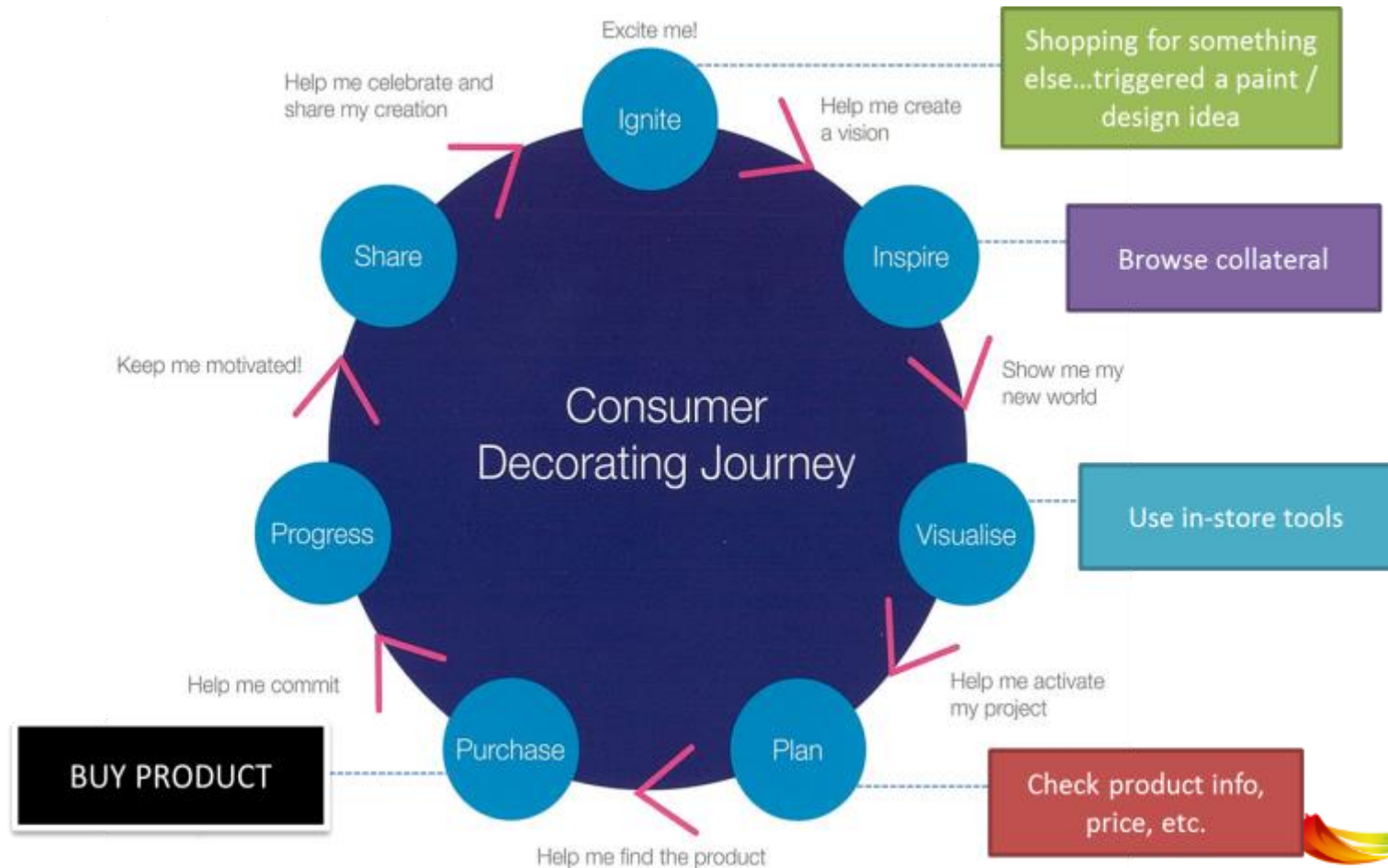


# Social Media Brief 2015

Yurio Arfianto  
November 24, 2014



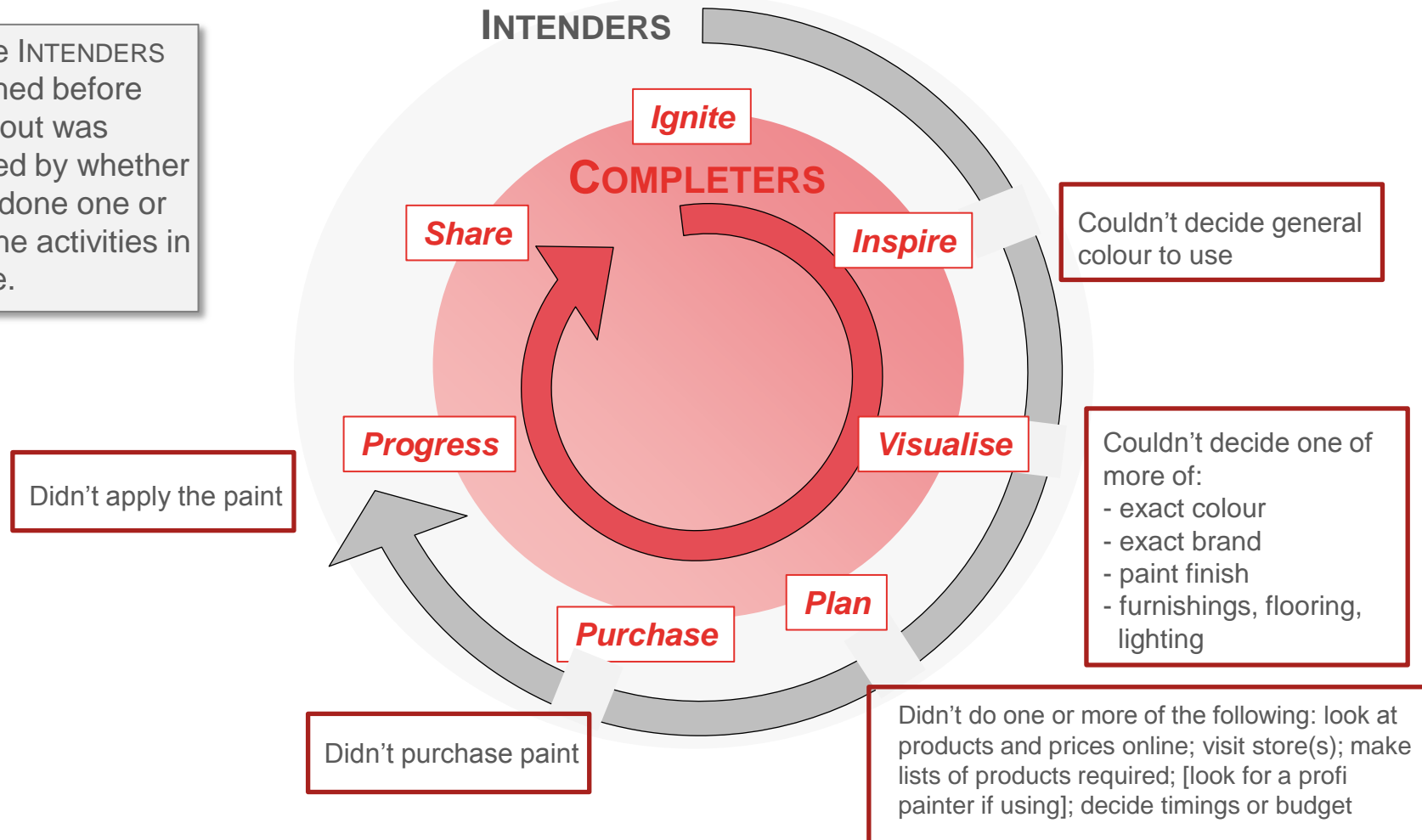
## Consumer Deco Journey



# Intenders: what constitutes dropping out?

## Methodological note

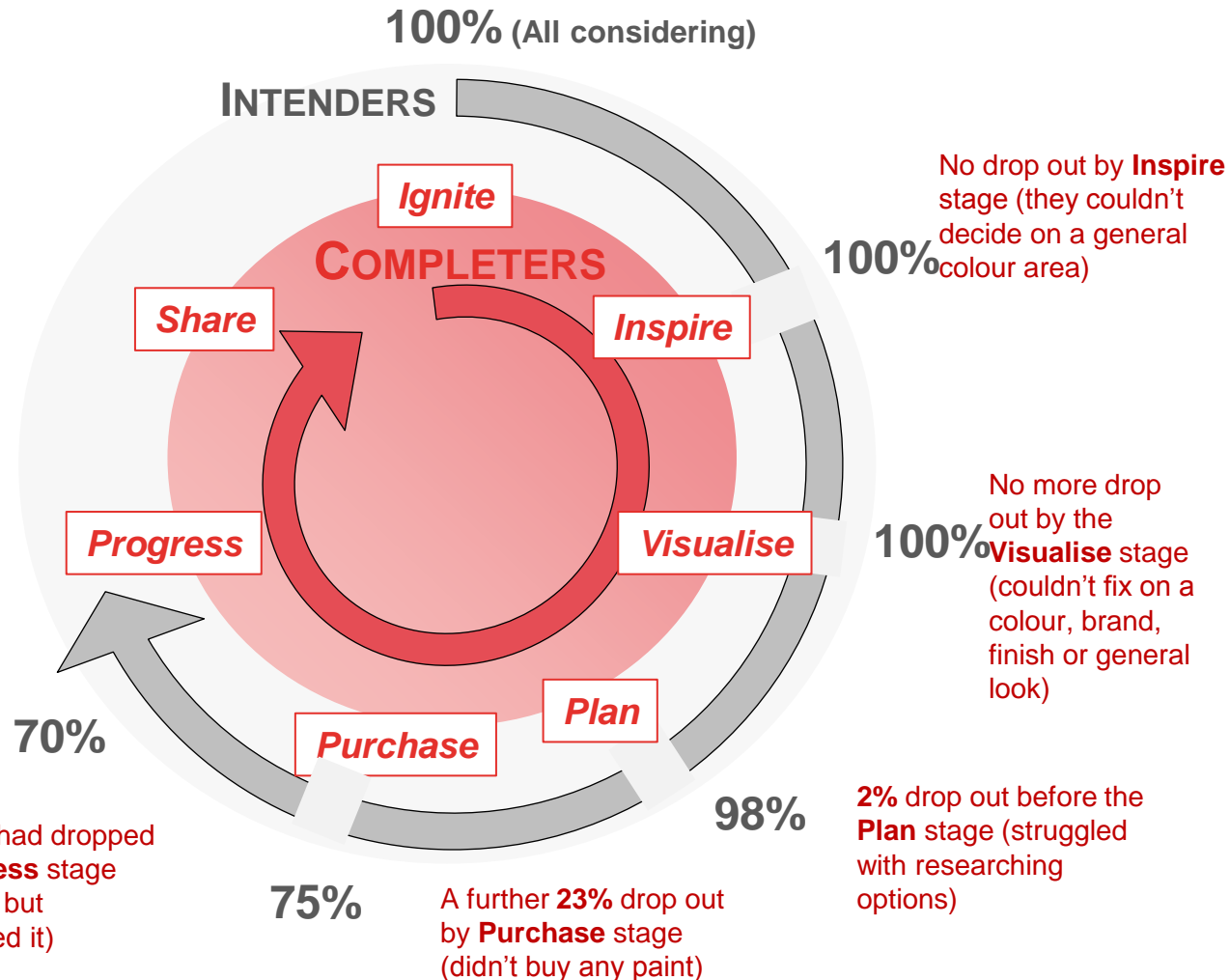
The stage INTENDERS had reached before dropping out was determined by whether they had done one or more of the activities in that stage.



