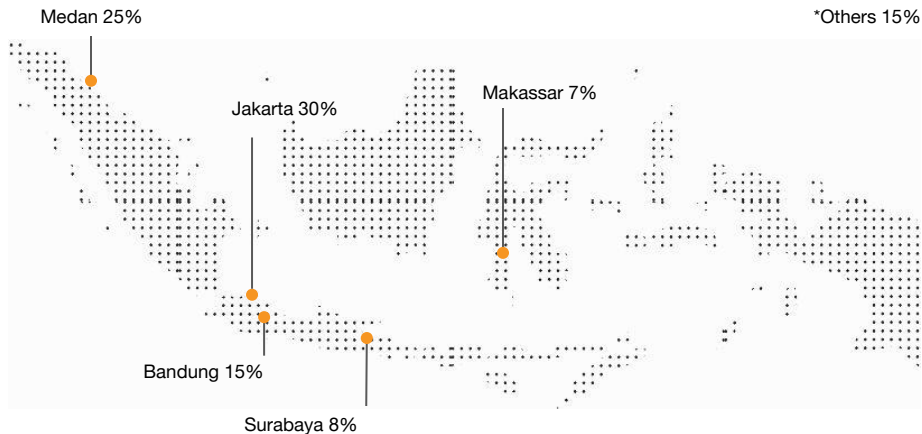
- 
1. [Credentials \(page 3\)](#)
 2. [Insights \(page 7\)](#)
 3. [Program / Ad Product \(page 11\)](#)
 4. [Package \(page 22\)](#)



#1 Food Digital Media covering food tutorial, recipe, and culinary exploration in Indonesia.



Multi-platform digital media covering food tutorial, recipe,
and culinary exploration in Indonesia



43.7
Million

Monthly Video Views across
Yummy Facebook and Instagram

9.3
Million

Monthly Interactions/ Engagement
across Yummy Facebook
and Instagram

850
Thousand

Facebook
Followers

1.6
Million

Instagram
Followers

Socio-Economic Status

A B C+

Gender

Female	Male
80%	20%

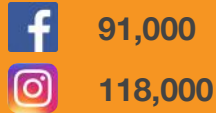
Age (in years old)

