



the 27<sup>th</sup>  
**GAIKINDO**  
INDONESIA INTERNATIONAL  
**AUTO SHOW**

**18-28**  
**JULY 2019**  
ICE - BSD CITY

**IDN TIMES**

# **INFLUENCE AUTOMOTIVE-BUYER DURING GIIAS WITH IDN TIMES**

GIIAS Special Programme 2019  
(Special Channel + Article Content + Video Content + Social Content)

Prepared by **IDN** CREATIVE



**18-28**  
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## EVENT OVERVIEW

Prior to the 27th GIIAS 2019 which will be held in **18 - 28 July 2019**, IDN Media wants to create an agile campaign that could be a channel to tease and reach out our specific audiences.

Automotive brands have a great opportunity to leverage its brand awareness by tap in onto our tailored content marketing and digital assets to create greater impact throughout the event.

**Adu Hebat Wuling Cortez vs  
DFSK Glory 580, Siapa Lebih  
Superior?**

*Dua produsen otomotif asal Tiongkok berunjuk  
gigi di IIMS 2018*



**1. Yuk lihat sektor mesinnya**



IDN Times/Kevin Handoko

Wuling meluncurkan Cortez 1,5 dengan kapasitas mesin 1.500cc N/A. Ini adalah versi baru, sebab Wuling sebelumnya hanya merilis 1.800cc N/A. Wuling 'menggendong' transmisi manual dengan

Top 3 types of video content for auto shoppers



Test Drives



Features & Options



Walkthroughs

Time spent watching these kinds of videos went up

**2X**

in the past year.



# THE 5 AUTO SHOPPING MOMENTS EVERY AUTO-BRAND MUST OWN



Which-car-is-best  
moments



Is-it-right-for-me  
moments



Can-I-afford-it  
moments



Where-should-I-buy-it  
moments



Am-I-getting-a-deal  
moments



of people who used YouTube while buying a car were influenced by it — **more than** TV, newspapers, or magazines.

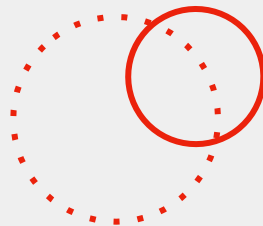


1 in 3

shoppers that used their mobile devices as part of the purchase process **located or called a dealer from their mobile device.**



# TO WHOM WE ARE COMMUNICATING IT



## What Do They Say?

To know the audience better, we got insights from several Millennial audiences on “when & why do they start considering to buying a new car or motorcycle”



VERA, 26, Entrepreneurs

Kebutuhan kerja, kadang menuntut gw untuk memiliki mobilitas tinggi. Makanya beberapa keputusan membeli mobil, pasti gw sesuaikan dan kebanyakan gw cari tau dulu dari review yang ada.



Faizal, 24, Freelance & Master's Degree Student

Buat gw, informasi seputar otomotif itu lumayan penting karena gw bisa tau trend nya kayak gimana. Dari situ juga, mempengaruhi gw untuk memilih motor apa yang layak sekaligus pas buat gw.



Julio, 30, Executive

Gw di rumah terkenal tahu banyak seputar dunia otomotif, karena gw ngikutin berita-berita terkaitnya. Jadi, kalo ada saudara yang mau beli mobil, gw pasti yang ngasih mereka rekomendasinya.





## MILLENNIALS AS CURRENT & FUTURE AUTO BUYERS

- Indonesian Millennials: 90 million people; entering new life stages such as working, marriage and parenting and are considering to have a new car or motorcycle .
- Automotive becomes the Indonesian Millennial's first lifestyle. It could represented their value in the society and support their daily activities.



## MILLENNIALS AS DECISION INFLUENCERS

- Millennials also often become a big “decision influencers” for their parents.
- 62% of parents of adolescents believe that their kids now have more influence on their purchasing decision than they had over their parents before them.





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## GIAS.IDNTIMES.COM

- 11-day intensive coverage
- Dedicated team of journalists
- 200+ articles
- 50+ videos
- 100+ social media posts
- Microsite as a hub



Aku dengar dari IDN Times ada harga promo buat mobil terbaru ya?