# Incidence of drop-out, as a % of Completers and Intenders combined

25% of all those who considered doing a job in Indonesia in the last 12 months dropped out at some stage before applying the paint.

Dropping out is more likely during the **Plan** stage, as the scale of the work and/ or expenditure become clearer



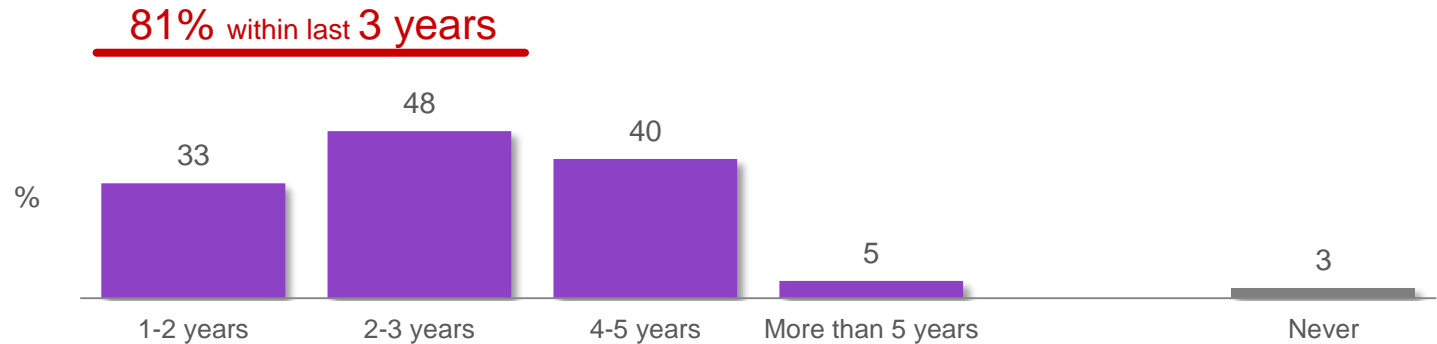
Percentages show total proportion remaining of original qualifiers (i.e. all those considering painting in past 12 months)

Base (989): Intenders + Completers interviewed at the point 300 Intenders had been interviewed.

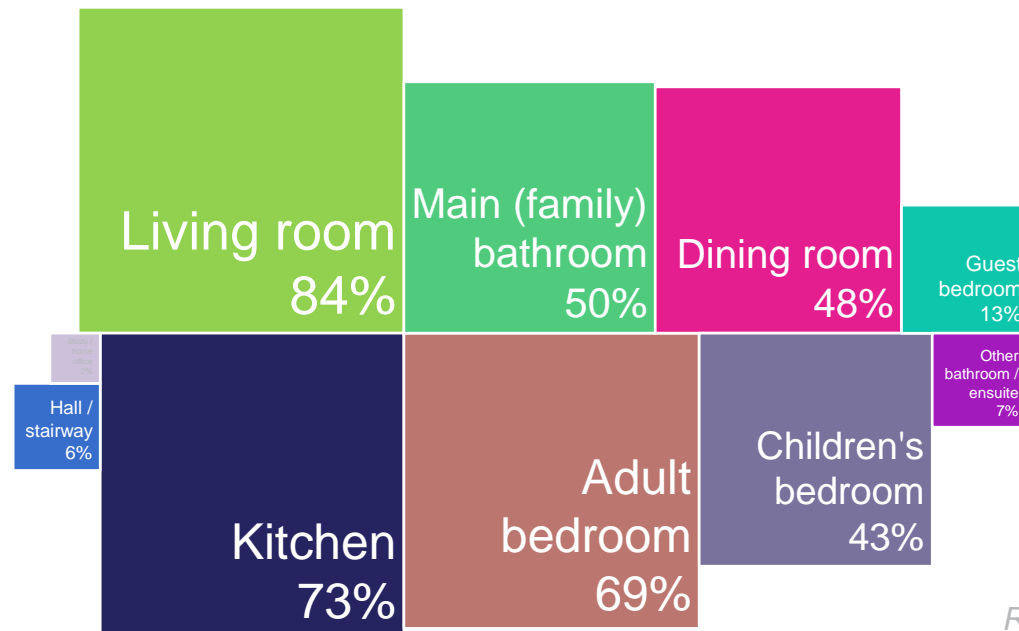
PIN4a. The following statements outline the main steps that generally occur in the painting process. Which of these steps, if any, did you engage in?

## Most of those who dropped out have undertaken an interior painting task within the last 3 years, with a variety of rooms being painted

Last interior painting task undertaken



Rooms painted at this time



*Rooms over 1% charted*

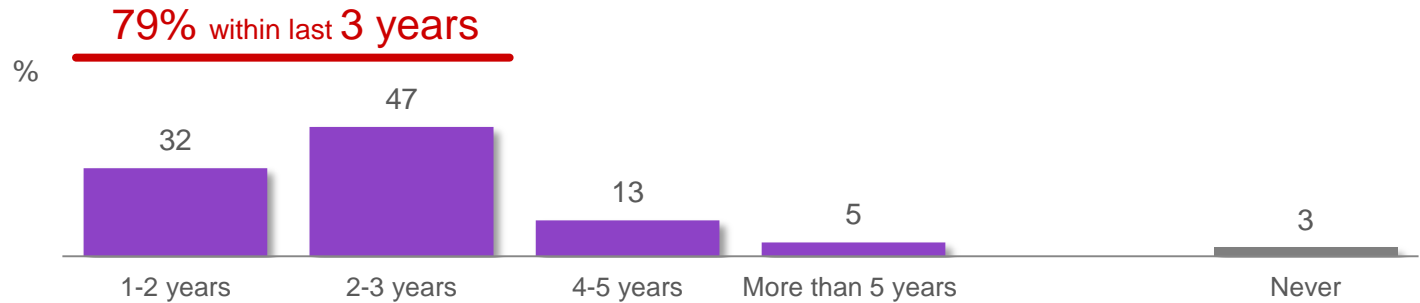
Base: All Intenders: (300)

PI10a. (QPINT10a) Only thinking about your current (main) home, when was the last interior painting task undertaken inside your home?

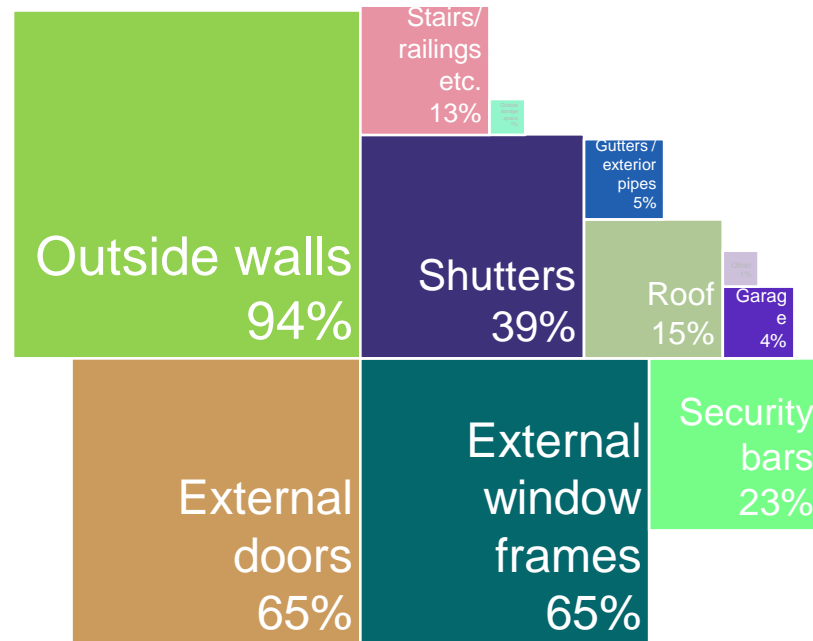
PIN11. (QPINT11) And what room(s) were painted at this time? Base: Interior paint intenders who have painted before in current home (181)

The majority have undertaken an exterior painting task in the last 3 years and are most likely to have painted outside walls, doors and window frames

Last exterior painting task undertaken



Surfaces painted at this time



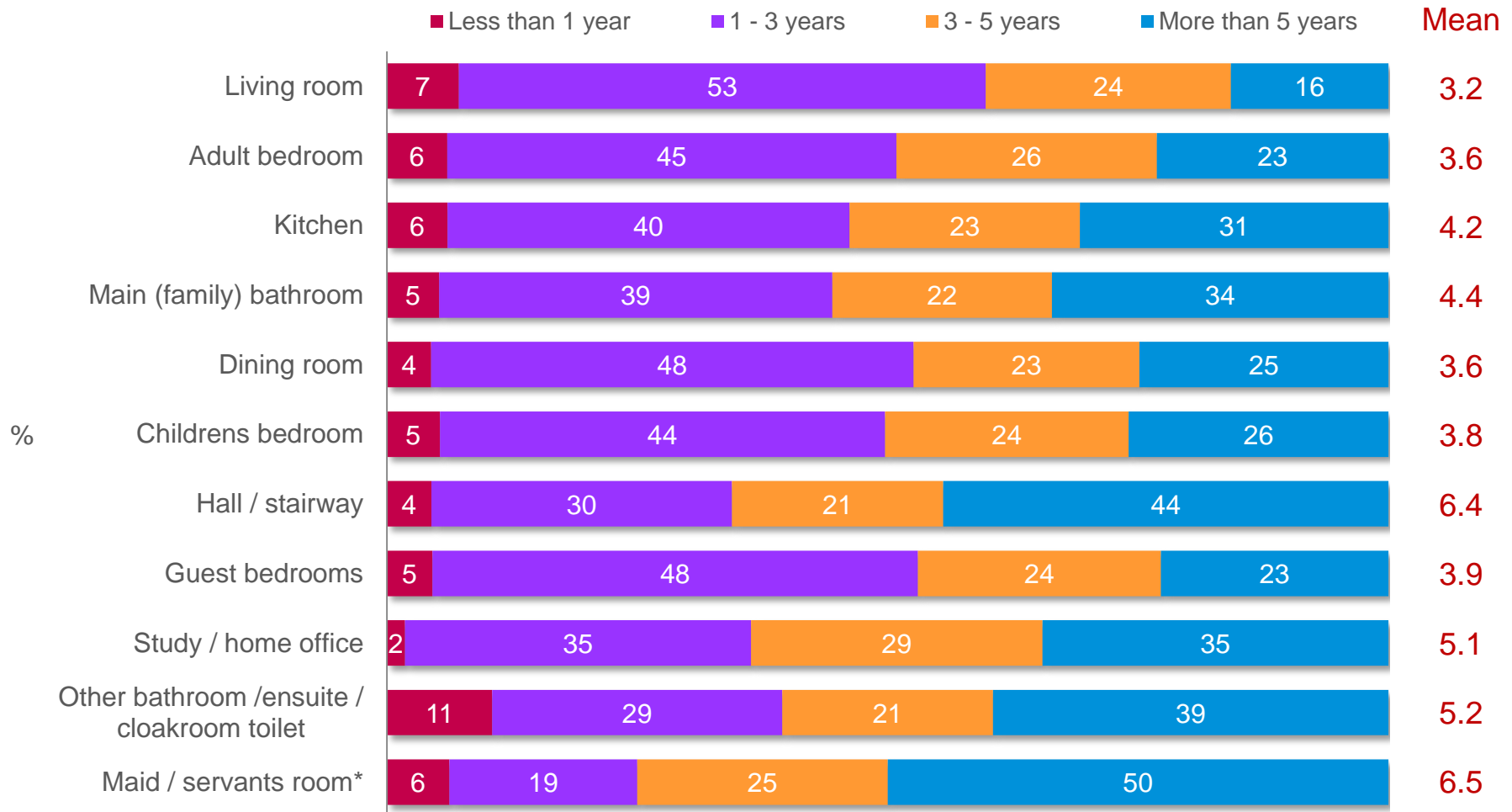
Base: All Intenders: (300)

PI10b. (QPINT10b) Only thinking about your current (main) home, when was the last exterior painting task undertaken outside your home?

