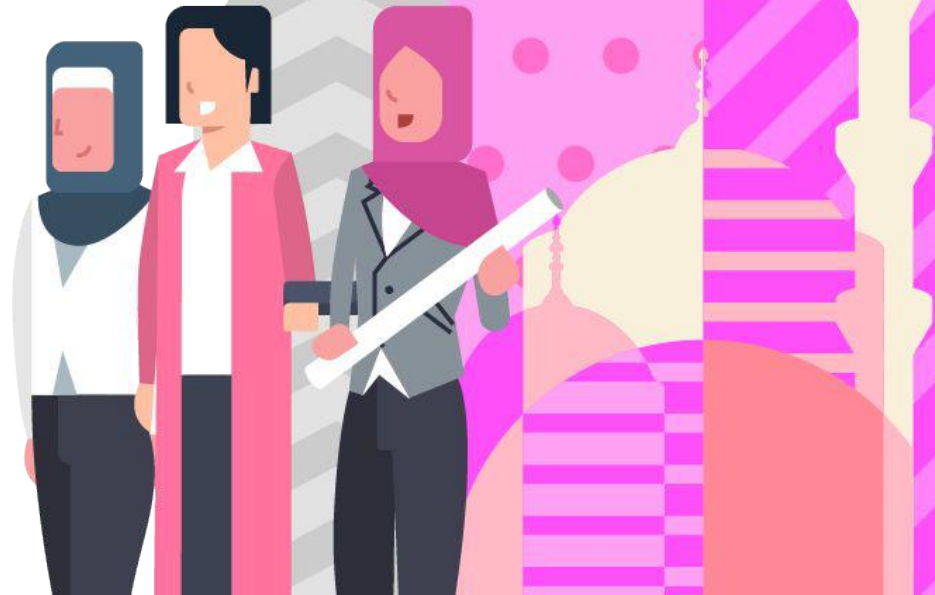



# Winning Millennial Female in Ramadan with **POPBELA**.com



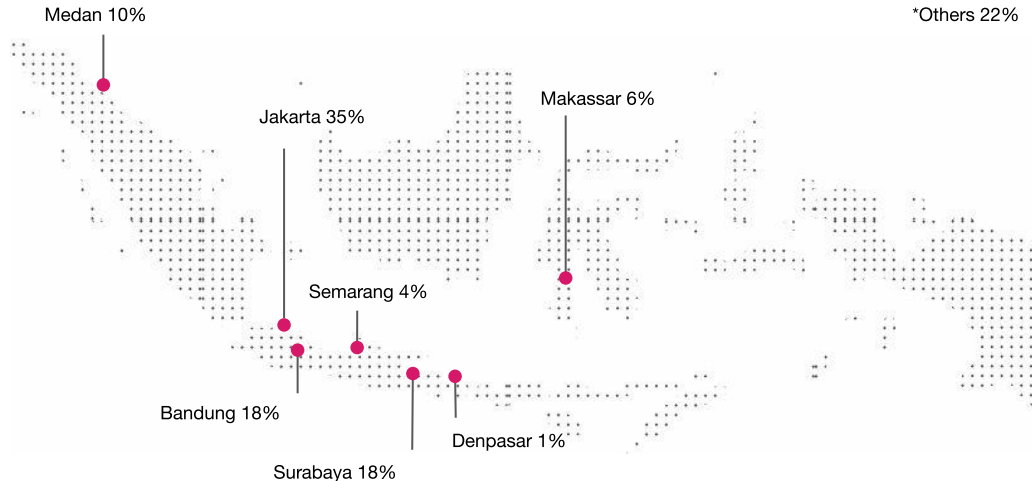
- 
1. Credentials (page 3)
  2. Insights (page 5)
  3. Program / Ad Product (page 9)
  4. Package (page 23)



# #1 Female Media

with the Highest  
Monthly Unique  
Website Visitors.

