UMC INDO 2022 Campaign Plan
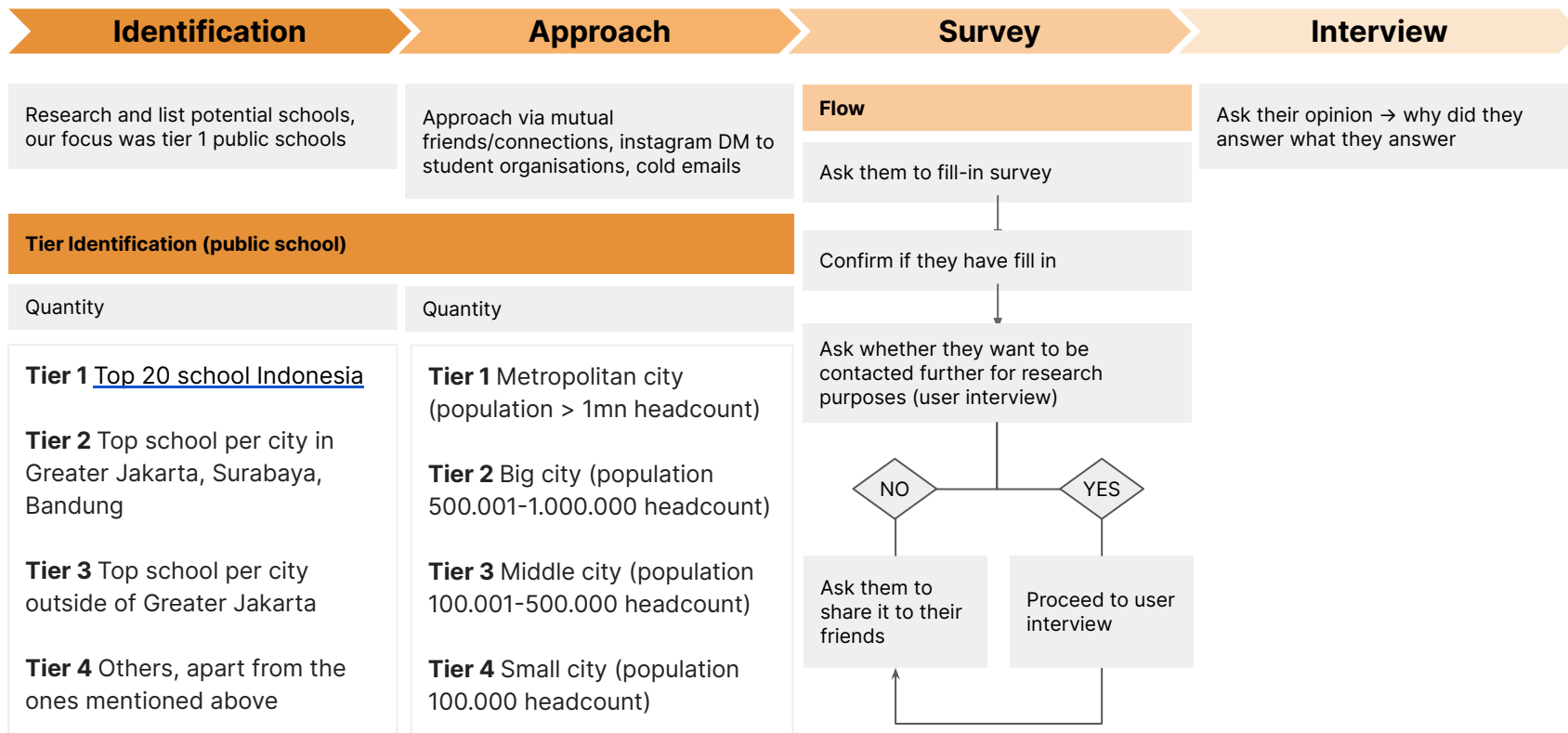
💎 **Prepared by** Michelle, Semaya, Stefanny