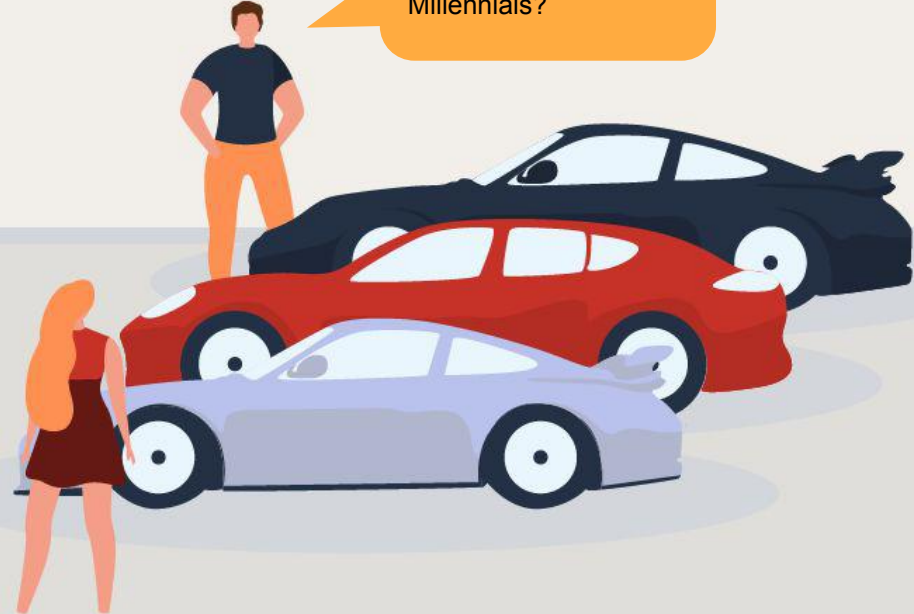




# CHANNELING THE MOMENTS

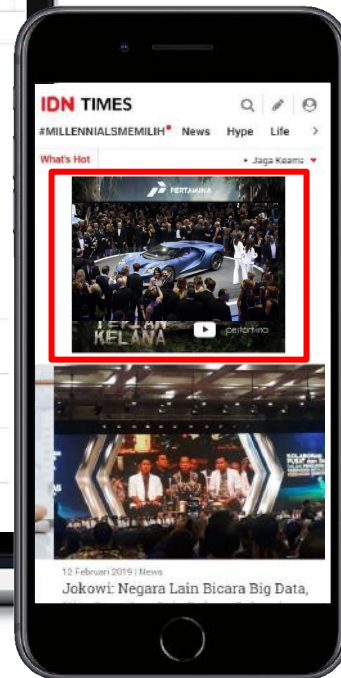
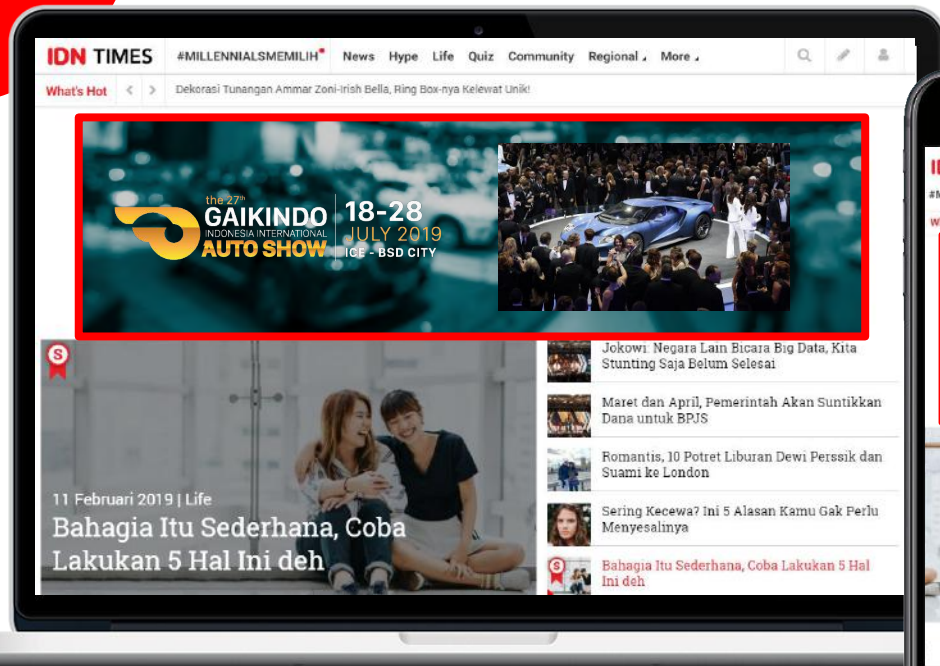
1. TVC SPOT MASTHEAD
2. SPECIAL CHANNEL
3. DISPLAY BANNER
4. SOCIAL MEDIA
5. AFTER MOVIE

Gimana sih cara supaya brand mobilku bisa diperhatiin oleh Millennials?