NO.	MEDIA
1.	POPBELA.COM
2.	WOLIPOP.DETIK.COM
3.	VEMALE.COM
4.	BEAUTYNESIA.ID
5.	FEMALEDAILY.COM
6.	FIMELA.COM
7.	COSMOPOLITAN.CO.ID
8.	FEMINA.CO.ID
9.	GADIS.CO.ID
10.	FACETOFEET.COM



**6.1**  
Million

Monthly unique  
Popbela.com website audience  
(Google Analytics)

**4**  
Million

Monthly content shares  
& engagements across  
all Popbela.com's operating channels

**416**  
Thousand

Facebook  
Followers

**264**  
Thousand

Instagram  
Followers

## Socio-Economic Status

A B

## Gender

Female

85%

Male

15%

## Age (in years old)

6%

12-17

58%

18-24

30%

25-34

6%

35+

# Insights

Source: Think with Google + IDN Research Institute + facebook IQ



## 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 subuh **prayer times** to find out when to begin fasting. **Food recipes, Lebaran's clothing, and online shopping** are top searched categories during sahur.

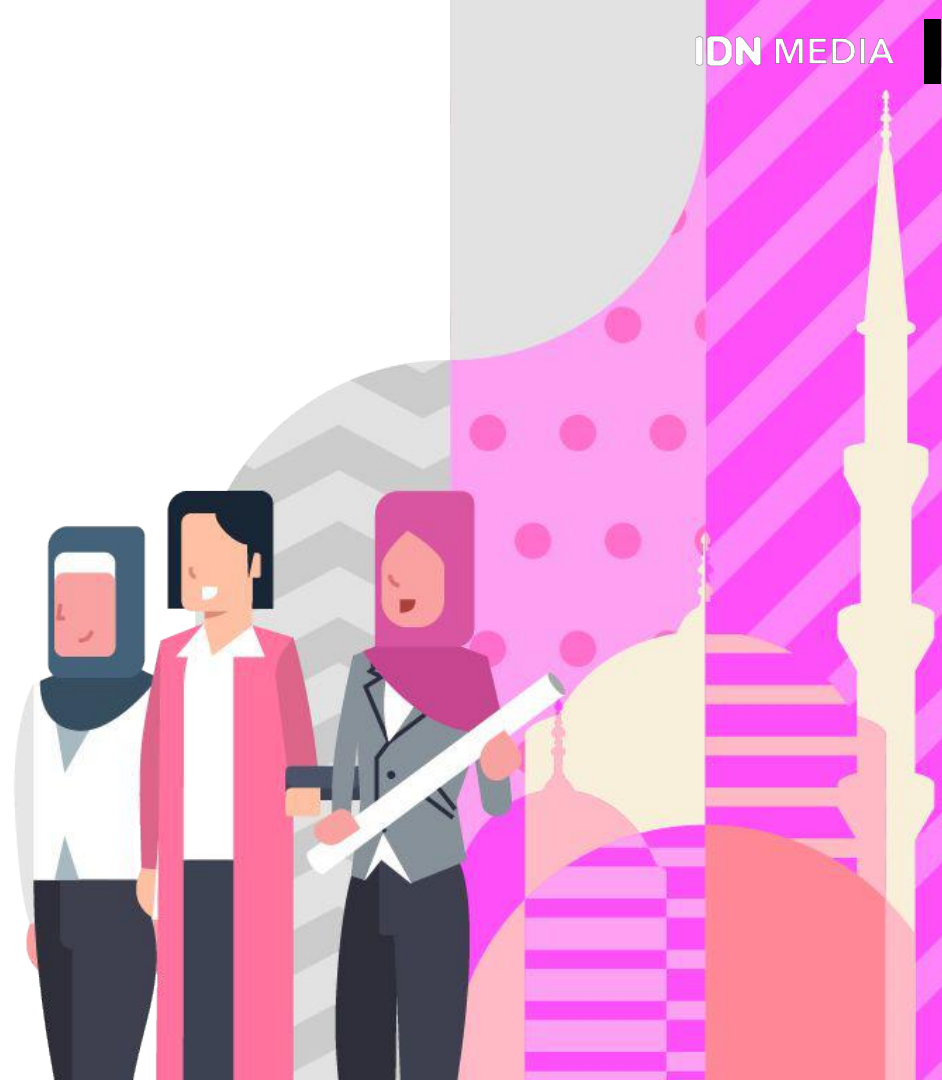
Online shopping searches peak as consumers look for seasonal promotions. **Online retail, ride-hailing, and flight tickets** are top searched promotions in Indonesia. Searches for **recipes** and **food tutorials** spike 2.7X as muslims look for buka puasa ideas.