5%	28%	55%	17%
12-17	18-24	25-34	35+

THE LEADING FOOD MEDIA IN INDONESIA



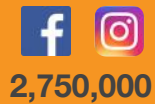
AVERAGE VIEW / VIDEO



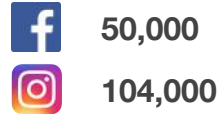
TOTAL MONTHLY VIDEO VIEWS



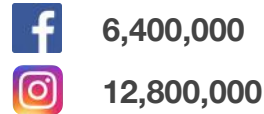
TOTAL FOLLOWERS



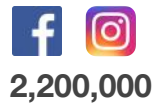
AVERAGE VIEW / VIDEO



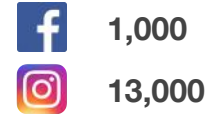
TOTAL MONTHLY VIDEO VIEWS



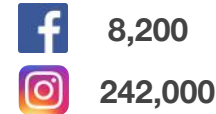
TOTAL FOLLOWERS



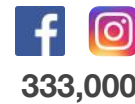
AVERAGE VIEW / VIDEO



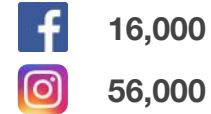
TOTAL MONTHLY VIDEO VIEWS



TOTAL FOLLOWERS



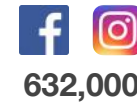
AVERAGE VIEW / VIDEO



TOTAL MONTHLY VIDEO VIEWS



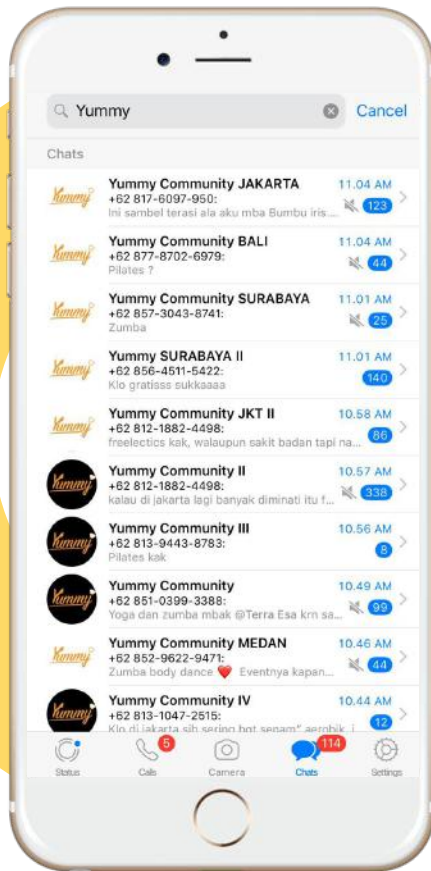
TOTAL FOLLOWERS



DAILY CONVERSATION WITH OUR ENGAGED WHATSAPP-BASED COMMUNITY MEMBERS

20+

ACTIVE WHATSAPP
GROUP



3,000+

ACTIVE MEMBERS
AND COUNTING

Insights



People's search + interest increases in:

1. Prayer Time
2. Recipe
3. Entertainment
4. Zakat
5. New Clothes

Understanding the Ramadan Audience



The Devoted FASTER

Insight

Searches for the terms 'doa', 'jadwal puasa' and 'zakat' grew by **3x**.



Searches for religious related content.



Watches religious content and songs.



Downloads Muslim Pro and Holy Quran apps.



Visits mosques on maps based on location.



The Home Maker

Searches for 'oven listrik', 'meja tamu' and 'vacuum cleaner' increased by **1.8x**.

Searches for home appliances and recipes.

Watches food vlogs and cooking tutorials.

Downloads Zomato, Qraved, Cookpad, fast food apps.

Visits groceries stores, mini markets.



The Ramadan Groomer

Searches for 'baju lebaran 2018', 'model rambut 2018' and 'tutorial hijab' grew by **10x**.

Searches for fashion and beauty

Watches makeup, hairstyle, fashion or hijab tutorials.

Downloads Beautyplus, Facetune, Youcam apps

Visits hair salons, cosmetics stores



The Tech Follower

Searches for 'smartphone terbaik 2018', 'laptop gaming', 'kamera' increased by **1.3x**.

Searches for latest tech gadgets

Watches product reviews.

Downloads e-commerce apps.

Visits electronic stores, coffee shops.



The Homecomer (Mudik)

Searches for 'tiket pesawat murah' and 'mobil murah' grew by **2.2x**.

Searches for transportation mode and accommodation

Watches traveling vlogs, traffic news.

Downloads travel apps.

Visits airports, stations, bus terminals, hotels, tourist attractions.

The Audience Behaviour



Muslims start the day searching for **prayer times** to find out when to begin fasting. **Food recipes, Lebaran's clothing, and online shopping** are top searched categories during sahur.

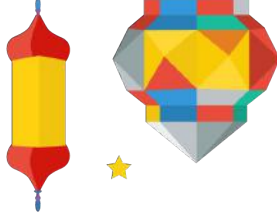
Online shopping searches peak as consumers look for seasonal promotions. **Online retail, ride-hailing, and flight tickets** are top searched promotions in Indonesia. Searches for **recipes** and **food tutorials** spike 2.7X as muslims look for buka puasa ideas.

Indonesians distract themselves from hunger pangs with activities and ngabuburit content to **entertain** themselves. Eg: Games for ngabuburit, essential playlist for ngabuburit, funny memes for ngabuburit.

After buka puasa, Muslims continue to engage with **religious content**. Religious songs and sermons are top searched religious content in Indonesia.

Program / Ad Product





#YummyRamadan

For many of Indonesian Muslims, Ramadan has a special place in their heart. The Holy Month does not only bring people closer to God, but also to their family and friends.

Through #YummyRamadan, we would like to highlight Millennial's Ramadan nowadays; starting from Ramadhan trends, tips, stories, to bringing back the nostalgic feelings of Ramadan. The contents of #YummyRamadan will become one way of '*silaturahmi*' and gather for Indonesian Millennials in the festive holy month.

