



Lokate #KopiKece

A collaborative marketing solution for Lokate to increase brand awareness and be relevant to Indonesian young generations

~ by Clover Team ~





Our team defines a problem

Situation

- Lokalate is one of Nutrifood products that offers **contemporary sachet coffee** with unique flavors and ample nutrition especially to Indonesian youths.
- **Consumption habits** in younger generations are **varies**.
- COVID-19 pandemic **hampers promotion and distribution activities** of Lokalate products.

Complication

- The current marketing strategies are **not enough to increase brand awareness** to young generations.

Question

- What are **the internal and external condition** of Lokalate?
- What are **the characteristics of Indonesia youth (Gen Z)?**
- What **strategies** can Lokalate use **to be relevant** in the mind of its target market ?





Indonesia's coffee growth is increasing which provides a good opportunity for Lokalate

PESTEL Analysis

Political: The level of public trust in the Indonesian government is high (up to 80%) when compared to the average for countries that are included in the OECD (42%). This shows that the government is able to maintain the stability of the political situation in Indonesia.

Economic: Indonesia's GDP growth in 2020 has decreased by -1.5% due to the COVID-19 pandemic. The purchasing power of Indonesian consumers is still strong during a pandemic (Wartaekonomi, 2020). Indonesia has the fastest growing market of coffee with CAGR of 19.6%.

Social: Domestic coffee consumption is currently growing at a 13.9% rate per year, exceeding world consumption by 8% (Dahwilani, 2019). 76% of Indonesians like coffee drinks with 1 in 2 people choosing instant coffee because of its practicality and taste (Investor.id, 2020).

Technological: Indonesia has a high internet penetration growth rate, which in 2019 was 68.34% and is projected to reach 89.3% in 2025 (Statista, 2019).

Environmental: The Indonesian government sets a target of reducing greenhouse gas emissions by up to 29% with state efforts and 41% with international assistance by 2030 (Minister of Foreign Affairs).

Legal: A Joint Communique agreement with the International Coffee Council, the global coffee industry, and the international coffee organization that supports the achievement of a sustainable, inclusive and resilient coffee sector (Kontan, 2020).

Key Takeaway (Opportunities)

- The coffee industry in Indonesia is really **growing** these days and it offers **a lot of opportunities for business inside it**.
- The coffee industry in Indonesia also get a lot of **supports** from all PESTEL components and it **offers perks for coffee business in Indonesia**

Key Takeaway (Threats)

- The bigger the industry, **the more interesting the industry is, which will make more and more competitors** join this industry
- Consumers will have **a high bargaining power** due to the high number of choices.





Lokalute has a unique variety of flavors and eye-catching packaging, but relatively higher price than competitors

STRENGTH

- Provides lots of unique variety of flavors
- Eye-catching packaging
- Made from good-quality of coffee
- Contains several nutrition which are good for health
- Interesting activities done in Instagram



WEAKNESS

- There are several potential social media that are not fully utilized by Lokalute to reach its consumers, such as TikTok, Youtube, and Twitter
- Lokalute's price is relatively high compared to other sachet coffee brands

OPPORTUNITY

- Gen-Z is growing fast in Indonesia and has the potential to dominate Indonesia's population
- Indonesia's coffee growth is increasing and will support the making of Lokalute
- The pandemic obliged people to stay at home, sachet coffee will be a suitable alternative for people to enjoy coffee at home

THREATS

- Gen-Z's interest in sachet coffee is considered low
- There are some other coffee brands which are the preference of youth because of other reason, such as a cooler lifestyle

Key Takeaway

- Lokalute is currently facing a lot of profitable opportunities in its market.
- It also has strengths that can be utilized.
- In conclusion, Lokalute is able to reach Gen-Z as its consumers effectively and be relevant to them by using **Lokalute's strengths maximizing the opportunity**





The strategies adopted should be able to attract Gen Z attention

Gen Z Characteristics

Gen Z are tech-savvy

Gen Z relies on extensive social network to make informed purchasing decisions

Attention span is only 8 seconds

Instagram, Tiktok are their social media platform preferences

Take a more progressive stance on social issues



Lokulate should create strategies that align with Gen Z characteristics

Source: Mccrindle, AECF



Our team recommends

#KopiKece

A collaborative marketing solution for Lokagate to increase brand awareness and be relevant to Indonesian young generations

Collaboration with FnB and
non FnB

Playlist Spotify

Collaboration with KOL

Social Media Activation



#KopiKece Collaborative Marketing

Lokalande needs to tap the youth market by actually present in all of the thing that Indonesian youths like. To achieve this, Lokalande should do collaborative marketing with other parties.