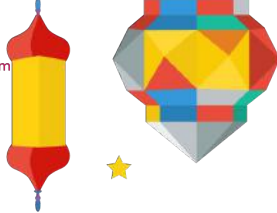
Indonesians distract themselves from hunger pangs with activities and ngabuburit content to **entertain** themselves. Eg: Games for ngabuburit, essential playlist for ngabuburit, funny memes for ngabuburit.

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



# Program / Ad Product





# #CantikRamadan

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

1. TVC Spot Masthead

2. Display Banner

3. Ngabuburit (Instagram Live)

4. Jadwal Imsakiah

5. #PopbelaOOTD

6. #PopbelaQuote

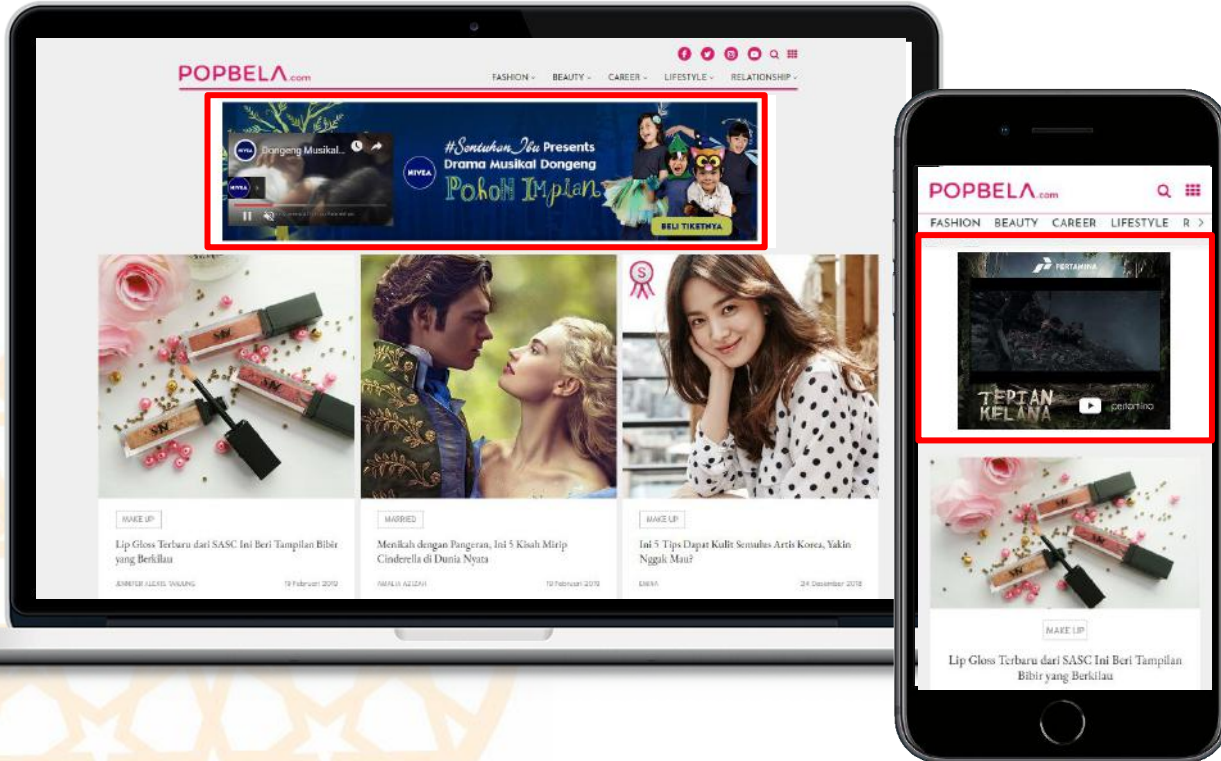
7. #THRPopbela

8. Online Community

9. Editorial Content

10. Social Content

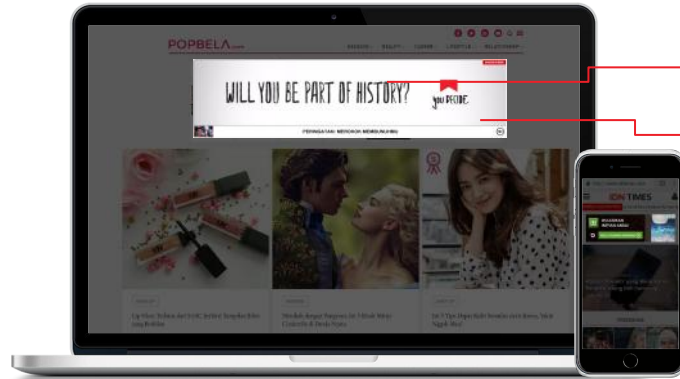
# 1. TVC Spot Masthead



<b>CPM:</b>	Rp. 150,000
<b>CPD:</b>	Rp. 24,000,000
<b>Location:</b>	Leaderboard
<b>Format:</b>	YouTube or .MP4 (15s)
	+ Image for banner



## 2. Display Banner



Performance Ads  
(CPM)

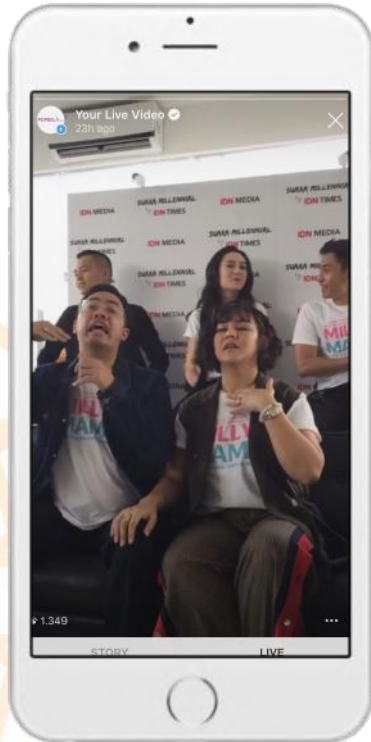
Premium Display Ads  
(CPD)

PRODUCT	CPM	CPD
<ul style="list-style-type: none"><li>All Standard Unit</li><li>Sticky Bottom</li><li>Pop Up</li></ul>	<ul style="list-style-type: none"><li>IDR 26,000</li><li>IDR 39,000</li><li>IDR 52,000</li></ul>	Starts from IDR 1,000,000