1. Native Video

4. #BukberYummy (Offline Activity)

2. Re-Cook #YummyRamadan

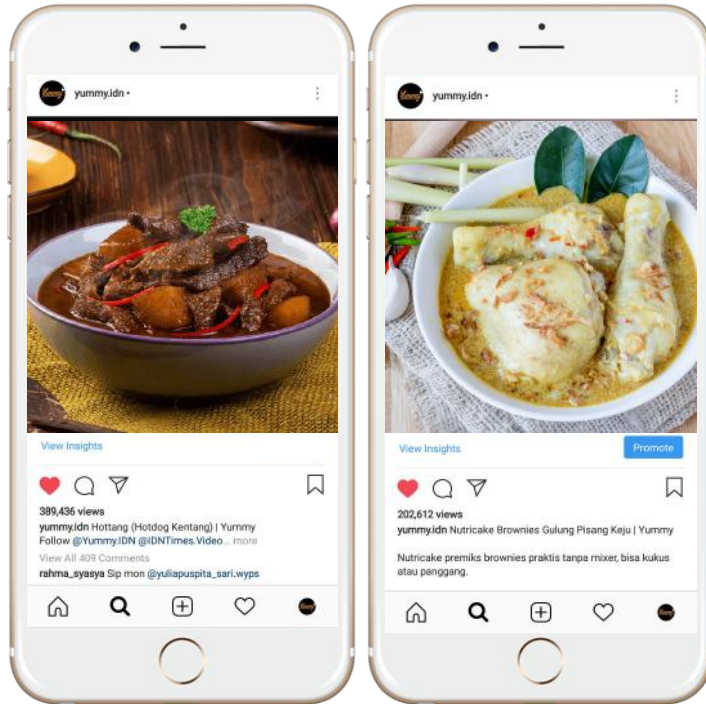
5. Online Community

3. Livestreaming

6. Instagram Story



1. Native Video



RAMADAN RECIPE VIDEO (60s)

An easy & inspiring Ramadan recipe cooking video in just 5 steps. We show the step-by-step cooking process in short, fast motion, and make sure the audience are inspired to make it their own.

Price: Rp. 60,000,000

KPI: 100,000 video views

Platform: Instagram & Facebook Video

Length: 60 second

Process: Video Creation & Media Placement



1. Native Video



RAMADAN #YUMMYNGILER (45s)

Beauty shot with appealing visual.
This video is highly effective to create
an urge to eat or cook.

Price: Rp. 50,000,000

KPI: 100,000 video views

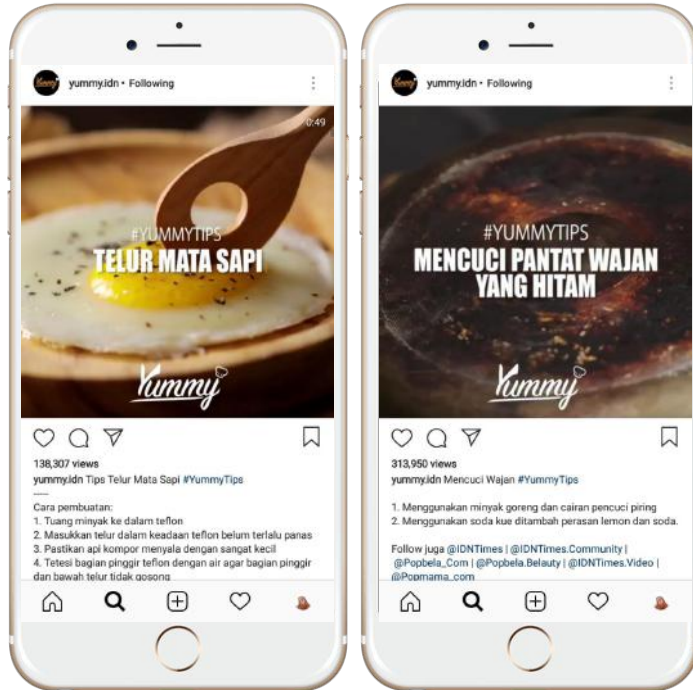
Platform: Instagram & Facebook Video

Length: 30-45 second

Process: Video Creation & Media Placement



1. Native Video



#YUMMYRAMADAN TIPS (60s)

Cooking and kitchen hacks from processing food to handling utensils. We are dedicating this program to help improve the audiences' cooking skills.

Price: Rp. 60,000,000

KPI: 100,000 video views

Platform: Instagram & Facebook

Video Length: 30-45 second

Process: Video Creation & Media Placement



2. Re-Cook #RamadanYummy



Yummy's signature re-cook competition by inviting audience to submit their recipe creation into photo + caption. Selected recipe will be re-cook by Yummy Chef and get prize from Yummy such as Fry pan, oven, mixer and a special prize sponsored by brand.