#KopiKece X Bittersweet By Najla

For Lokalande : Providing Lokalande with a lot of new market opportunities and a way to market their brand through Bittersweet by Najla sales.

For Bittersweet by Najla : Providing new flavour for Bittersweet by Najla and also new opportunities for coffee lover market, because they currently don't have any coffee-flavoured menu

#KopiKece X Street Boba

For Lokalande : Providing Lokalande with a lot of new market opportunities and a way to market their brand through Street Boba sales.

For Street Boba : Providing new flavour for Street Boba and also new opportunities for coffee lover market, because they currently don't have any coffee-flavoured menu





#KopiKece Collaborative Marketing



#NebengBoy with #KopiKece

Lokagate will be present in Boy William's podcast: #NebengBoy as a temporary part of the podcast. This strategy use **product placement strategy** in YouTube (Gen Z favourite online video streaming apps)

For Lokagate : Providing Lokagate with a lot of new market opportunities from Gen Z (majority of Boy William's viewer) and presence in Youtube community

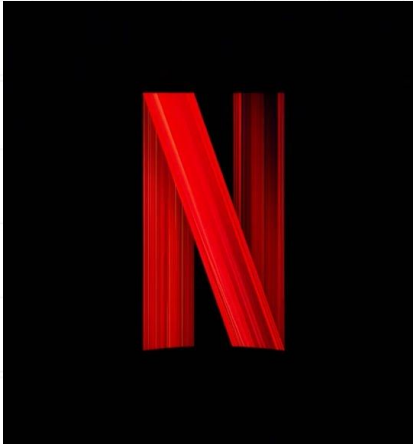
For Boy William : Collaboration profits and more classy podcast with product endorsed.

Example of product Placement in Youtube Podcast:





#KopiKece Collaborative Marketing



#KopiKece X Netflix Indonesia

This strategy will be a part of Guerilla Marketing. The purpose is to have a simple, yet surprising marketing campaign together with new releases movie from Netflix

For Lokate : Providing Lokate with a lot of new market opportunities by trying Lokate products during this collaboration

For Netflix Indonesia : Collaboration profits and a way to promote their upcoming movies

Example of Guerilla Marketing Strategies That Can Be Used:

1



Scan

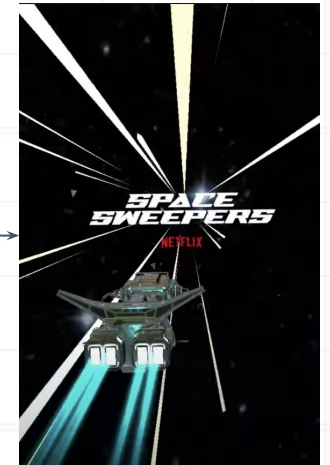


Special Deleted Scene or Bloopers

2



Scan by
IG
Filter



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Background

Analysis

Recommendation

Implementation

Conclusion



Digital Marketing

A marketing strategy focusing on the internal part of Lokate, is also used to reach potential consumers by using the internet and other kind of digital communications



#TemanLokate playlists

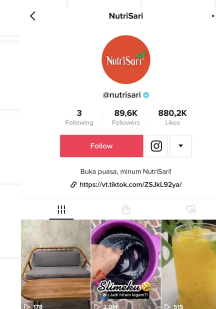
List of playlists with up-to-date musics that will **accompany Gen-Z** to do their daily activities and **bring up a good mood**.