# 1 TVC SPOT MASTHEAD

Ad Product Deliverables

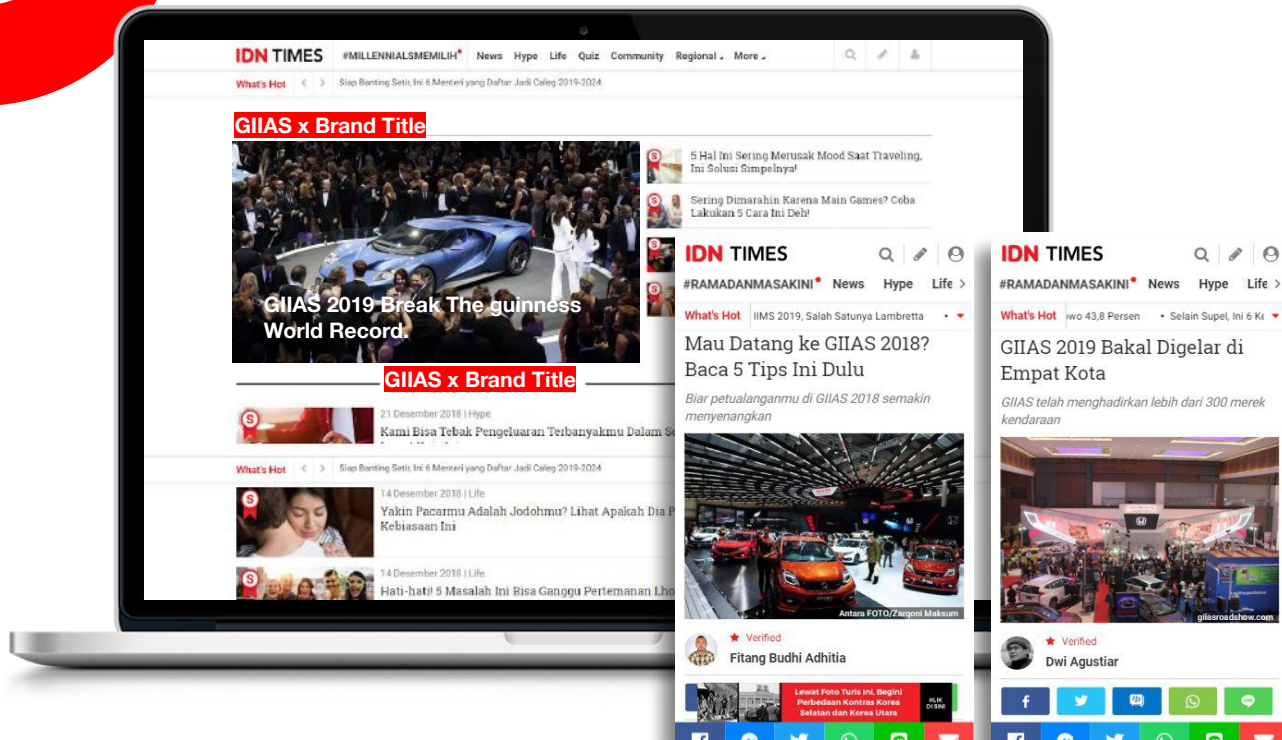


A special spot for brand to launch and grab more attention from over +500K audience at the right moment.

**CPD:** Rp. 110,000,000  
**Location:** Leaderboard  
**Format:** Video 30s  
+  
Image for banner

# 2 SPECIAL CHANNEL

Ad Product Deliverables



Tailored contents to raise brand awareness during GIIAS 2019. We will highlight brand into several news coverage and native editorial.