\*Programmatic guaranteed & preferred deal available upon request



### 3. #PopbelaNgabuburit



Instagram Live casual chit-chat discussing all Ramadan topics, starting from local tradition of breakfasting, takjil, to ngabuburit activities.

- Schedule** : Every Tuesday - 4PM
- Platform** : Instagram Live @popbela\_com
- Special Content** : Collabs with Yummy for LIVE cooking on breakfasting or sahoor themed foods.
- Views** : Start from 1,500 views
- Brand Placement:** Product Placement
- Price** : Rp. 50,000,000



# 4. Imsakiyah Schedule



**Brand Placement:** Branding design on poster  
**Download** : 1,000 downloads  
**Price** : Rp. 250,000,000





## 5. #PopbelaOOTD



Inspirational #OOTD from celebrity or influencers that fit into all the Ramadan moment (for hangout, pray, family gathering, etc.) packed with Popbela and brand style.

**Brand Placement:** Branding or brand message insertion

**KPI**

: 5,000 Instagram reach + 50,000 Facebook reach

**Media**

: Popbela Instagram + Facebook

**Instagram**

: Rp. 22,000,000



## 6. #PopbelaQuote



Inspirational yet positive quotes from celebrity or influencers that to boost up Popbela audience about the Ramadan holy spirit through series of posts.