🔍 Initial Research
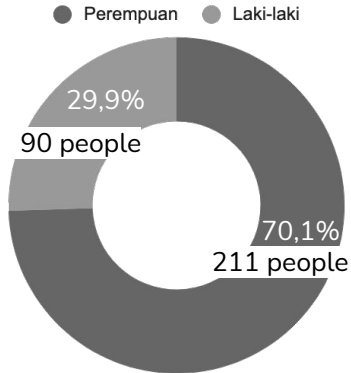
Research Process
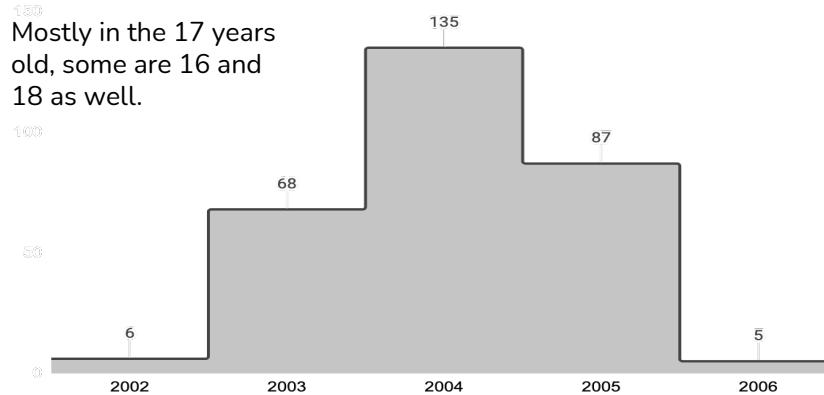
Identification	Approach	Survey	Interview

Research and list potential schools, our focus was tier 1 public schools

Approach via mutual friends/connections, instagram DM to student organisations, cold emails

Flow

Ask their opinion → why did they answer what they answer

Tier Identification (public school)

Ask them to fill-in survey

Quantity	Quantity

Confirm if they have fill in

Tier 1 Top 20 school Indonesia

Tier 1 Metropolitan city (population > 1mn headcount)

Ask whether they want to be contacted further for research purposes (user interview)

Tier 2 Top school per city in Greater Jakarta, Surabaya, Bandung

Tier 2 Big city (population 500.001-1.000.000 headcount)

NO   YES

Tier 3 Top school per city outside of Greater Jakarta

Tier 3 Middle city (population 100.001-500.000 headcount)

Tier 4 Others, apart from the ones mentioned above

Tier 4 Small city (population 100.000 headcount)

Ask them to share it to their friends

Proceed to user interview

The survey respondents are 301 students across 57 high schools, majority are from first-second tier public schools

GENDER

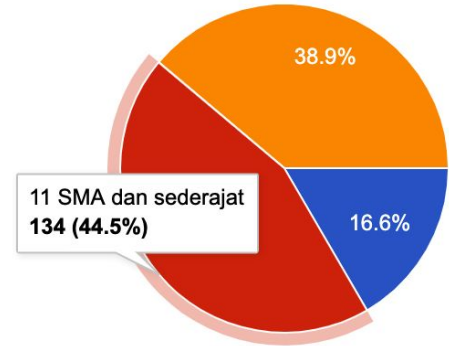● Perempuan ● Laki-laki

29,9%
90 people

70,1%
211 people

AGE

Mostly in the 17 years old, some are 16 and 18 as well.

150

135

100

68

87

50

6

5

0

2002   2003   2004   2005   2006

GRADE

38.9%

16.6%

11 SMA dan sederajat
134 (44.5%)

10	117 respondents
11	134 respondents
12	50 respondents

CITY

Temanggung	91	Bandung	7	Serang	4
Jabodetabek	110	Semarang	11	Yogyakarta	3
Malang	27	Banyuwangi	9	Others	39

Most effective ATL Media promotion according to students:

Bar chart (Score):
- Publikasi artikel: 859 ⭐
- Billboard: 777
- Sebar flyer: 737
- Radio: 637

Details:

Legend: 1, 2, 3, 4

Billboard: 1: 68, 2: 74, 3: 75, 4: 84
Radio: 1: 122, 2: 74, 3: 53, 4: 52
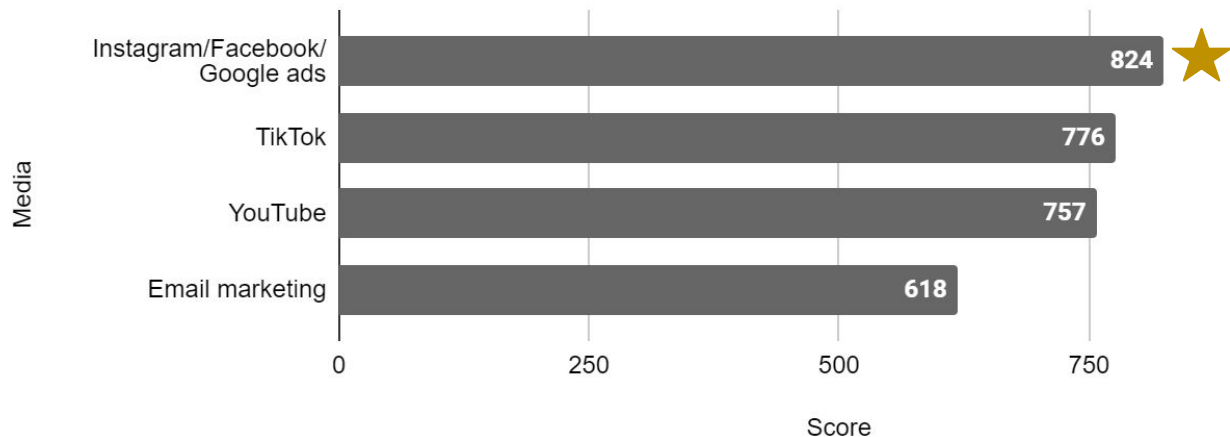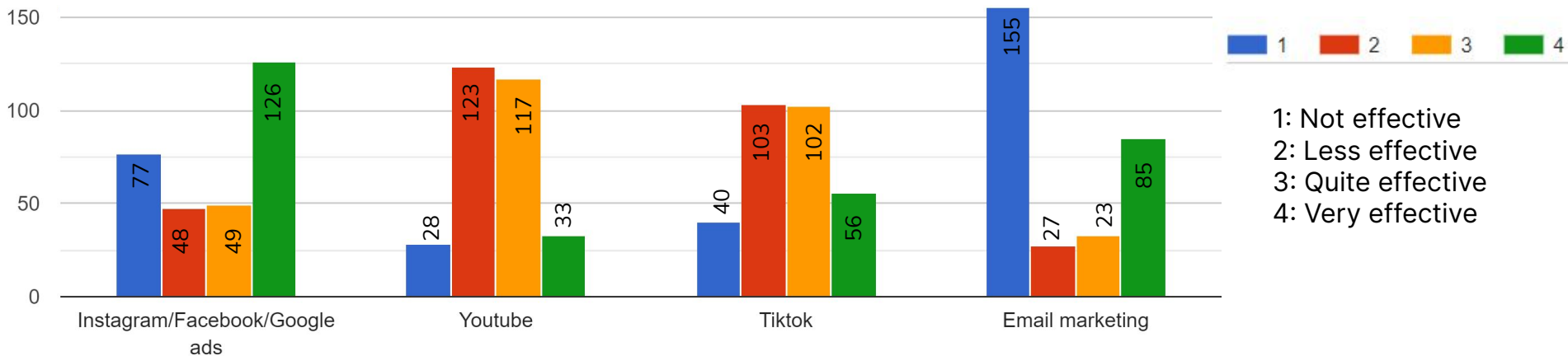Publikasi Artikel: 1: 36, 2: 73, 3: 91, 4: 101
Sebar Flyer: 1: 75, 2: 80, 3: 82, 4: 64