Potential Reach

: 400 Submission/ 2 weeks

Brand Placement

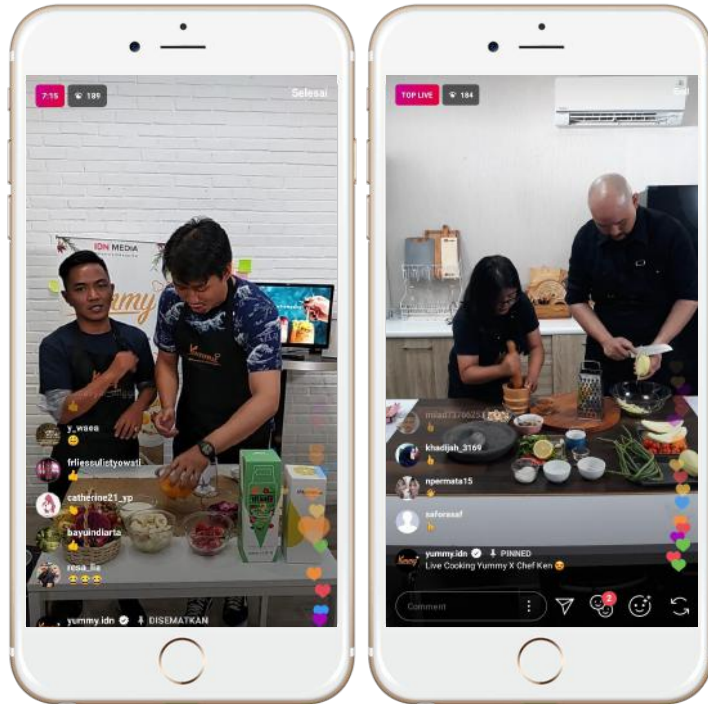
: Product Placement

Price

: Rp. 400,000,000



3. Livestreaming



LIVE COOKING FOR BERBUKA PUASA (45mins)

Live cooking during ngabuburit with Chef Nunu or Chef Gilang that includes cooking from scratch, interactive Q&A with audience, and giveaway merchandise at the end.

Price: Rp. 100,000,000

KPI: 5,000 views

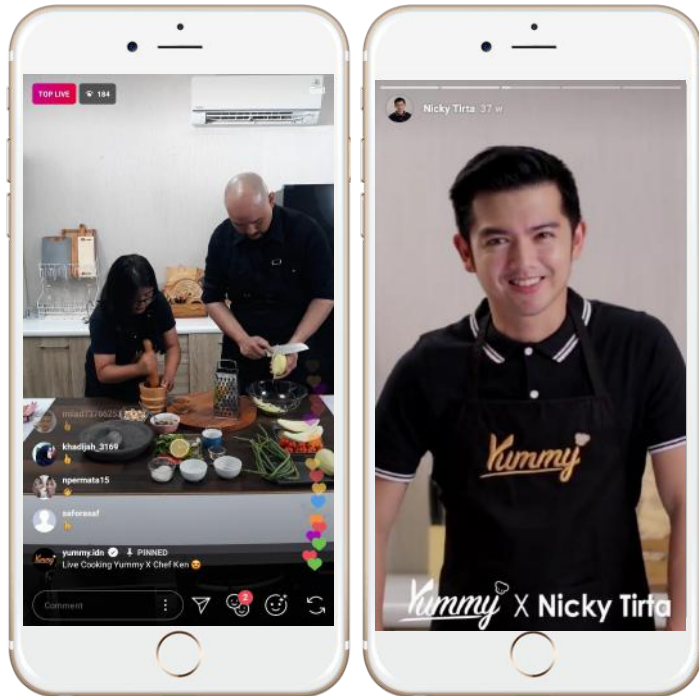
Platform: Instagram Live

Length: 45 minutes

Process: Video Creation & Media Placement



3. Livestreaming



LIVE COOKING COLLABORATION WITH CELEBRITY CHEF FOR BERBUKA PUASA (45m)

Live cooking during ngabuburit with Chef Nunu or Chef Gilang with celebrity chef / food blogger / Yummy community. The program includes cooking from scratch, interactive Q&A with audience, and giveaway merchandise at the end.

Price: Rp. 150,000,000

KPI: 5,000 views

Platform: Instagram Live

Length: 45 minutes

Process: Video Creation & Media Placement



4. #BukberYummy (Offline Activity)



Meet up and gathering with Yummy followers in 8 cities across the nation. The #BukberYummy include inspiring talkshow, cooking class, cooking demo & chit chat.