**Brand Placement:** Branding or brand message insertion

**KPI** : 5,000 Instagram reach + 50,000 Facebook reach

**Media** : Popbela Instagram + Facebook  
**Instagram** : Rp. 22,000,000



## 7. #THRPopbela

Popbela team & brand will give a THR (festive gift) for selected Popbela followers. Starting on mid-month till the w1 before end month.

Challenge :

1. Challenge Popbela followers for smart-shopping for Eid with just 100.000 IDR.
2. The best OOTD

**Brand Placement:** Branding or product knowledge

**KPI** : 100 submission / competition

**Platform** : Instagram

**Price** : Rp. 150,000,000



## 8. Popbela Community

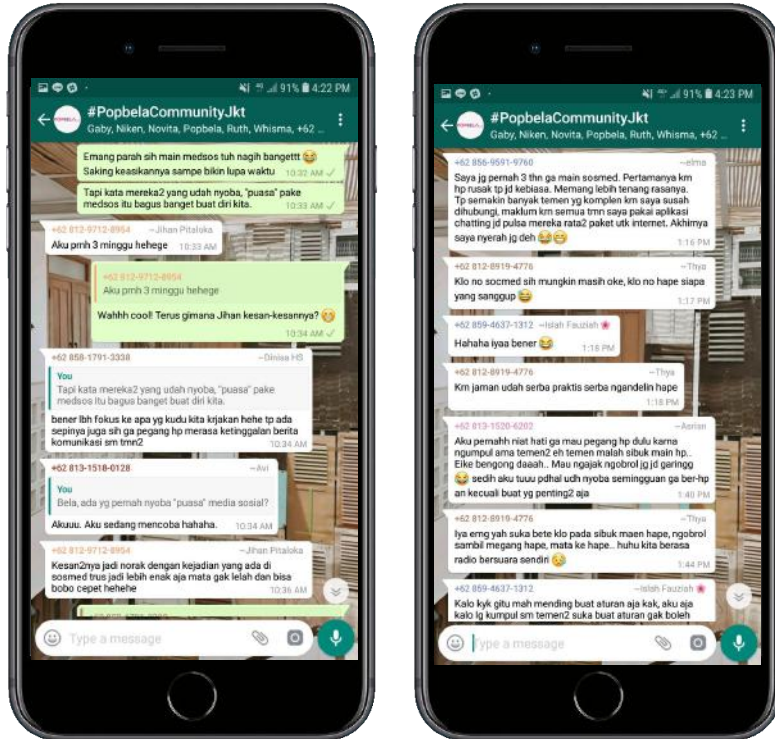


### LINE BROADCAST

- Deliverable : Broadcast on LINE
- Price : Rp 6.000.000/broadcast to 442K followers
- Process : Creation + Media Buy
- Great For : Awareness, Real-time Engagement