Examples :
Chilling with #Lokate
Galau Bareng #Lokate



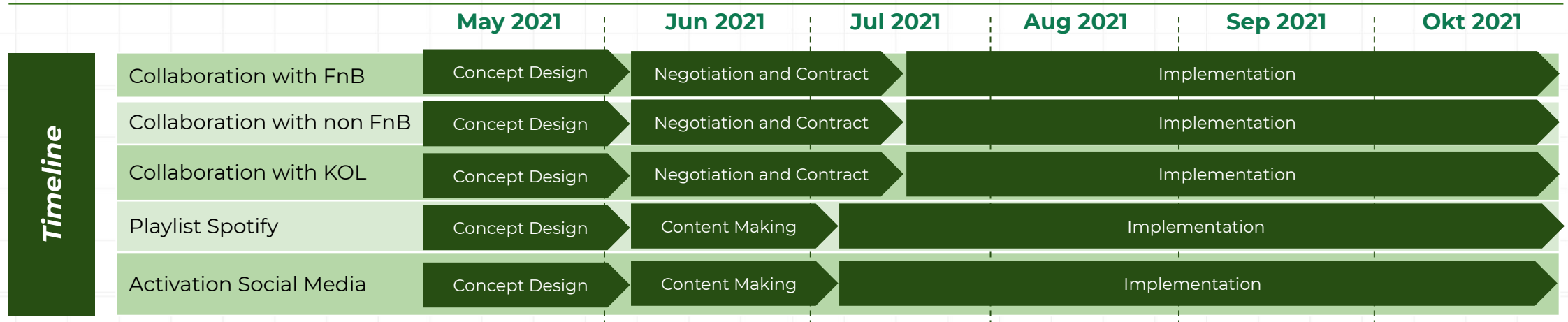
Optimizing Social Medias

Optimizing potential social medias **enables Lokate to connect to its consumers more and be relevant in the mind of Indonesian youth**. For example, using a suitable way of talk, following trends on social medias, etc





Timeline Implementation and Budget



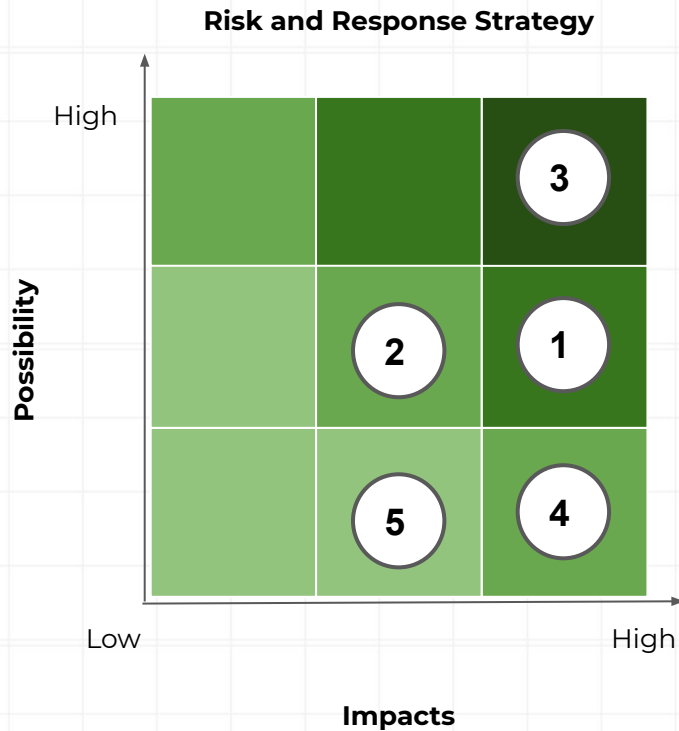
Recommendation	Cost Estimation
Collaboration with FnB	Rp 20.000.000
Collaboration with non FnB	Rp 50.000.000
Collaboration with KOL	Rp 20.000.000
Playlist Spotify	Rp 0
Activation Social Media	Rp 0
Total	Rp 90.000.000,00

Recommendation Costs

Rp 90,000,000.00



Lokagate faces several major and minor risks that can be mitigated



No	Risk	Response	Strategy
1	Marketing proposed is less effective	Mitigate	Perform a deep market research and understand target market behaviour
2	Delay during implementation	Mitigate	Create a WBS, detailed timeline, and assign PIC
3	Collaboration proposal is declined	Mitigate	Create a beneficial proposal for each parties
4	Collaboration is not well known to public	Mitigate	Create a promotion content for each collaboration
5	Lack of human resource	Mitigate	Adjust the implementation to Lokagate capability and allocate resource strategically

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Playlist Spotify

Collaboration with KOL

Social Media Activation



Increase brand awareness and become top of mind in Indonesian youths in coffee industry



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ATMA JAYA YOGYAKARTA
Fakultas Bisnis dan Ekonomika



Thank You



Gramedia