1: Not effective
2: Less effective
3: Quite effective
4: Very effective

Most effective BTL Media promotion according to students:
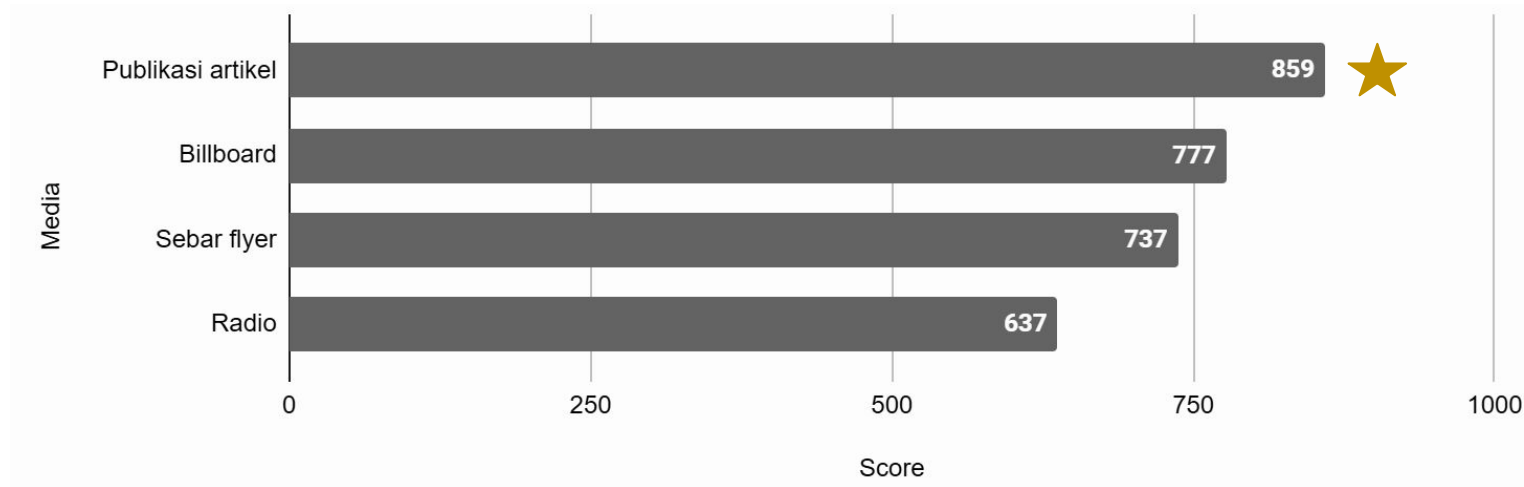