## 8. Popbela Community

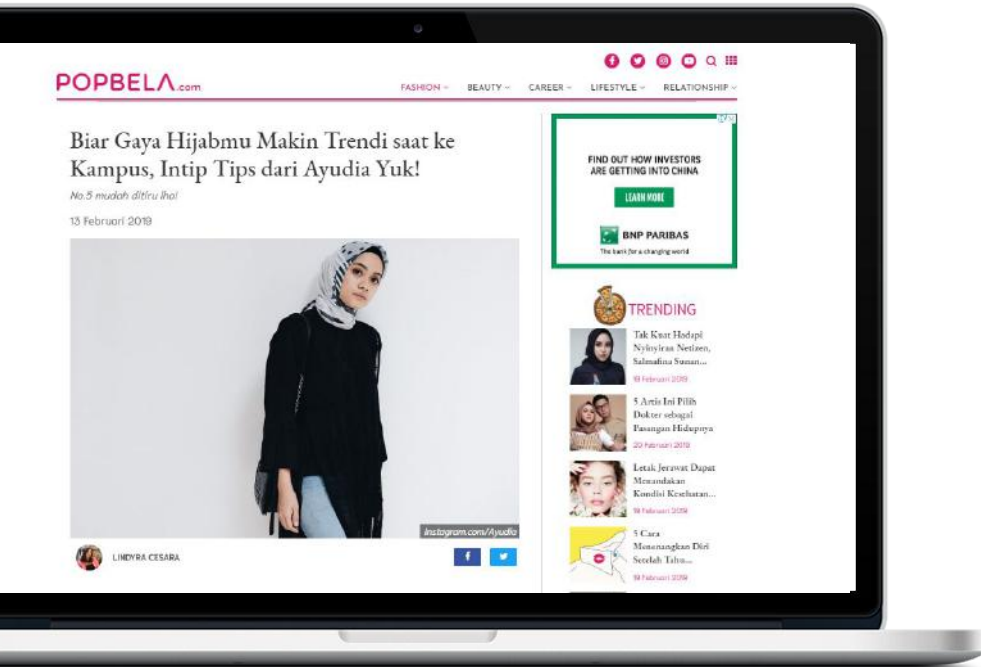


## WHATSAPP BROADCAST

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



## 9. Editorial Content



## NATIVE EDITORIAL CONTENT

Deliverable : Article

Price : Rp 30.000.000

KPI :

- 18k pageviews (Google Analytics)

- 70k people reach (Facebook)