PIN12. (QPINT12) And what surface(s) were painted at this time? Base: Exterior paint intenders who have painted before in current home (109)



## Most rooms are decorated every 3-5 years



\*Caution: low base size!

Base: Those with a room type and have ever painted during occupancy: Living room (515) Adult bedroom (515) Kitchen (513) Main bathroom (497) Dining room (386) Children's bedroom (378) Hall/stairway (90) Guest bedrooms (66) Study/home office (55) Other bathroom (38) Maid's room (16)

IIG7. (QICOMIG7) Since your occupancy, how many times have the rooms in your current (main) home been painted/repainted?

# Ignite



# AkzoNobel



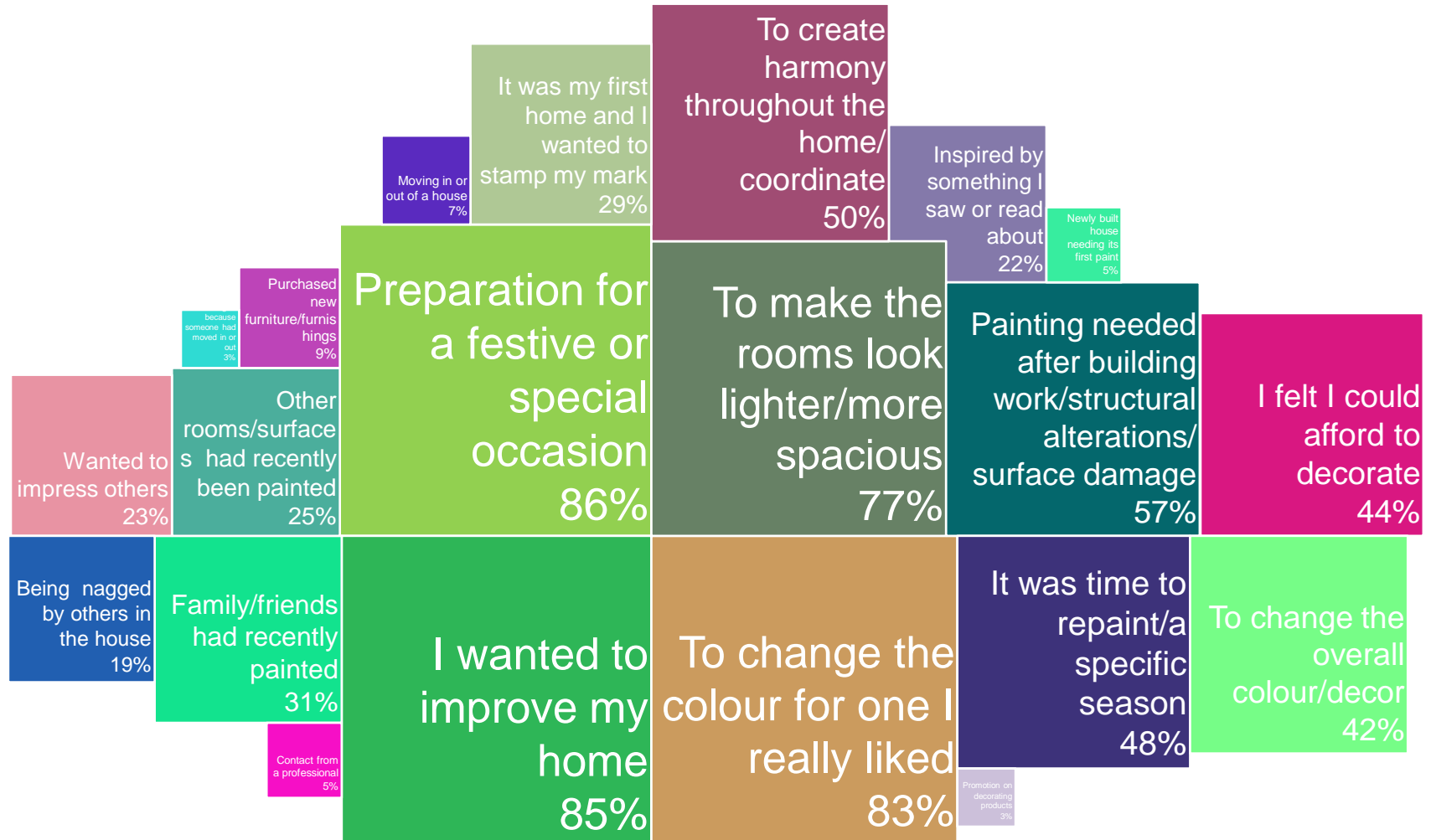
Let's Colour



# Main trigger to paint is preparations for a festive or special occasion.



Desire to make general improvements, make room look lighter and create harmony throughout the home are also major reasons.



# Inspire



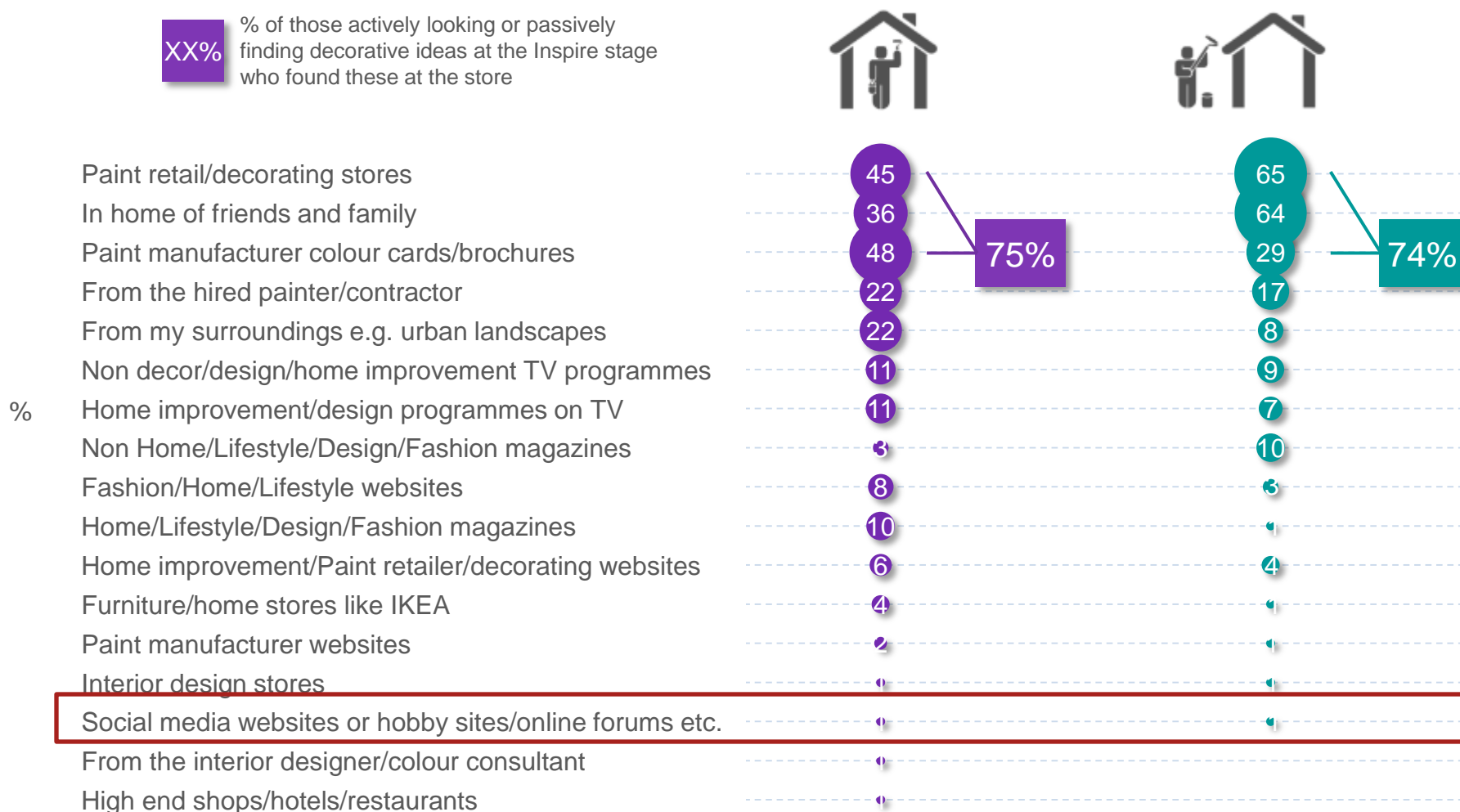
# Decorative ideas come from a wide range of sources



Three-quarters are finding decorative ideas in store.

Real-life contexts such as the homes of friends/ family and urban landscapes are relatively important sources of ideas.

**XX%** % of those actively looking or passively finding decorative ideas at the Inspire stage who found these at the store



# Visualise

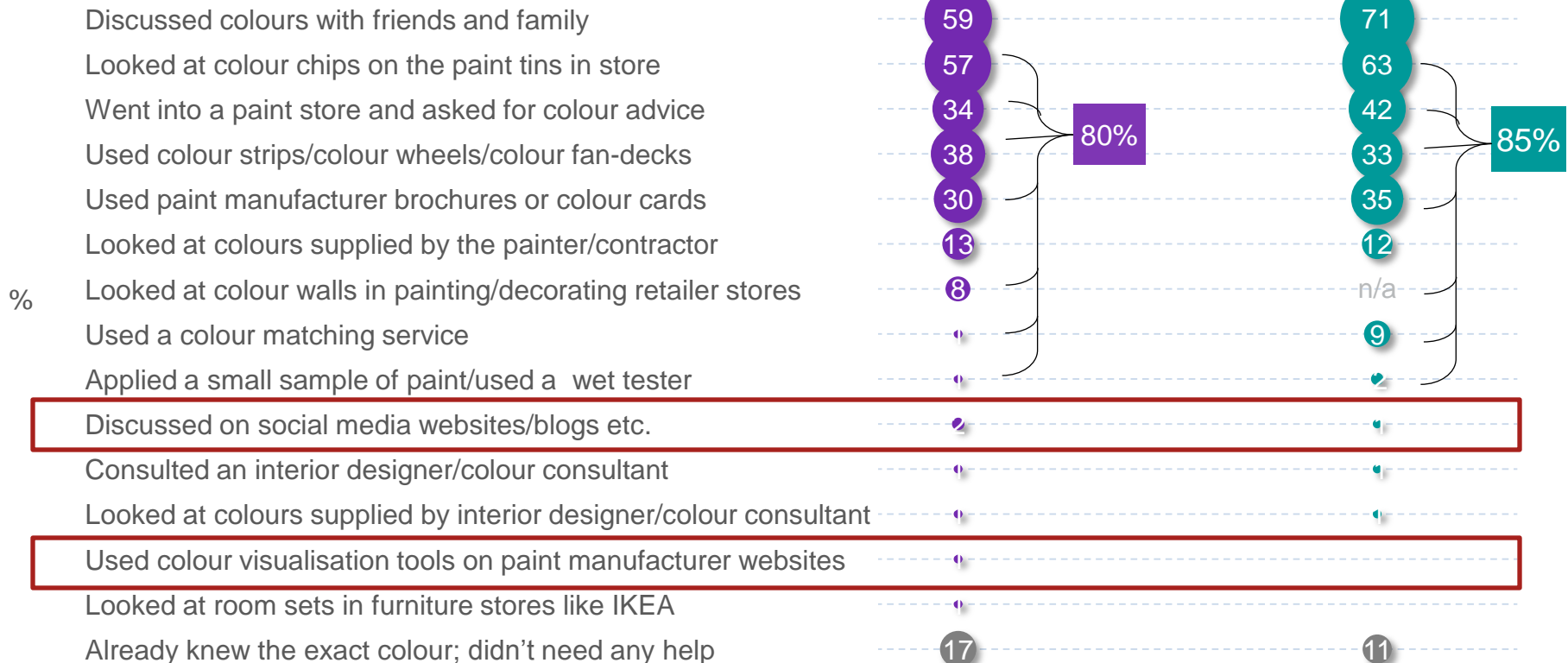




# Final colour choice is most likely to be driven by friends and family

Most will also use in-store aids/assists at this stage

XX% % of all interior painters using in-store aids/ assists at Visualise stage



# Plan




**Only 10% of painters do not engage in any planning activities.  
Almost a quarter will physically visit the store at this stage**