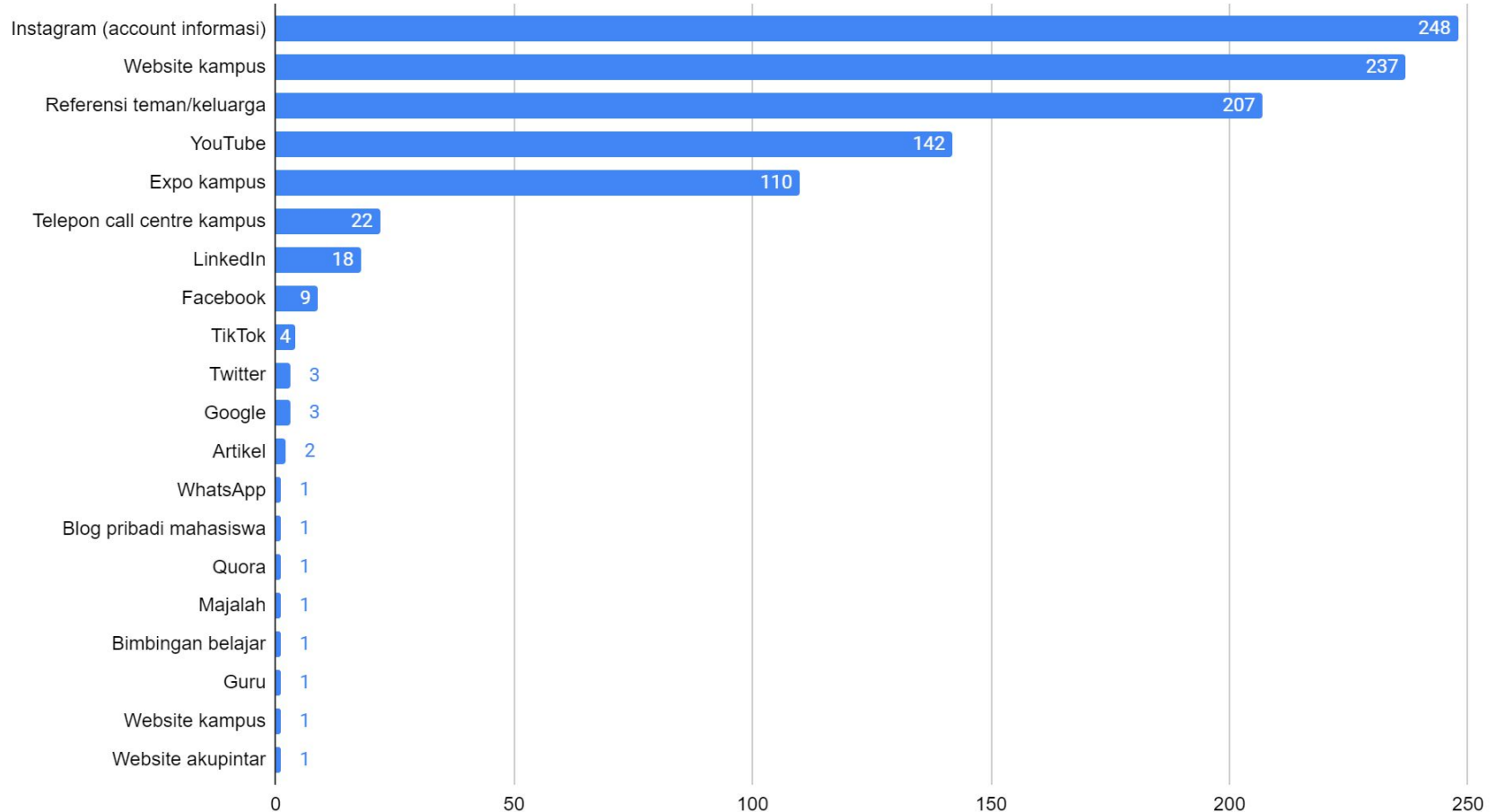**Details:**
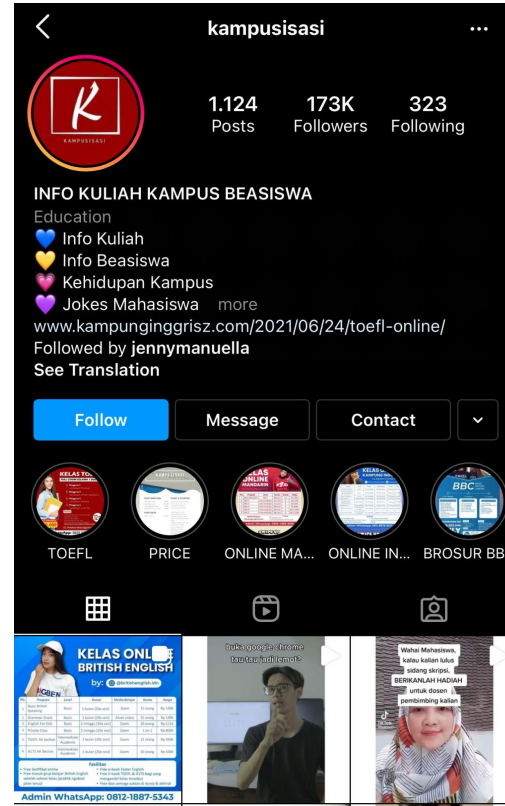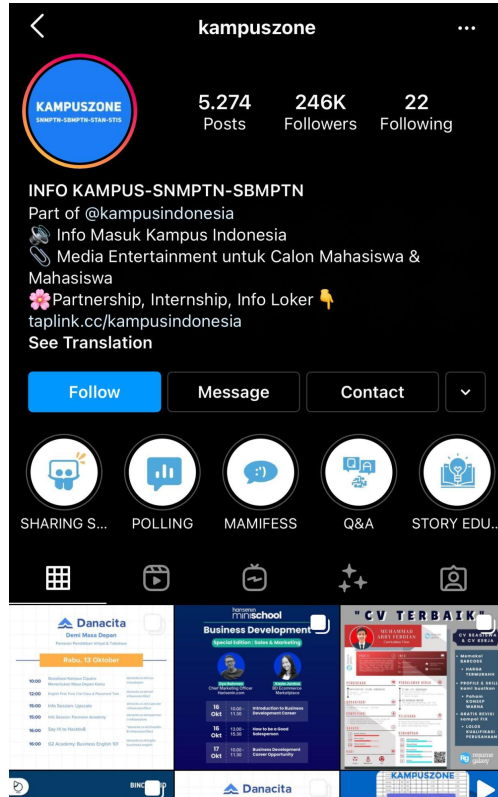
1: Not effective
2: Less effective
3: Quite effective
4: Very effective