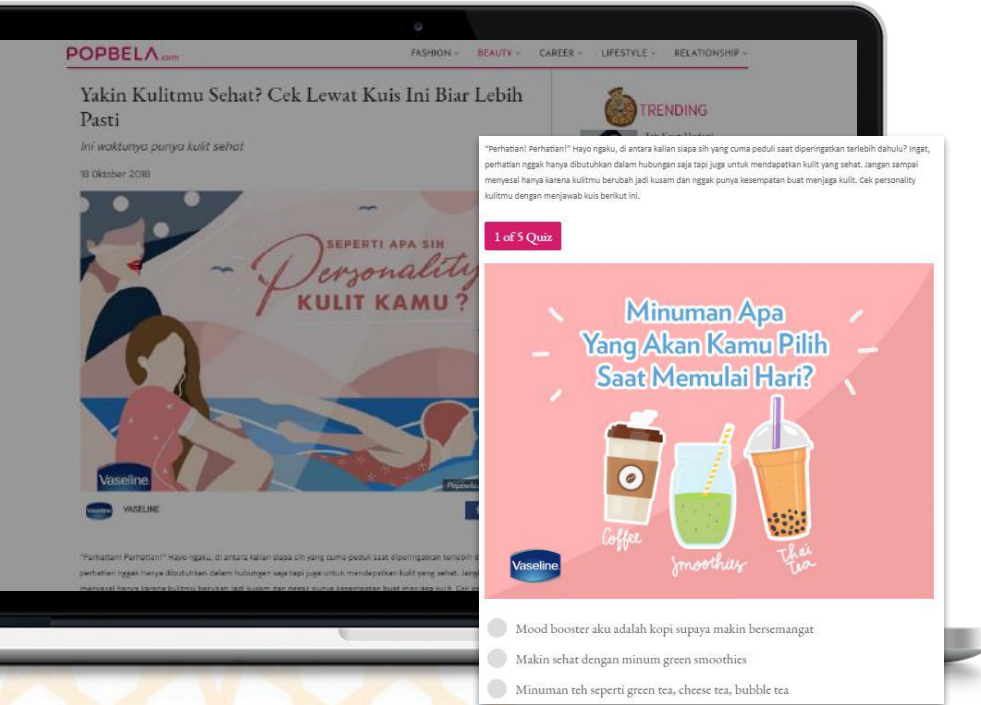
Process : Creation + Media Buy

Great For : Education, Authority & Trust





## 9. Editorial Content



## BRANDED QUIZ CONTENT

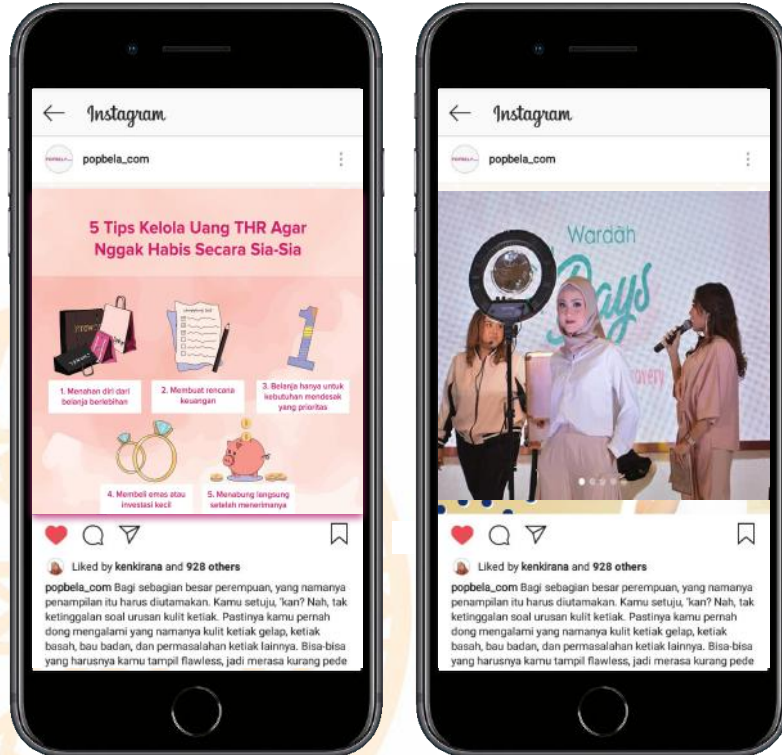
- Deliverable : Quiz
- Price : Rp 30.000.000
- KPI :
- 1.800 participants (Google Analytics)
  - 100k people reach (Facebook)