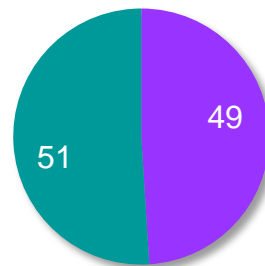


## Decorator type


Indonesia is a mainly DIY / BIY market. Those who are HID specifiers are more likely to be undertaking an interior task

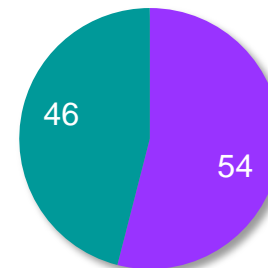
### DIY

49% 



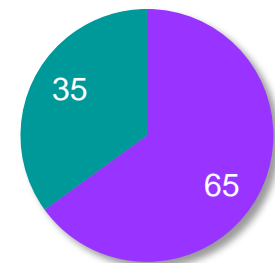
### BIY

40% 



### HID specifier

11% 



■ Interior  
■ Exterior







## Previous experience and recommendation from friends and family are by far the biggest ways which people use to hire a painter/ contractor

Contact a painter/contractor previously used

85%

Ask a paint retailer for their recommendations

6%

Look in published business listings

Ask interior designer / colour consultant for recommendations

Ask friends and family for recommendations

64%

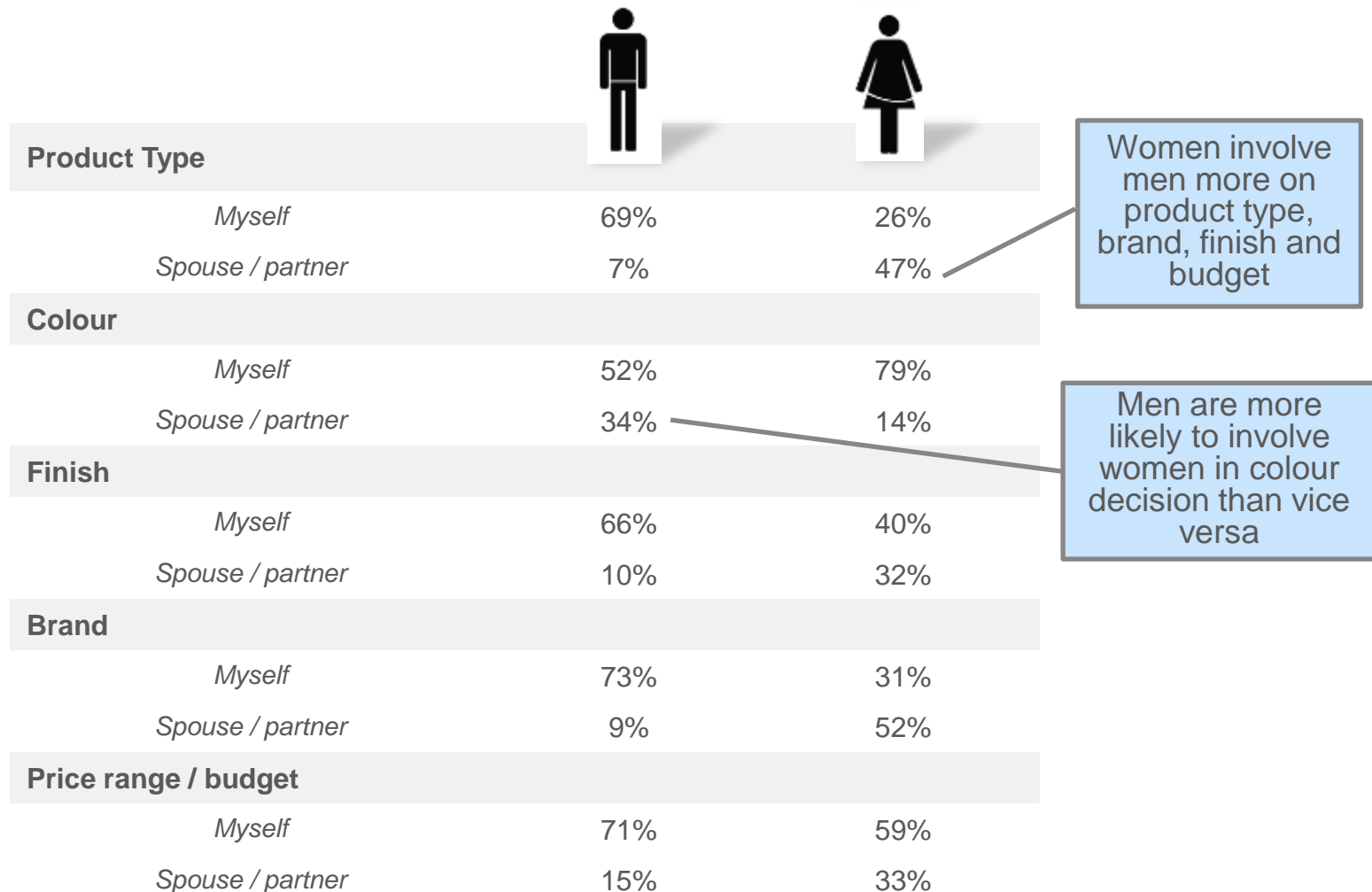
# Purchase





## The genders take rather different roles in the product decision

Men involve women more in decisions about colour; women involve men more in all other decisions (product type, finish, brand and budget)



**Colour is more likely to be decided *before* discussion with the profi in the majority of cases. Other aspects of the product purchase are more likely to be decided *after* talking to the profi**

2% don't decide *anything* about the product prior to discussion with a profi

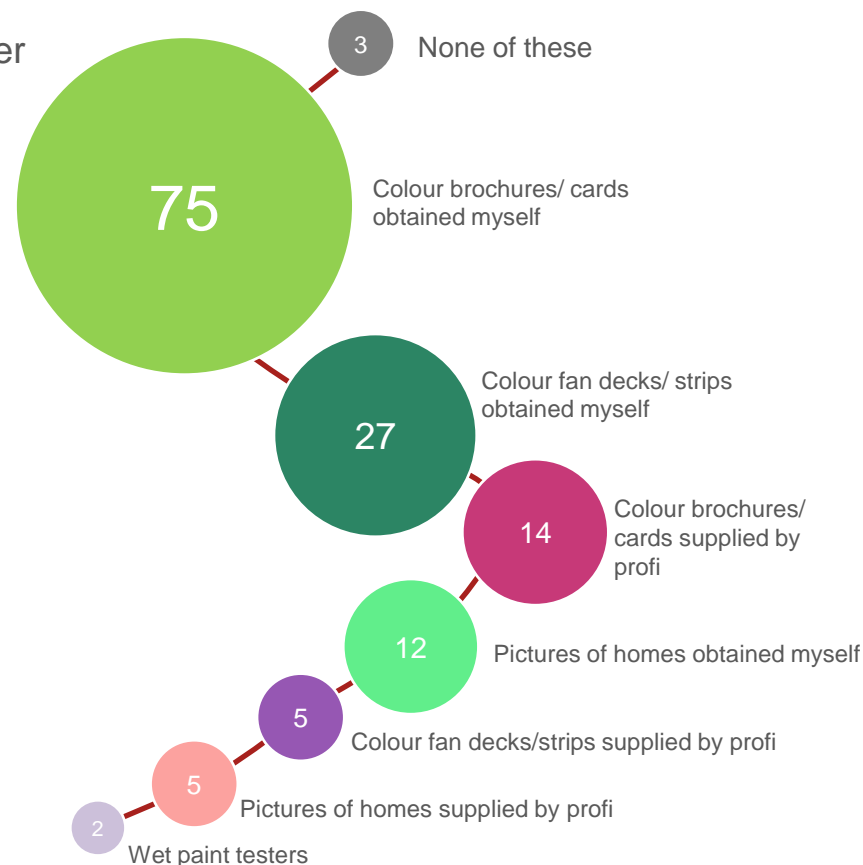
### Discussion with painter / contractor

■ Decided before

■ Decided after



### Colour tools used during discussions with painter contractor



Base: All with painter involvement: (511)

XRC3. (QICOMPUR3/QECOMPUR3) Which, if any, of these aspects had already been decided prior to any discussion you had with the hired painter/ contractor?

XRC4. (QICOMPUR4/QECOMPUR4) During the discussions with the hired painter/ contractor, which, if any, of these tools were used to help you with the final decisions?