- Online** : Branding at 2 Instagram Post, 6 Instagram Story, 1 Instagram Live (30mins)
- Offline** : Branding at venue, program & ad lips to 40 Participants/event
- Price** : Rp. 110,000,000/city



Editorial Series



Live coverage (FB & IG)



Brand activities



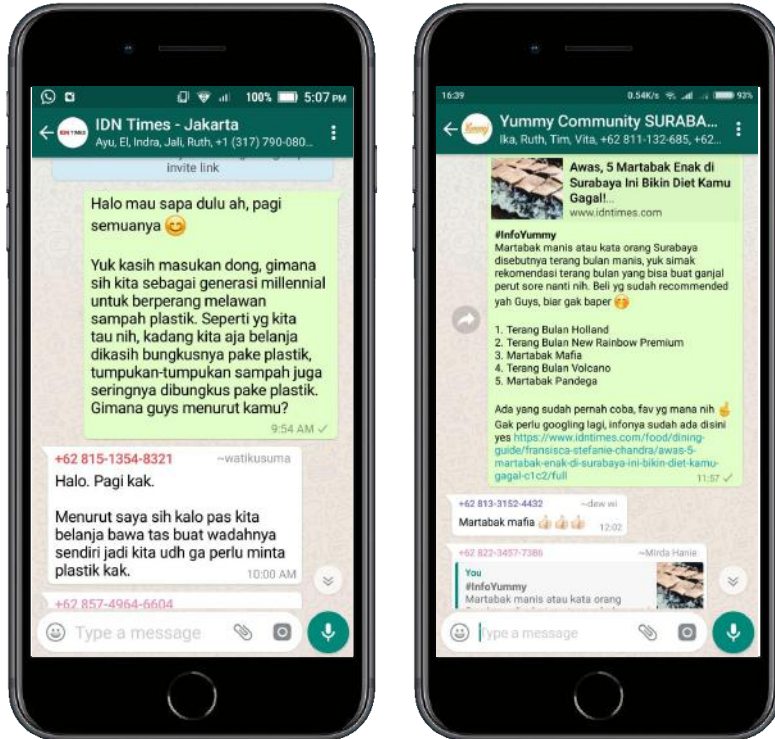
Shared post



#BukberYummy



5. Online Community

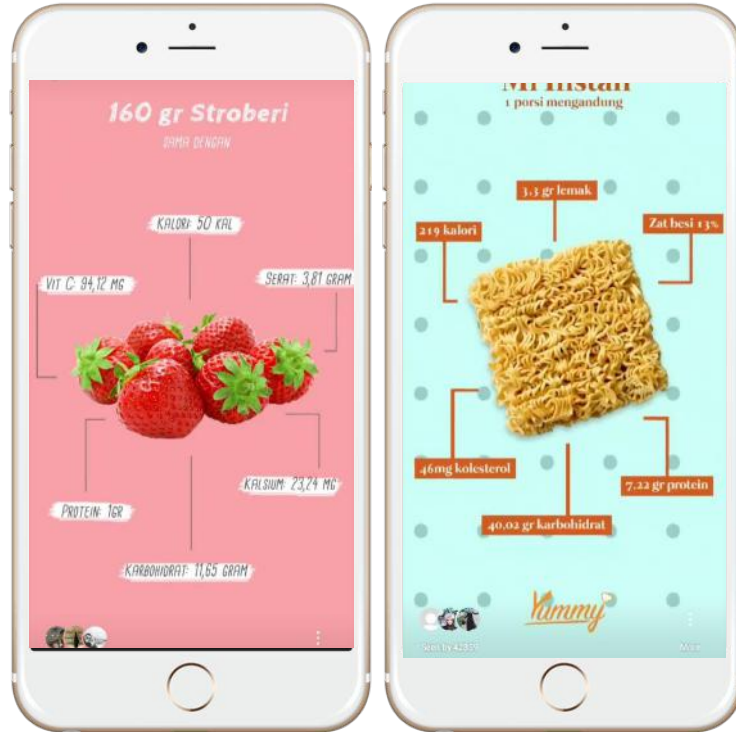


WHATSAPP BROADCAST

Deliverable	: Whatsapp Group
Price	: Rp 5.000.000/broadcast to 3,000+ members
Process	: Creation + Media Buy
Great For	: Awareness, Communication



6. Instagram Story



RAMADAN NUTRITION FACT (10-SERIES)

10 story series of nutrition fact on raw food material, deliver with infographic image style.