**Starts from Rp. 995,000,000**

**Deliverables :** Native Articles & Event Coverage

**Placement :** IDN Times

**Content:** Mixed of native editorial, infographic, event coverage, etc

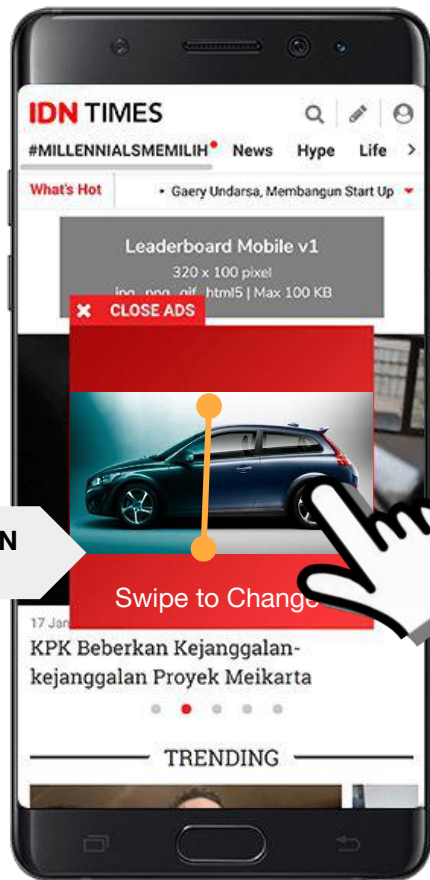




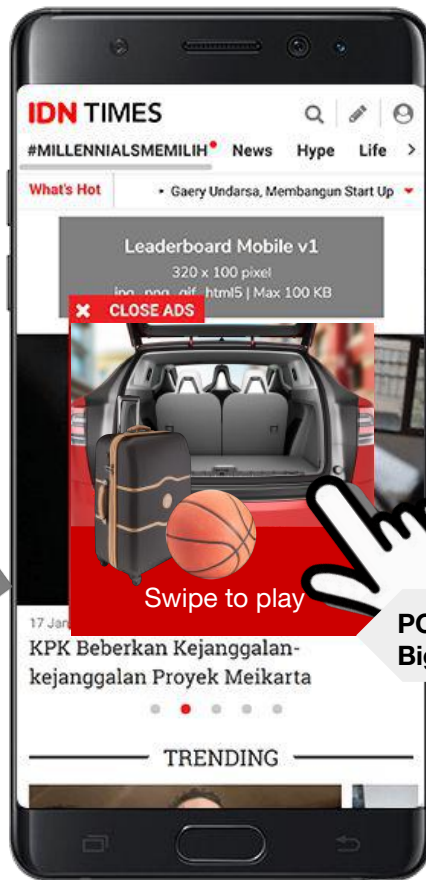
3

# PREMIUM DISPLAY

## Ad Product Deliverables



**POP UP GAMIFICATION**  
Change The Colour



**POP UP GAMIFICATION**  
Big Trunk Banner

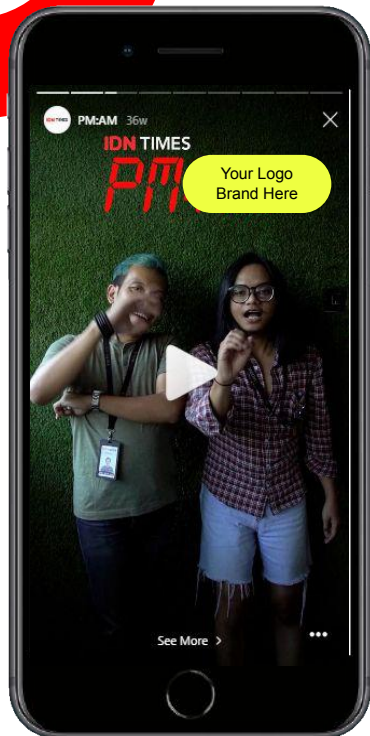
Special display banner crafted with a gamification and interactive way that allows our audience to playing the banner. The gamification will be adjusted based on brand product's features.

**CPD:** Rp. 53,200,000  
**Location:** Pop Up  
**Format:** Custom banner



# 4 SOCIAL MEDIA

Ad Product Deliverables



**Logo on  
Social Media  
IG Story**

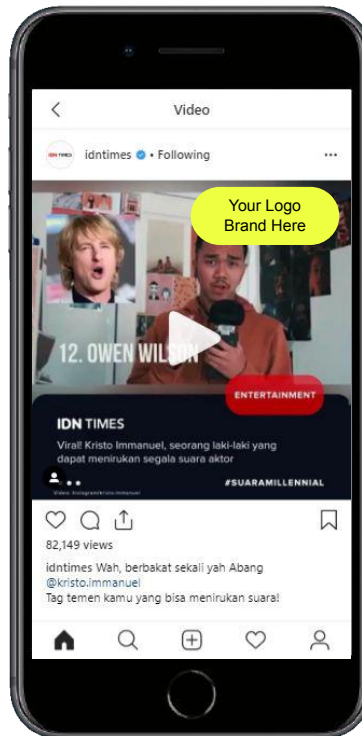
## DELIVERABLES



10-series of  
Instagram Story



IDR 50,000,000



**Logo on  
Social Media  
IG Native Post**

## DELIVERABLES



5 post Instagram  
posts



IDR 50,000,000

# 5 AFTERMOVIE

Ad Product Deliverables



To amplify the brand awareness within the event, we will produce an aftermovie video highlighting the all activities on GIIAS 2019.