# Progress



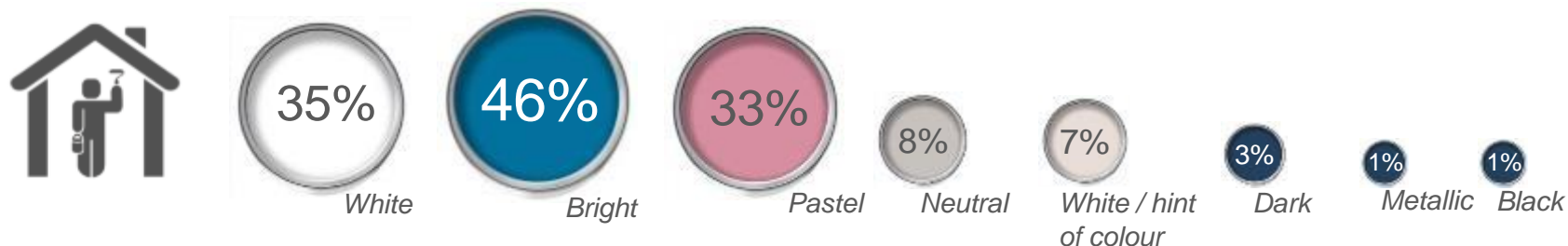
# AkzoNobel



  
**Let's Colour**

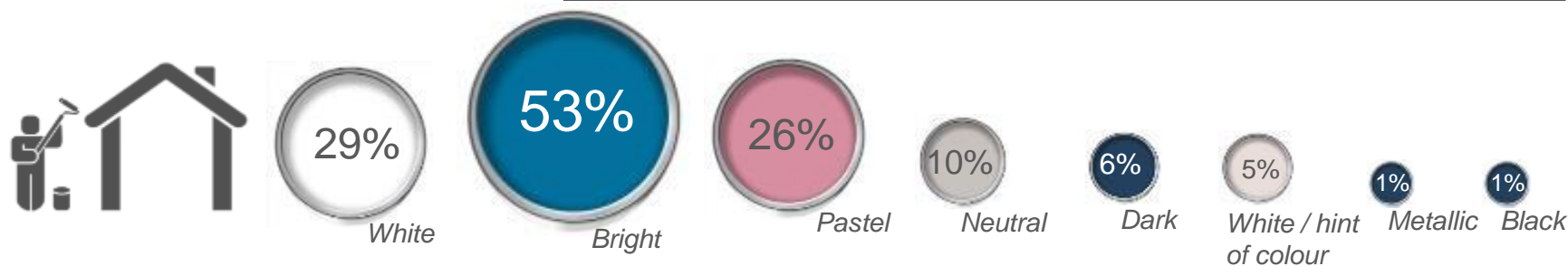
## Colour of top coat

**80%** ready mixed   **16%** mixed at home   **4%** tinted / mixed in-store



**67%** were **very satisfied** with the final colour

**77%** ready mixed   **18%** mixed at home   **5%** tinted / mixed in-store



**64%** were **very satisfied** with the final colour

# Share





## Most do not share the results of the painting task with others

Those who do, usually share with family and friends; half of them will share images

*When the painting was complete, did you show the results to anyone?*

No  
77%

Phone 2% 

Meeting friends/family in  
your home  
17%



Meeting friends/family  
outside of home  
18%



50% shared images

Base: All Completers: (1000)

XSH1. (QICOMSHA1/QECOMSHA1) When the painting task was complete did you discuss / share this fact with anyone?

XSH2. (QICOMSHA2/QECOMSHA2) Which, if any, of these ways did you use to discuss / share details about the completed painting task?

XSH3. (QICOMSHA3/QECOMSHA3) During the discussion / sharing process, did you show images of the finished room / surface?



# Target Market & Media Habit



## Indonesian Homeowner



- **25+**
- **SES AB+**
- **Digital savvy**

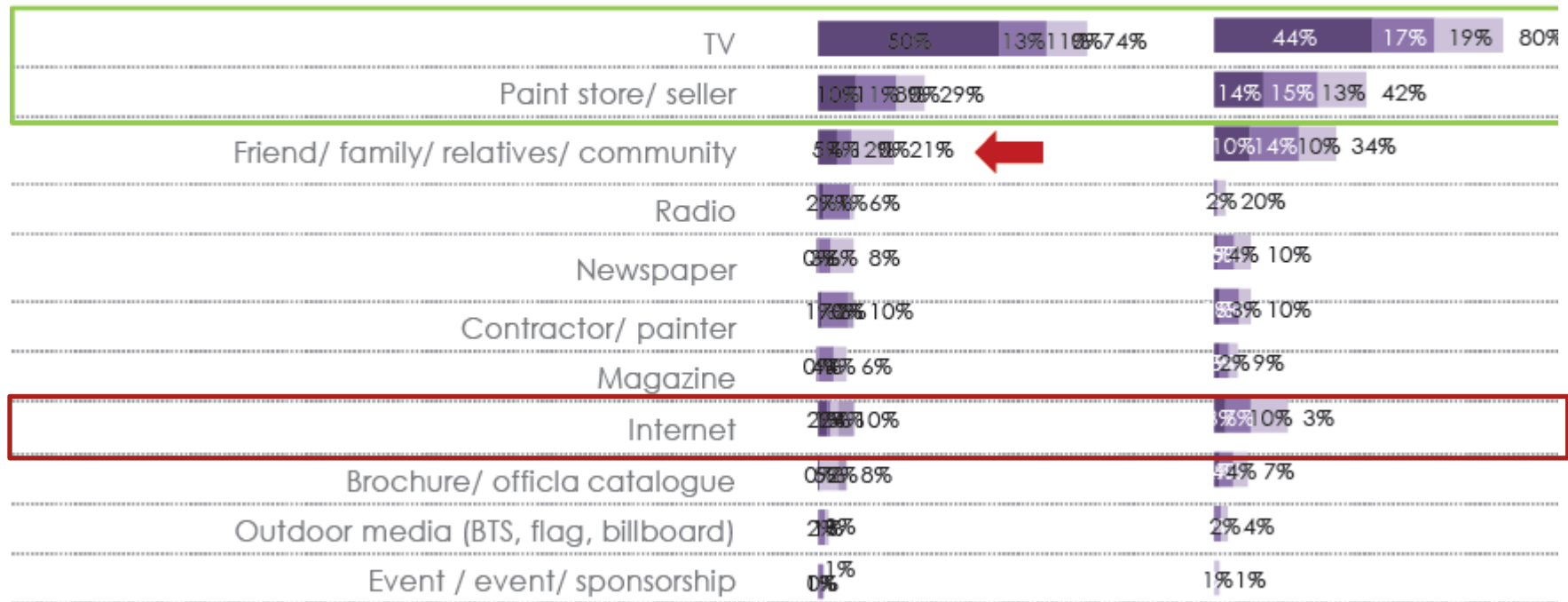
# Source of information before purchasing wall paint



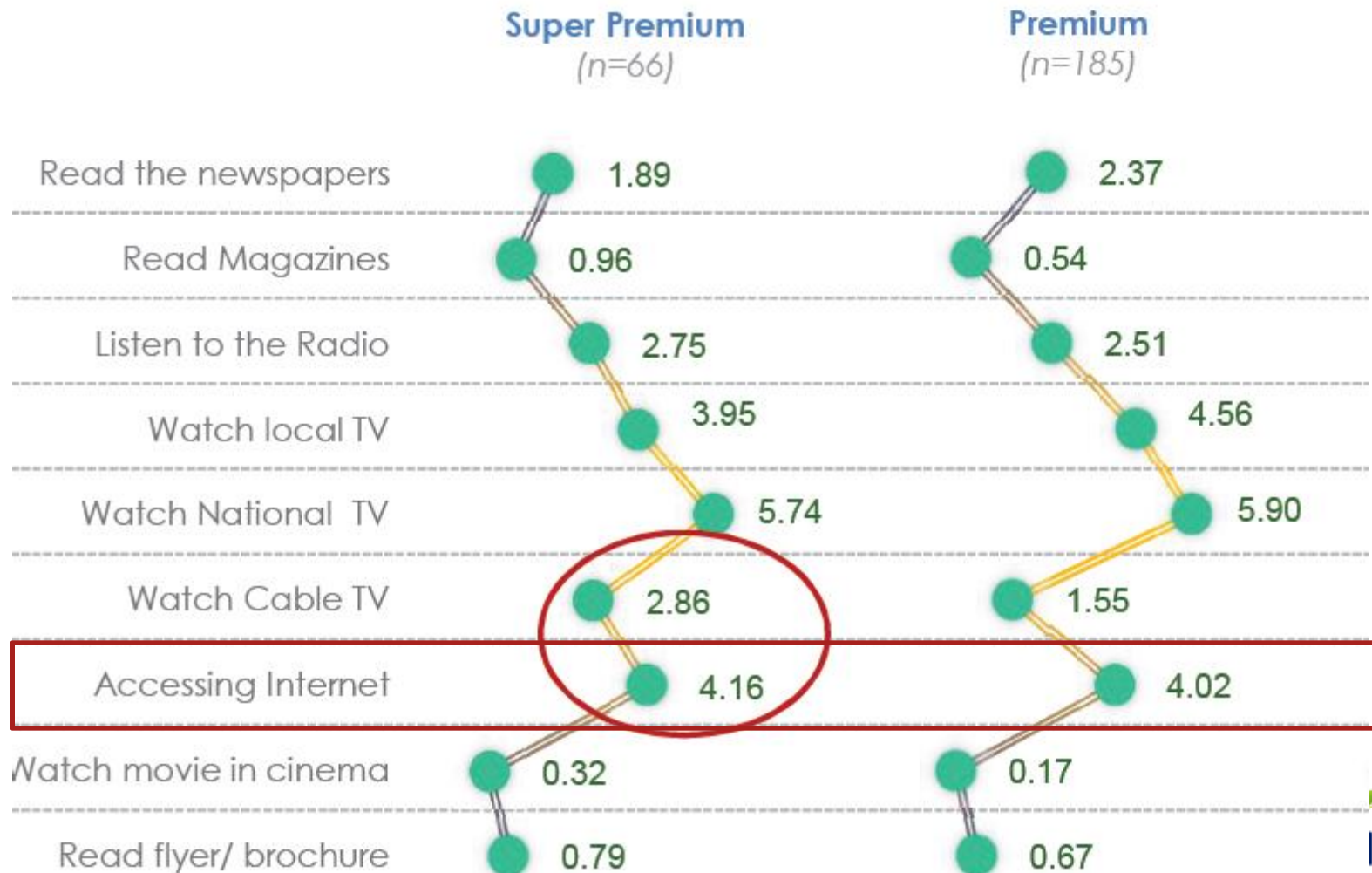
Information Sources before purchased paint

Super Premium  
(n=66)

Premium  
(n=185)



# Source of information before purchasing wall paint



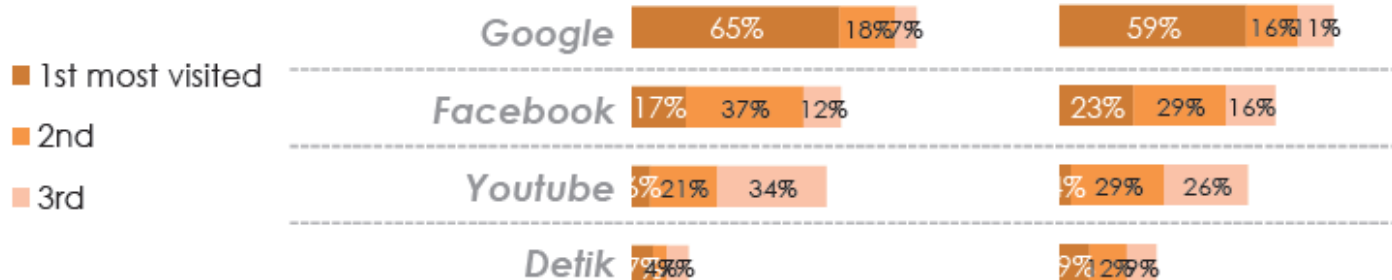
## Internet Media

### Devices used to access the internet



	Super Premium (n=47)	Premium (n=108)
Smartphone	92%	84%
Laptop	28%	29%
Computer	9%	16%
Tablet	14%	8%
Handphone	10%	11%