Price: Rp. 60,000,000

KPI: 200,000 views (@20,000 view per story)

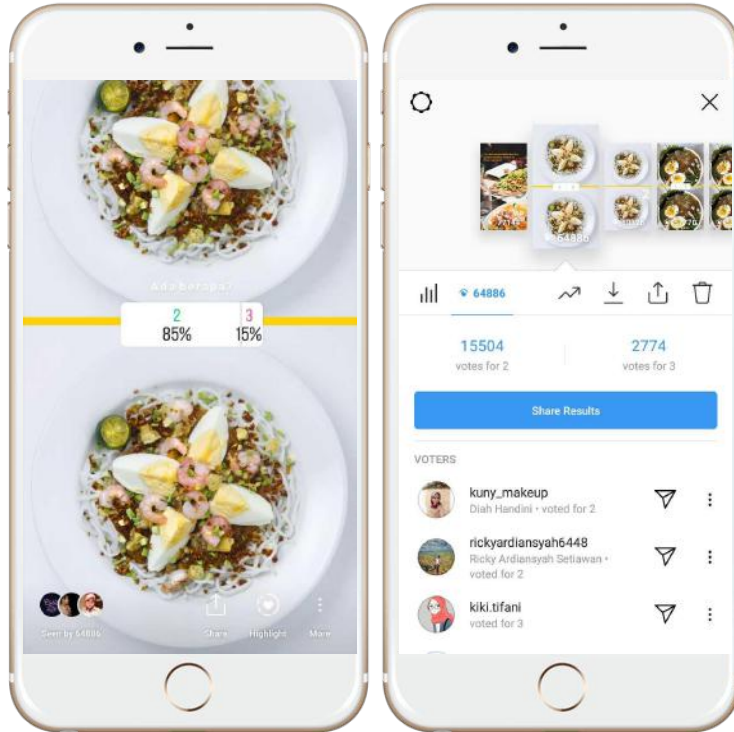
Platform: Instagram Story

Length: 24 hour + highlight 30 days

Process: Video Creation & Media Placement



6. Instagram Story



RAMADAN POLLING & QUIZ (10-SERIES)

10 story series of high engaging fun polling and quiz.

Price: Rp. 75,000,000

KPI: 300,000 views (@30,000 view per story)

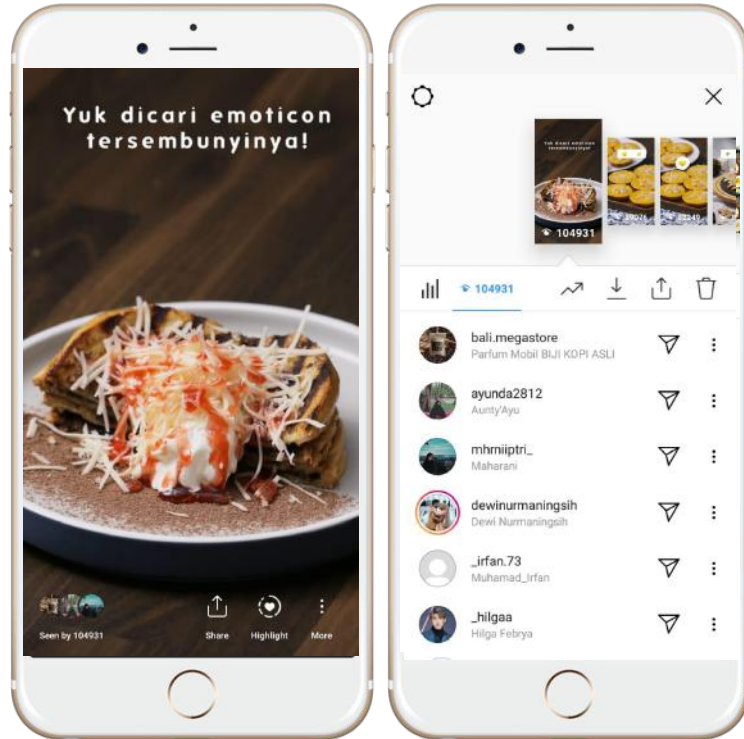
Platform: Instagram & Facebook Video

Length: 24 hour + highlight 30 days

Process: Video Creation & Media Placement



6. Instagram Story



RAMADAN MINI GAMES (10-SERIES)

10 story series of high engaging trivia games related to food.