**Deliverables :** Special video

**Placement :** IDN Times Youtube channel

# SUMMARY & PACKAGE



GIIAS Special Programme 2019  
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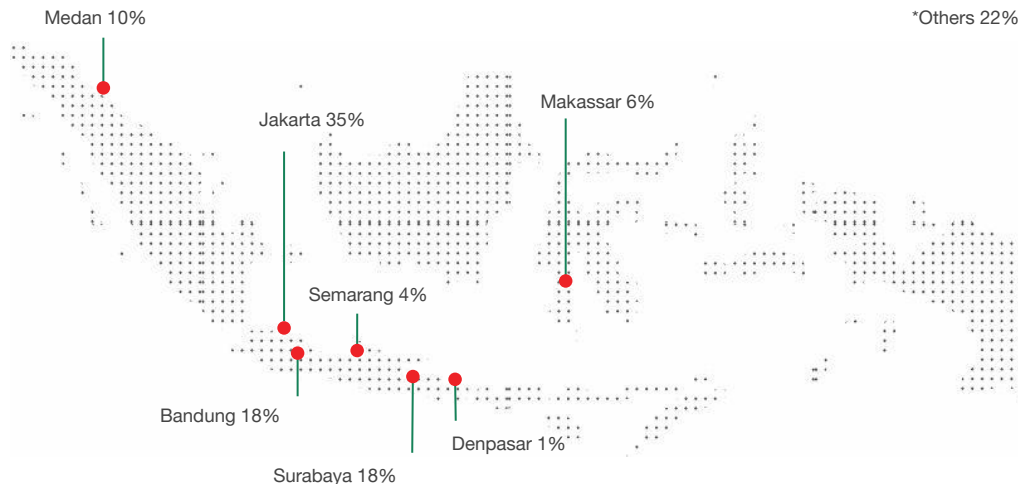
Diamond		Gold		Silver	
Website					
TVC Spot Masthead	6 Day [600,000 impressions]	3 Day [500,000 impressions]	2 Day [500,000 impressions]		
Special Channel	20 Event Coverage Article 3 Infographic [25.000 pageviews / infographic]] 10 Native Editorial [25.000 pageviews / article]	15 Event Coverage Article 2 Infographic [25.000 pageviews / infographic]] 5 Native Editorial [25.000 pageviews / article]	5 Event Coverage Article 1 Infographic [25.000 pageviews / infographic]] 2 Native Editorial [25.000 pageviews / article]		
Premium Display	5 day [500.000 impressions]	3 Day [500.000 impressions]	2 Day [500.000 impressions]		
Logo on Social Media					
Instagram Post Series	5 Series [50.000 reach / post]	3 series [50.000 reach / post]	2 series [50.000 reach / post]		
Instagram Story Series	10 Series [15.000 views / post]	7 series [15.000 views / post]	3 series [15.000 views / post]		
Video					
Video Highlight (After Movie)	1 Video [2 Days Video Coverage]	-	-		

## Package

IDN MEDIA

	Diamond	Gold	Silver
<b>Website</b>			
TVC Spot Masthead	Rp. 660.000.000	Rp. 330.000.000	Rp. 220.000.000
Special Channel	Rp. 995.000.000	Rp. 555.000.000	Rp. 210.000.000
Premium Display	Rp. 266.000.000	Rp. 159.600.000	Rp. 106.400.000
<b>Logo on Social Media</b>			
Instagram Post Series	Rp. 50.000.000	Rp. 30.000.000	Rp. 20.000.000
Instagram Story Series	Rp. 50.000.000	Rp. 35.000.000	Rp. 15.000.000
<b>Video</b>			
Video Highlight (After Movie)	Rp. 200.000.000	-	-
	<del>Rp. 2,221,000,000</del> Rp. 1.332.600.000 (40%)	<del>Rp. 1,109.600,000</del> Rp. 832.200.000 (25%)	<del>Rp. 571,400,000</del> Rp. 457.120.000 (20%)