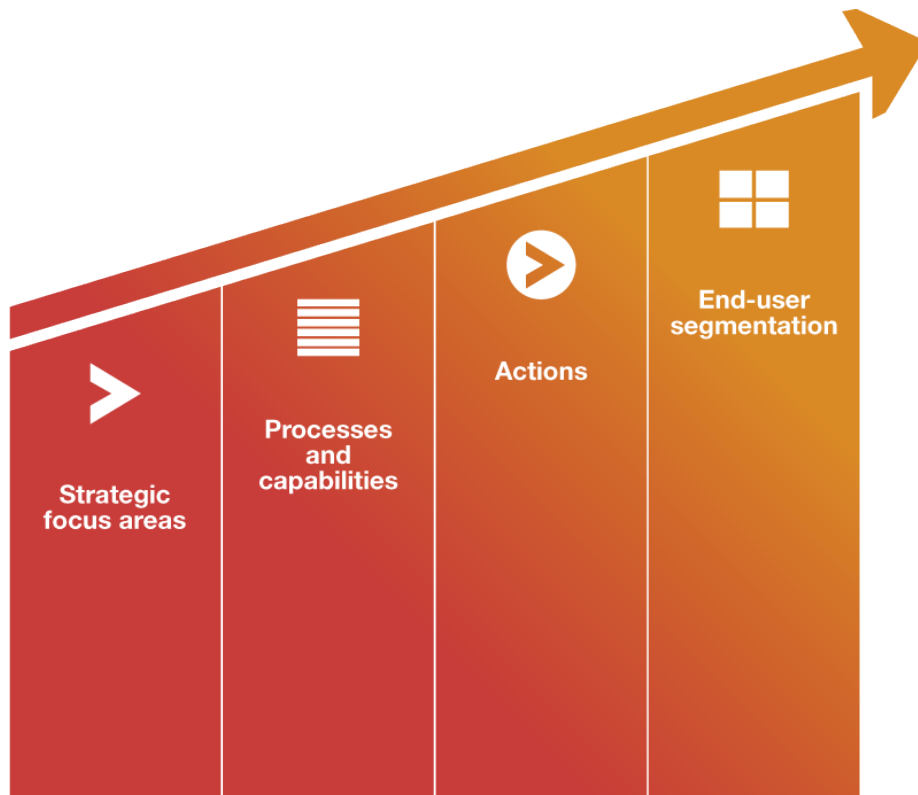
### Top 3 Most Visited News Sites



# **Business Objective & Global Digital Strategies**



## Business Objective



Decorative Paints Indonesia vision:

**The leading Decorative Paints company in Indonesia in size and performance**

Marketing Deco Paints Indonesia vision:

**Dulux as iconic brand in decorative home**





## AkzoNobel's Global Digital Mission & Strategy

Dominate  
search



Unlock our  
content



Strengthen  
our core



Connect  
the pieces



*We will influence every  
online decorative decision*



## Columbus as a Digital Ecosystem

Columbus also refers to an entire digital ecosystem, from search to social media.

These pieces help us deliver on our global digital objectives.

DOMINATE  
SEARCH



Brand Activation

SEO & PPC Partnership

Consumer apps

Social Media Architecture

Flourish Website

# Digital Landscape



## Indonesia Digital Population



## SHARE OF WEB TRAFFIC

SHARE OF WEB  
PAGE VIEWS:  
LAPTOPS & DESKTOPS



we  
are  
social

**28%**

YEAR-ON-YEAR:

**-41%**

SHARE OF WEB  
PAGE VIEWS:  
MOBILE PHONES



Stat  
Counter

**70%**

YEAR-ON-YEAR:

**+41%**

SHARE OF WEB  
PAGE VIEWS:  
TABLETS



we  
are  
social

**3%**

YEAR-ON-YEAR:

**-37%**

SHARE OF WEB  
PAGE VIEWS:  
OTHER DEVICES



**-**

YEAR-ON-YEAR:

**-**

Source: StatCounter, Q1 2015.

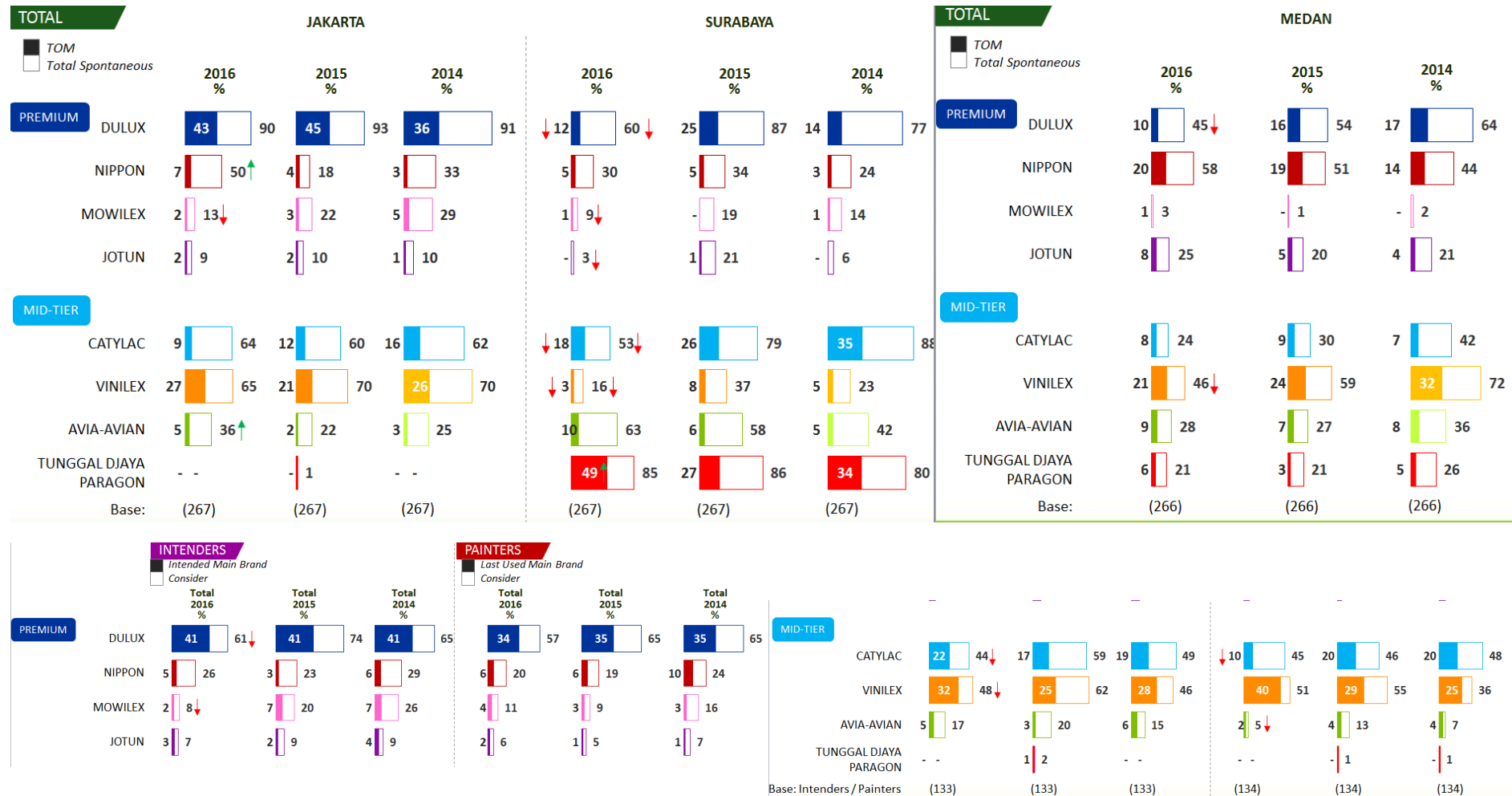
# Our Brand, Product and Digital asset



## Dulux Product Portfolio

	Exterior	Interior	
Super Premium	 <p>Dulux Weathershield Powerflexx</p>	 <p>Dulux EasyClean</p>	 <p>Dulux Ambiance</p>
Premium	 <p>Dulux Weathershield</p>  <p>Dulux Weathershield Roof</p>	 <p>Dulux Pentalite</p>	 <p>Dulux Ambiance Special Effect</p>
Mass	 <p>Dulux Catylac Exterior</p>	 <p>Dulux Catylac Interior</p>	
Economy	 <p>Maxilite Emulsion</p>		

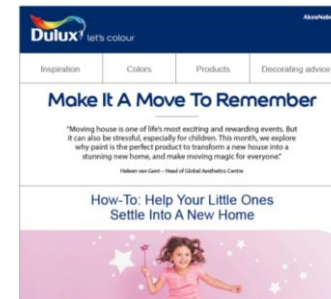
## Awareness declined in Medan and Surabaya yet stable in Jakarta. Consideration also declined



## Social Media Asset



Content (campaign) + Media (SEM, GDN)



CRM Platform  
(email blast output)

Content + Media (FB ads, Instagram Ads, YouTube Ads)



Let's Colour Indonesia



LetsColourID



LetsColourID



LetsColourID



Automation, Publishing, Listening, Benchmarking, Engagement, Audience Management, Asset Management










# Social Media Performance 2016



## Social Media Performance 2016 Summary

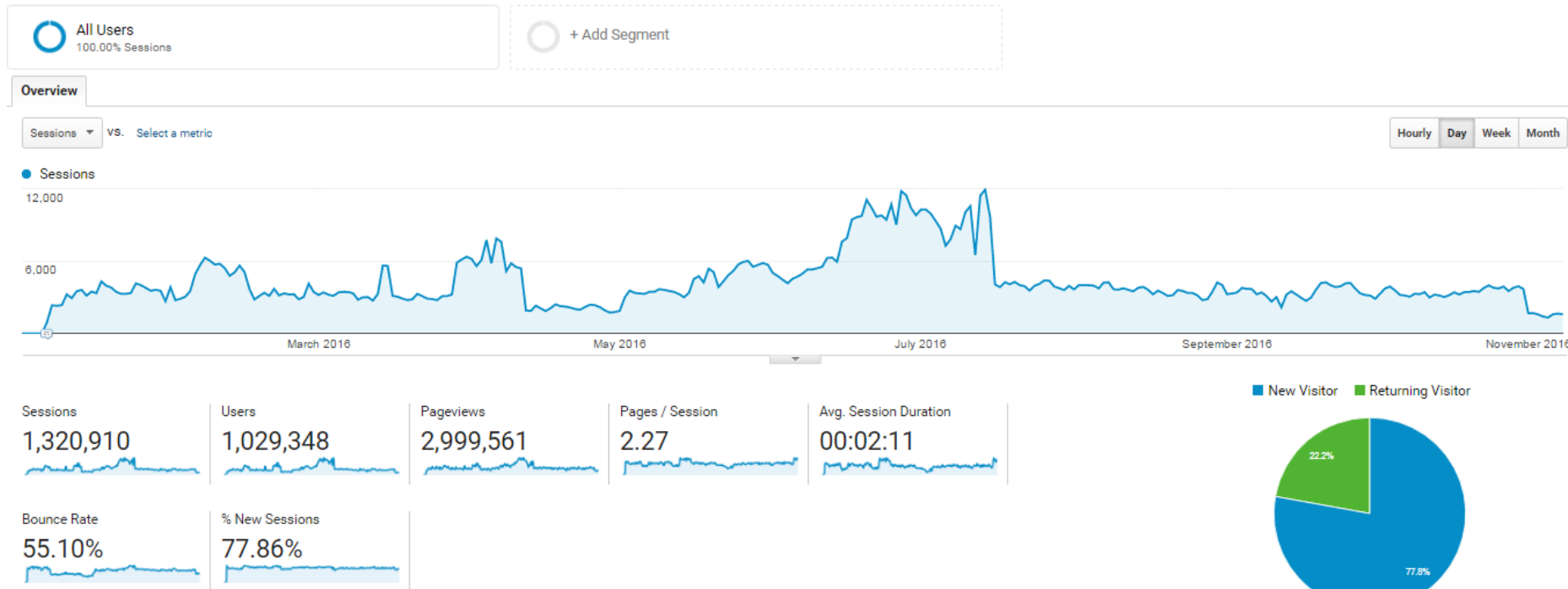
### Key Performance Indicator

	 Let's Colour Indonesia	 LetsColourID	 LetsColourID	 LetsColourID
 Demand For Inspiration	Total Reach <b>52,828,184</b>	Total Impression <b>10,000,000</b>	Video views <b>1,339,692</b>	Total Reach .....
 Consideration Of Our Brands	Likes -	Followers <b>118,519</b>	Subscriber <b>2,843</b>	Followers <b>28,700</b>
 Purchase Intent	Avg Engagement rate <b>4 %</b>	Avg Engagement rate <b>1%</b>	Engagement rate <b>Likes : 2,658</b> <b>Comment : 139</b> <b>Shares : 1,798</b>	Engagement rate <b>Love Rate: 0.75%%</b> <b>Talk Rate: 0.04%</b> <b>Spread Rate: 0.6%</b>