Process: Creation + Media Buy

Great For: Creating Desire & Engagement



# 10. Social Content



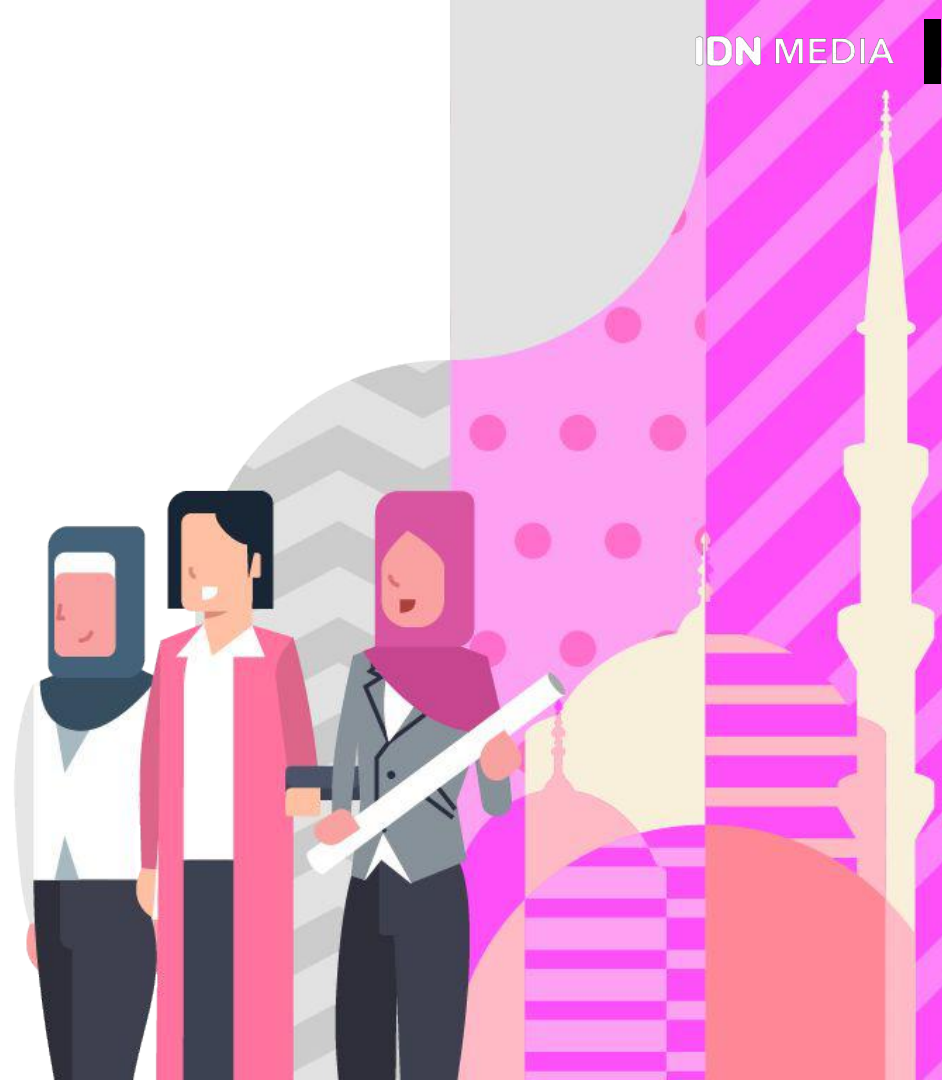
## NATIVE INSTAGRAM POST

Deliverable : Instagram Post  
Price : Rp 11.000.000  
KPI : 20k people reach (Instagram)

Process : Creation + Media Buy  
Great For : Awareness



# Package



	Diamond	Gold	Silver
	<del>Rp. 2,521,000,000</del> Rp. 2,000,000,000	<del>Rp. 1,211,000,000</del> Rp. 950,000,000	<del>Rp. 423,000,000</del> Rp. 400,000,000
TVC Spot Masthead	4,000,000 views	2,000,000 views	1,000,000 views
Display	6,000,000 impression	4,000,000 impression	1,000,000 impression
Ngabuburit Livestream Instagram	4x Livestream	2x Livestream	-
Jadwal Imsakiah	Main Sponsor	-	-
#PopbelaOOTD	5 posts	3 posts	1 post
Online Community	- WhatsApp Broadcast: 30x - LINE Broadcast: 30x	- WhatsApp Broadcast: 15x - LINE Broadcast: 15x	- WhatsApp Broadcast: 7x - LINE Broadcast: 7x
#THRPopbela	2x competition	1x competition	-
#PopbelaQuote	5 posts	3 posts	1 post
Editorial Content	10 articles	5 articles	3 articles
Social Content	15 posts	10 posts	3 posts

	Diamond	Gold	Silver
	<del>Rp. 2,521,000,000</del> Rp. 2,000,000,000	<del>Rp. 1,211,000,000</del> Rp. 950,000,000	<del>Rp. 423,000,000</del> Rp. 400,000,000
TVC Spot Masthead	Rp. 600,000,000	Rp. 300,000,000	Rp. 150,000,000
Display	Rp. 156,000,000	Rp. 104,000,000	Rp. 26,000,000
Ngabuburit Live Instagram	Rp. 200,000,000	Rp. 100,000,000	-
Jadwal Imsakiyah	Rp. 250,000,000	-	-
#PopbelaOOTD	Rp. 110,000,000	Rp. 66,000,000	Rp. 22,000,000
Online Community	- WhatsApp Broadcast: Rp. 150,000,000 - LINE Broadcast: Rp. 180,000,000	- WhatsApp Broadcast: Rp. 75,000,000 - LINE Broadcast: Rp. 90,000,000	- WhatsApp Broadcast: Rp. 35,000,000 - LINE Broadcast: Rp. 42,000,000
#THRPopbela	Rp. 300,000,000	Rp. 150,000,000	-
#PopbelaQuote	Rp. 110,000,000	Rp. 66,000,000	Rp. 22,000,000
Editorial Content	Rp. 300,000,000	Rp. 150,000,000	Rp. 90,000,000
Social Content	Rp. 165,000,000	Rp. 110,000,000	Rp. 33,000,000

# Let's discuss and win Millennial Female in Ramadan with **POPBELA**.com

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