Media that students go for when they are looking for information about their uni destination

| Media	Count
Instagram (account informasi)	248
Website kampus	237
Referensi teman/keluarga	207
YouTube	142
Expo kampus	110
Telepon call centre kampus	22
LinkedIn	18
Facebook	9
TikTok	4
Twitter	3
Google	3
Artikel	2
WhatsApp	1
Blog pribadi mahasiswa	1
Quora	1
Majalah	1
Bimbingan belajar	1
Guru	1
Website kampus	1
Website akupintar	1

Instagram as a media of choice

Why don't we opt for it

1. Too much content on local universities; inaccurate target market
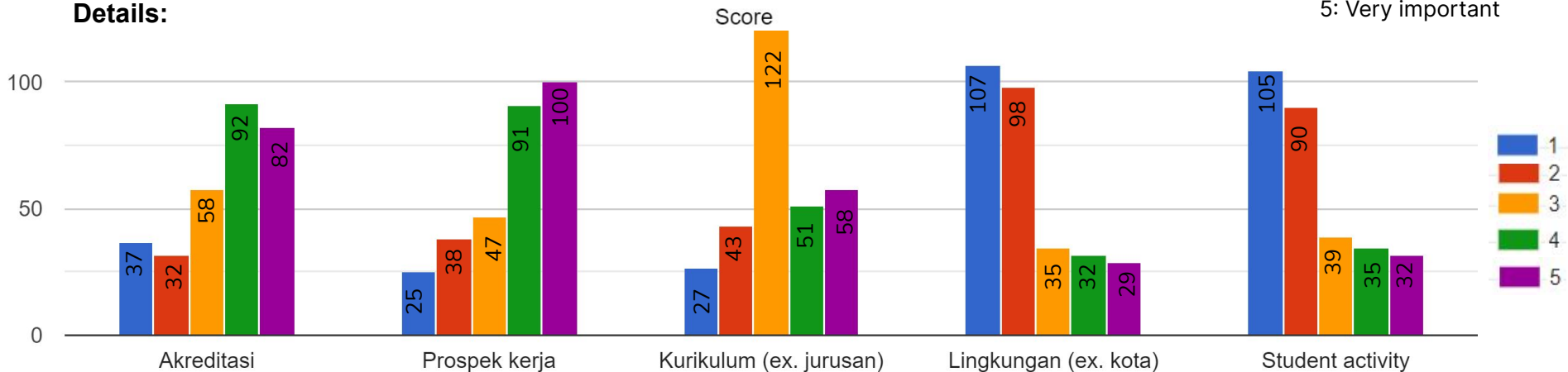2. Education agents in Indonesia are already doing instagram-based advertising

Priorities of students when choosing a university (based on rank):
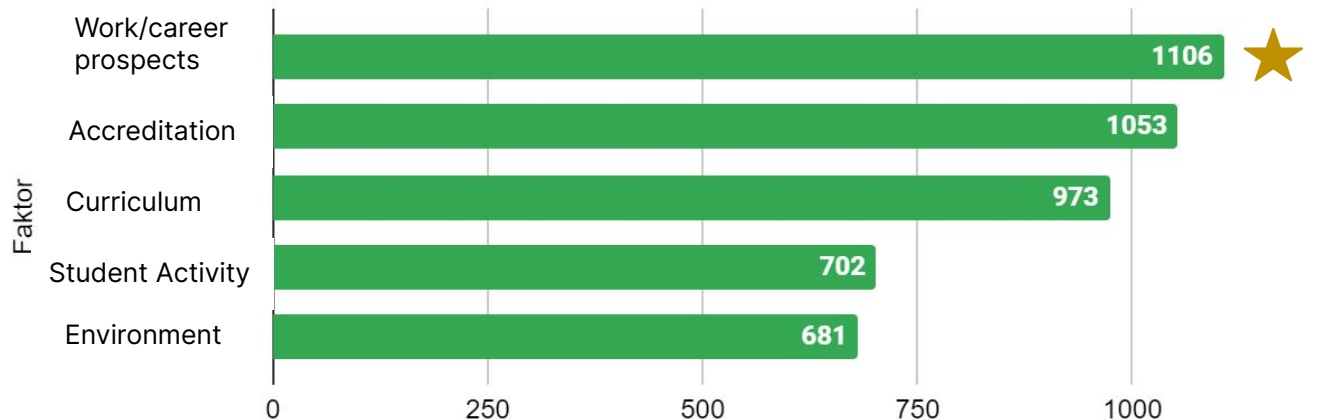
1: Not important
2: Slightly important
3: Important
4: Fairly important
5: Very important