Data YTD November 2015



## Website Performance 2016



### Key Point:

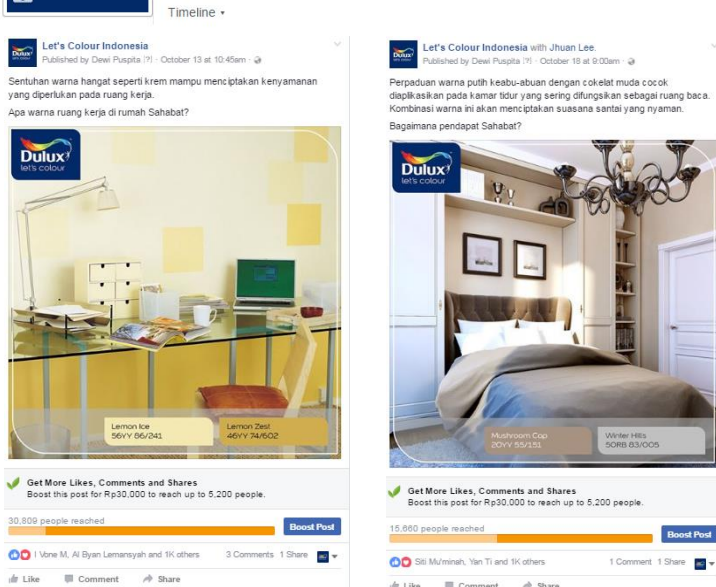
- Most of traffic drive by **SEM** and **GDN**.
- **57 %** visitor access using mobile, 37% desktop, and 6% via tablet.
- The highest visitor on festive season (Jun-Aug)



## Facebook Performance 2016



Facebook Let's Colour Indonesia



### Total Like

- 479,196 like

### Reach

- Total reach on 2016 : 52,828,184
  - Organic : 3,015,066
  - Paid : 49,813,118

### Post

- Post in our page about **room and deco inspiration**, and **Campaign**.

### Key Point

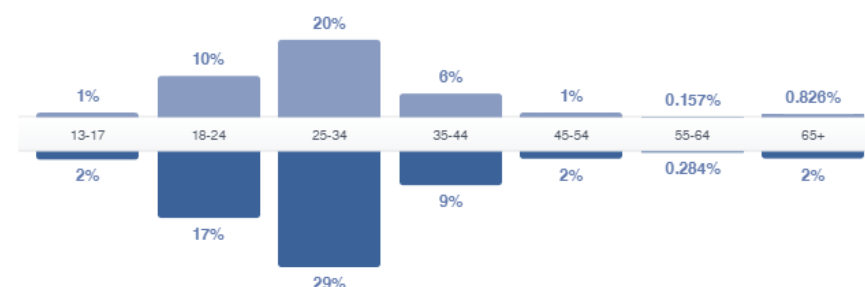
- From January - December we use FB ads sponsored post to get more reach on fb channel.

### Women

39%  
Your Fans

### Men

61%  
Your Fans



\*the unique number who liked, commented, shared, or clicked on your post

## Social Media Performance 2016



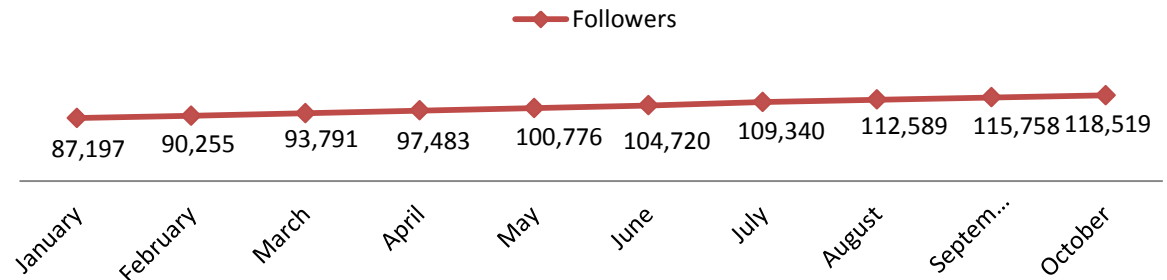
### Twitter LetscolourID

• Total followers : 118,519 Followers

#### Key Point

- Content mirroring from Facebook.
- Use for event and live tweet

### Followers

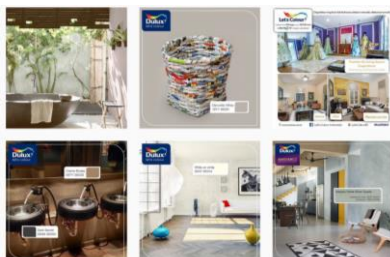


### Instagram LetscolourID

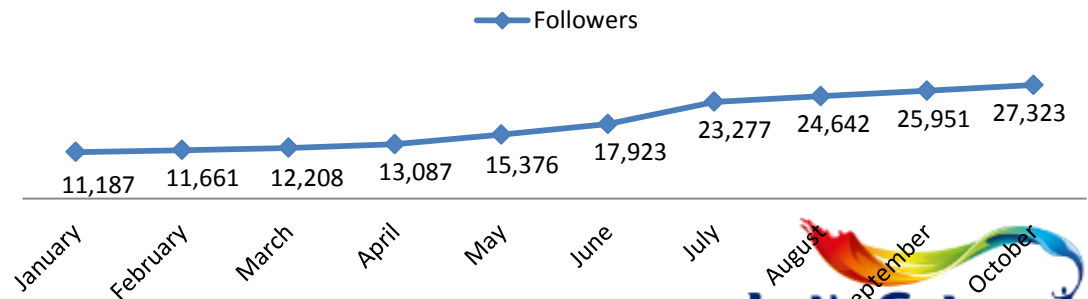
- Total photo post : 1,043 photos
- Total followers : 27,323 Followers

#### Key Point

- Post type on Instagram is about greetings, room and deco inspiration.



### Followers



## Social Media Performance 2016

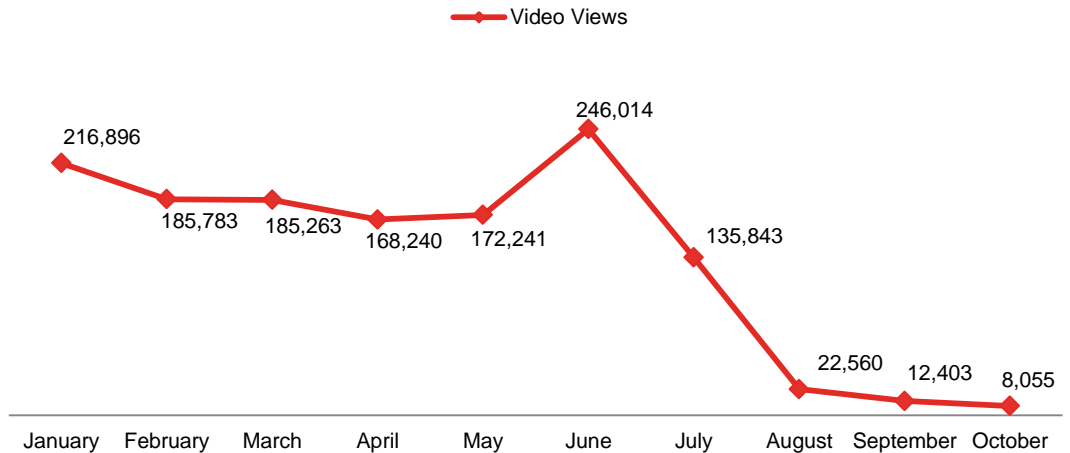


### Youtube channel LetscolourID

Total Video Views 2016 : 1,353,298 video views

#### Key Point

- Upload video episode lets colour TV every week (redecorate & inspire lifestyle)
- Most viewed video about living room redecorate.

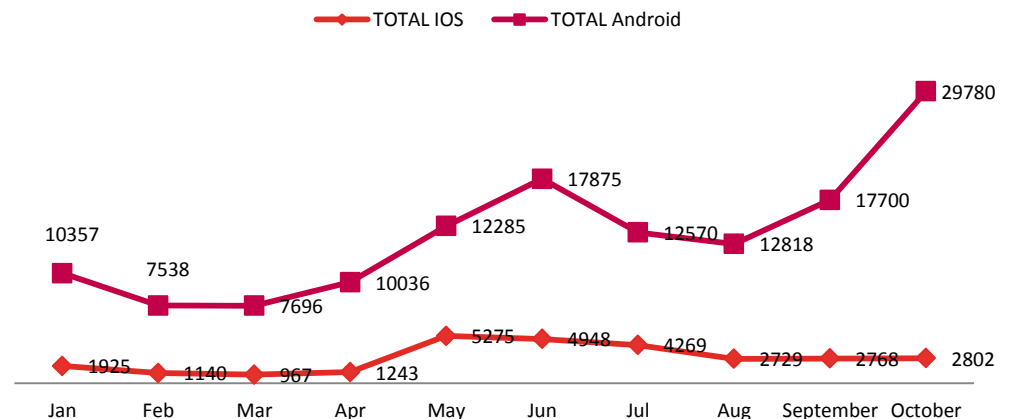


### Dulux Visualizer

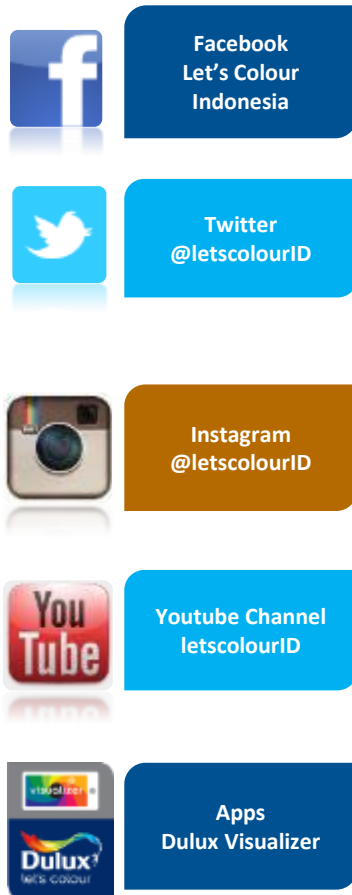
- Total IOS download : 61,147 download
- Total Android download : 313,913 download
- Total : 192,606 download

#### Key Point

- We use our own digital asset like website, and social media to buzz visualizer download



## Digital Assets Summary



- Total facebook like : 479,394 like
- Total reach : **52,828,184\***

Data taken November 2016  
\*the unique number who liked, comented, shared, or clicked on your post