## Socio-Economic Status

A B C+

## Gender

Female	Male
56%	44%

## Age (in years old)

12-17	18-24	25-34	35+
9%	41%	40%	10%

**38.5**  
Million

Monthly unique  
IDN Times website audience  
(Google Analytics)

**30.5**  
Million

Monthly content shares &  
engagements across  
all IDN Times operating channels

**80**  
Thousand

Total Members of  
IDN Times Community

**3,9**  
Million

Facebook  
Followers

**3,2**  
Million

Instagram  
Followers

# #1 Media for Millennials

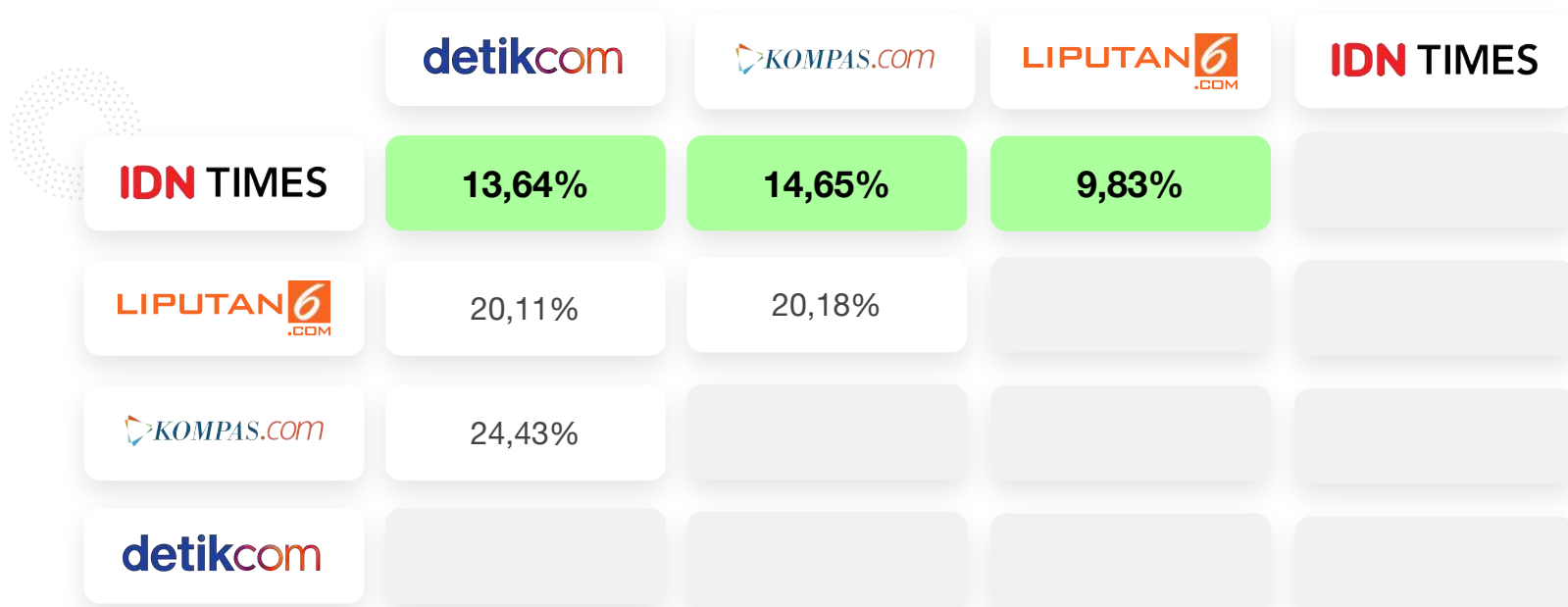


## #5 Media Rank Overall

with the Highest  
Monthly Unique  
Website Visitors.

NO.	MEDIA
1.	TRIBUNNEWS.COM
2.	DETIK.COM
3.	LIPUTAN6.COM
4.	KOMPAS.COM
5.	IDNTIMES.COM
6.	KAPANLAGI.COM
7.	KUMPARAN.COM
8.	CNNINDONESIA.COM
9.	OKEZONE.COM
10.	TEMPO.CO

We have **the lowest audience duplication** among publishers.  
Our audience is unique, different, and unlike anything else.





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**THANK YOU & LET'S DISCUSS**