Price: Rp. 60,000,000

KPI: 300,000 views (@30,000 view per story)

Platform: Instagram & Facebook Video

Length: 24 hour + highlight 30 days

Process: Video Creation & Media Placement



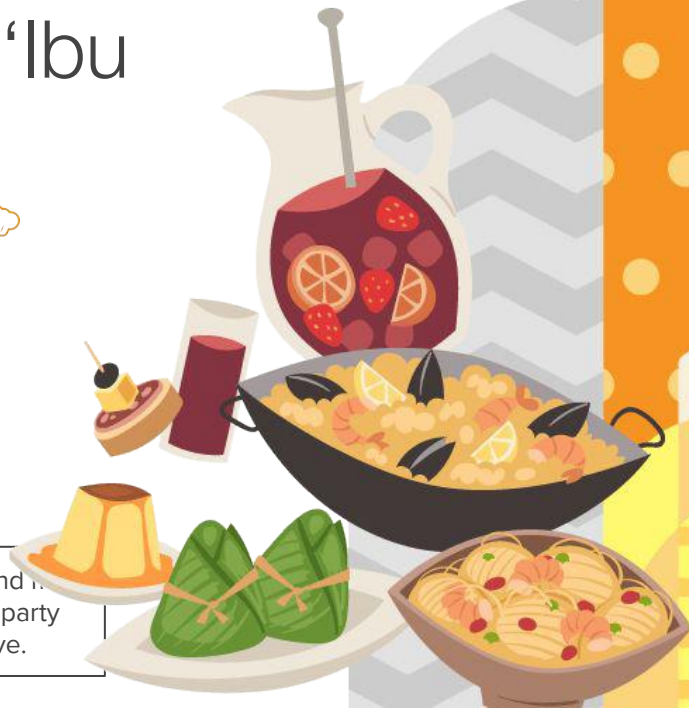
Package



	Diamond	Gold	Silver
	Rp. 2,530,000,000 Rp. 2,000,000,000	Rp. 1,150,000,000 Rp. 950,000,000	Rp. 490,000,000 Rp. 400,000,000
Native Video	Ramadan Recipe Video (10 videos) #YummyNgiler (5 videos) #YummyRamadanTips (5 videos)	Ramadan Recipe Video (3 videos) #YummyNgiler (3 videos) #YummyRamadanTips (3 videos)	Ramadan Recipe Video (2 videos) #YummyNgiler (2 videos) #YummyRamadanTips (2 videos)
Re-Cook Competition #YummyRamadan	1x Re-Cook Competition	-	-
Livestreaming	Live Cooking For Berbuka Puasa (2x) Live Cooking with Celebrity Chef (1x)	Live Cooking For Berbuka Puasa (1x) Live Cooking with Celebrity Chef (1x)	-
#BukberYummy (Offline Activity)	4 cities	1 cities	-
Online Community	20x WhatsApp Broadcast	5x WhatsApp Broadcast	3x WhatsApp Broadcast
Instagram Story	Nutrition Fact (2x) Polling & Quiz (2x) Mini Games (2x)	Nutrition Fact (2x) Polling & Quiz (1x) Mini Games (1x)	Nutrition Fact (1x) Polling & Quiz (1x)

	Diamond	Gold	Silver
	Rp. 2,830,000,000 Rp. 2,000,000,000	Rp. 1,150,000,000 Rp. 950,000,000	Rp. 490,000,000 Rp. 400,000,000
Native Video	Rp. 600,000,000 Rp. 250,000,000 Rp. 300,000,000	Rp. 180,000,000 Rp. 150,000,000 Rp. 180,000,000	Rp. 120,000,000 Rp. 100,000,000 Rp. 120,000,000
Re-Cook Competition #YummyRamadan	Rp. 400,000,000	-	-
Livestreaming	Rp. 200,000,000 Rp. 150,000,000	Rp. 100,000,000 Rp. 150,000,000	-
#BukberYummy (Offline Activity)	Rp. 440,000,000	Rp. 110,000,000	-
Online Community	Rp. 100,000,000	Rp. 25,000,000	Rp. 15,000,000
Instagram Story	Rp. 120,000,000 Rp. 150,000,000 Rp. 120,000,000	Rp. 120,000,000 Rp. 75,000,000 Rp. 60,000,000	Rp. 60,000,000 Rp. 75,000,000

Let's discuss and win 'Ibu
Rumah Tangga' in
Ramadan with *Kummy*



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