- Total followers : 118,519 Followers

Data taken November 2016

- Total photo post : 1054 photos
- Total followers : 27,323 Followers

Data taken November 2016

- Total Video views : **1,339,692** views
- Total subscribber : **11,617**subscribber

Data taken November 2016

- Total IOS download 2016 : 28,066
- Total Android download 2016 : 138,655
- Total 2014-2016 : 375,060

Data taken November 2016



**Let's Colour**

## Competitor

	Local Website	Facebook	Twitter	Youtube	Instagram
<b>Dulux</b>	<a href="http://www.dulux.co.id">www.dulux.co.id</a>	476,276 likes	118,625 followers	11,616 subscribers 462,802 views	28,740 followers
<b>Nippon</b>	<a href="http://www.nipponpaint-indonesia.com">www.nipponpaint-indonesia.com</a>	193,328 likes	3,841 followers	3,466 subscribers 12,840,523 views	3,828 followers
<b>Jotun</b>	<a href="http://WarnaImpian.com">WarnaImpian.com</a>	87,690 likes	5,107 followers	60 subscribers 5,235 views	1,072 followers
<b>Kanzai Paint</b>	<a href="http://www.kansaicoatings.co.id">www.kansaicoatings.co.id</a>	524,762 likes	5,808 Followers	533 subscribers 1,261,618 views	987 followers





# Chinese New Year Campaign



## Chinese New Year Campaign 2016



### Background:

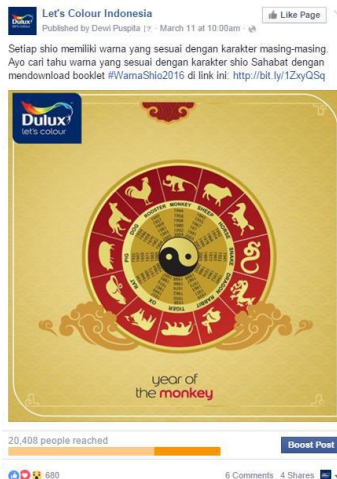
Chinese new year as a festive moment for Chinese consumers, part of Dulux renewal calendar. It's the occasion for Chinese families to gather.

### Objective

Develop CNY campaign strategy on digital. This campaign will help audience to understand Colour Fengshui as easy as reading a horoscope.

### Project Mechanism

Develop microsite on [www.letscolourindonesia.com](http://www.letscolourindonesia.com) or using social media platform to buzz this campaign. People insert date of birthday and they get the lucky colour on year of monkey 2016. User also can share their lucky colour via social media FB & Twitter.



### Result:

Impression	: 100,500,003
Visit	: 84,767
Participant	: 8,776
Period	: 2 month



- **Challenges**
- **KPI**
- **Scope of Works**



## Challenges



- **Digital strategy to connect all social media asset (integrated).**
- **Develop integrated social media strategy by optimizing our current digital assets and delivering higher ROI**

## Challenges

Fundamental	Digital Assets
Many brands in this category go digital	<p>On Facebook, we still far from our target market</p> <ul style="list-style-type: none"> <li>- Gender : Females</li> <li>- Age Range : 25-40</li> </ul>
<ul style="list-style-type: none"> <li>• Mobile penetration grow fast</li> <li>• Internet coverage getting wider and cheaper</li> <li>• Gadgets are easy to buy and offer so many feature and application</li> </ul>	<ul style="list-style-type: none"> <li>• How to maximize our digital assets and reach and ignate more people about decoration to increase brand consideration and purchase intent.</li> <li>• How to create engagement content.</li> <li>• How to utilize the social media asset to actived our <a href="http://www.dulux.co.id">www.dulux.co.id</a> website.</li> <li>• Media Strategy how to reach more people on all social media assets and increase engagement.</li> <li>• How to social media &amp; website support our tactical campaign.</li> </ul>
Content Strategy: inspiring, Knowledgeable, Encouraging	Another relevan channels or assets that suit with our industy category & target market

## Budget, Deliverables & KPI

### Social Media Budget:

- Maintenance : 800 Mio
- Ads. : 800 mio

### Website Budget

- Maintenance : 45 Mio
- Ads. : 400 Mio

**CNY Campaign Budget : 350 Mio**

### Deliverables

- One year digital strategy integrated all digital asset (facebook, twitter, youtube, instagram, website, app).
- One Year Social Media Maintenance.
- Improve engagement in all channel.
- Increase average Dulux Visualizer download.
- 3 month website Maintenance
- 1 tactical campaign (Chinese new year)

Digital KPI's 2016 Performance

Digital KPI's 2016 Performance					
Flourish		Total Sessions	Page Views	Session Duration	Bounce Rate
KPI's		1,500,000	3,025,480	2:11	55.02%
Visualizer App		AVG Download			
KPI's (android)		10,300			
KPI's (Ios)		1,400			
Social Media		Reach/impression	Engagement Rate	Followers/subscribers	
	Facebook	52,000,000	4%		
	Twitter	10,000,000	1%	119,625	
	YouTube			10,102	
	Instagram			28,807	

Digital KPI's 2017

Digital KPI's 2017					
Flourish		Total Sessions	Page Views	Session Duration	Bounce Rate
KPI's		1,800,000	4,860,000	> 2:30	< 50%
Visualizer App		AVG Downloads/mo			
KPI's (android)		14,500			
KPI's (Ios)		1,800			
Social Media		Reach/impression	Engagement Rate	Followers/subscribers	
	Facebook	78,000,000	5%	-	
	Twitter	17,000,000	3%	167,475	
	YouTube			15,153	
	Instagram			48,972	

# Scope of Works

Items	Descriptions
Social media maintenance	Current assets (Facebook, Twitter, Instagram, Youtube)
	Content strategy (all social media) to create engagement content.
	Social activations to build hype, engagement and referral.
	Media plan to support social media assets.
	Maintain daily activity and queries on social media
	Supporting tactical campaign (live tweet and campaign).
Measurement & Monitoring	Competitors review.
	Conversation tracking on digital (positive/negative) by Monthly
	Industry review and no industry compare
	Monthly report, Monthly meeting W1 every month and quarterly meeting
	Measurable and accountable result (ROI)
Webiste Maintanance	Media Support (SEM) keyword suggestion & GDN Material
	Content localization & Upload
	Server maintanance for Dulux Previews Consultant page
Dulux Visualizer	Content support on social media and website.
	Increase organic download using own digital assets

# Timeline

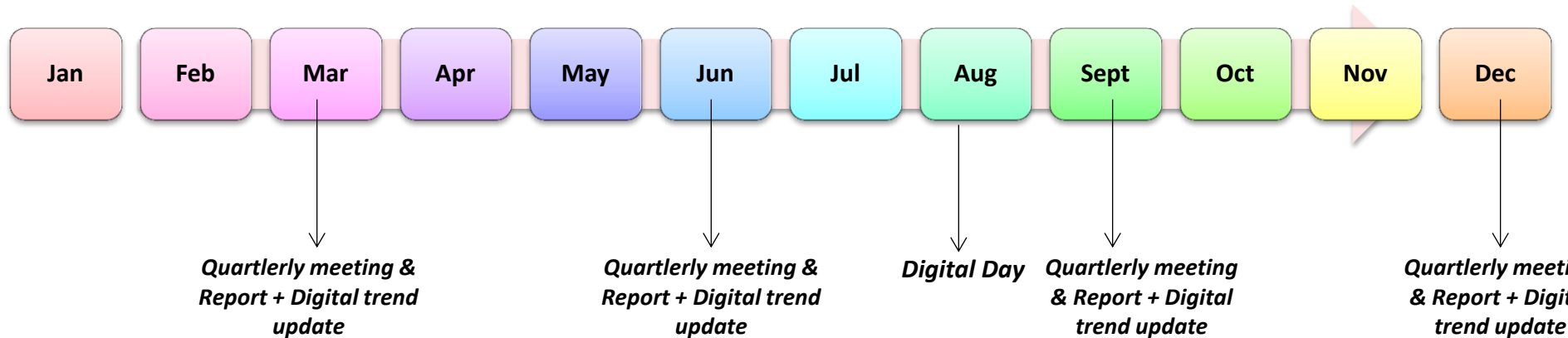
*Media Plan website*

*Support tactical campaign align with brand calendar*

*Content Maintanance submit by monthly using Sprinklr*

*Media Support (facebook ads, Twitter ads, Instagram ads)*

*Monthly report& monthly meeting W1 every month*





# Tone of Voice

## The Flourish Personality

We are the friendly decoration expert.

### We own this by:

- Providing colour advice and decoration ideas that are simple and achievable.
- Being supportive and friendly, even when we get into the technical details.
- Believing in the power of colour – and ensuring that this belief underpins everything we say and do.
- Empowering everyone, from the least confident decorator to the creative visionary.

Do say	Don't say
Recommended for you: You could feel more motivated with a bright, refreshing yellow.	Dulux recommends: Dulux's Lemon Chiffon 3 is bright and refreshing.

Human

Genuine

Unpretentious

Do say	Don't say
2013's Colour of the Year is a soothing Indigo, a regal deep blue associated with honesty and trust that can bring calm to our hectic lives.	Dulux's Aesthetic Center experts have announced that the Colour of the Year 2013 is Indigo, designed to calm your hectic life.

Friendly

Accessible

Achievable

## We Are Knowledgeable

We give our customers the confidence they need to embark on their decorating journey by sharing expert colour advice, helpful product recommendations and decorating tips.

### We do this by:

- Using accessible, friendly language. We want our customers to think of us as a trusted advisor, a helpful friend – someone who won't talk down to them or preach product.
- Keeping the content simple, straightforward and purposeful. If you can say it in fewer words, do. We want to be generous with our knowledge but never confuse or overwhelm.
- Ensuring any advice we give has come from trusted sources, such as
- the colour designers at the Aesthetic Centre or an AkzoNobel expert.

# Tone of Voice

## We Are Inspiring

We inspire our customers to see the joy in their decorating journey.

### We do this by:

- Creating stories grounded in real life as it's lived by our audience. The more our content reflects their experience, the more emotion – and action - we'll inspire.
- Being present. Inspiration is all about the right here, right now. We want to provide content that makes our audience think "I can", not just "I'd like to".
- Using charismatic, upbeat and on-trend language that's enriching, playful and vivacious but never condescending or cliché.

Do say	Don't say
What inspires you? See what catches your eye.	Inspiration is all around us. We'll show you where to find it.
Trust your own colour flair. After all, there are colour theories, but no rules.	Our palettes will help you find the right colour scheme.

Charismatic

Upbeat

Stylish

Do say	Don't say
You're looking at red kitchens. Need more inspiration? See more kitchen ideas	Red kitchens are a popular choice. See more

Useful

Realistic

Motivating

## We Are Encouraging

We open people's eyes to new possibilities and encourage them to take the first step in their decorating journey.

### We do this by:

- Providing direction. Every idea we share has a pragmatic focus, driving them towards a colour they love or product they need.
- Understanding that everyone is on a different journey. We're not about making people feel unsure about their colour choices, or bad about the size of their home. We get that decorating can be complicated – it's all about offering options and ideas for everyone.
- Using upbeat, realistic, motivating language that gives our customers the confidence to trust their instincts. Our language should rouse them to action but never bully or cajole.

## Timeline

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- **Brief to agency** : **16 November 2015**
- **Idea submission** : **5 December 2015**
- **Agency Pointed** : **8 December 2015**
- **Induction , Feedback, Administration** : **12 – 31 December 2015**
- **Kick Off** : **2 January 2016**
- **Duration** : **January 2017 - December 2017**



## Contact

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