Details:

📢 Platforms Considered

1. Billboard
2. Radio advertorial
3. Article
4. Blog
5. Social campaign

🪧 Billboard

Why	What we know so far	Campaign Plan

Why

Based on our market validation, billboard remains second in the common/preferred choices of media

What we know so far

- Location options
  - Sunter (Gading)
  - PIK & Pluit area
  - Tangerang
-

Campaign Plan

- To air on January/February
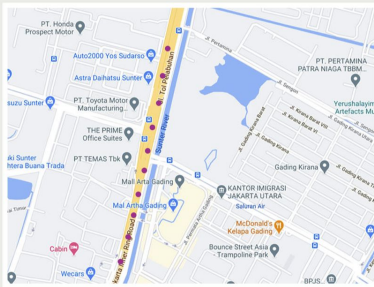- For the period of 1 month

🪧 Billboard

Vendor 1: Outdoor Media

Tiang Bawah Tol - Depan Mall Artha Gading - Auto 2000 Yos Sudarso

Spesifikasi

LOKASI	UKURAN	NILAI STRATEGIS	HARGA
Tiang Bawah Tol Area depan Mall Artha Gading	Backlite 2m x 4m x 24 items	Trafik Daerah Kelapa Gading yang selalu padat Daerah Putar balik yang padat Interchange Sunter - Gading - Cempaka Putih	Rp 120.000.000,- / tahun / neonbox

EXIT Tol Sunter

Spesifikasi
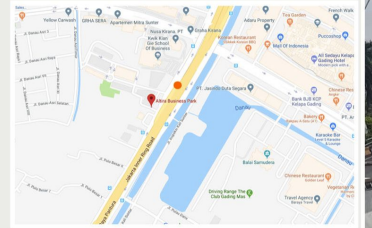
LOKASI	UKURAN	NILAI STRATEGIS	HARGA	TRAFIK
Turunan Tol Sunter depan gedung Altira	Backlite 3m x 6m	Sunter, Gading Area Trafik lalin tinggi 3 view (Tol, turunan tol, flyover)	Rp 600.000.000,- / tahun	Sehari +/- 650.000 pengguna tol

24 boards

All prices before tax 12%

📋 Billboard

Vendor 2: **Adpoint**

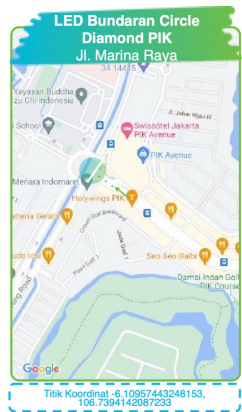| No	Lokasi	Ukuran	Harga	Image
1.	Gate Pantai Indah Kapuk	Billboard |Size:6m x 12m |Frontlight |Horizontal |1 side	IDR 113.000.000/1 month IDR 326.000.000/3 month	
2.	Pluit Raya	Billboard |Size:6m x 12m |Frontlight |Horizontal |1 side	IDR 113.000.000/1 month IDR 326.000.000/3 month	
3	JL. Muara Karang	Billboard |Size:6m x 12m |Frontlight |Horizontal |1 side	IDR 113.000.000/1 month IDR 326.000.000/3 month	

Keterangan : *Harga Belum Termasuk PPN 10%*

Billboard

Vendor 3: Media move

LED Bundaran Circle Diamond PIK
Jl. Marina Raya
34-144/5

Titik Koordinat -6.10957443248153, 106.7394142087233

PRICE LIST
1 Bulan   Rp. 150.000.000,-

SPESIFIKASI
Media   : LED Horizontal
Ukuran   : 4 m x 6 m
Unit   : 1
Spot/Durasi : 432 Spot / 15 Sec
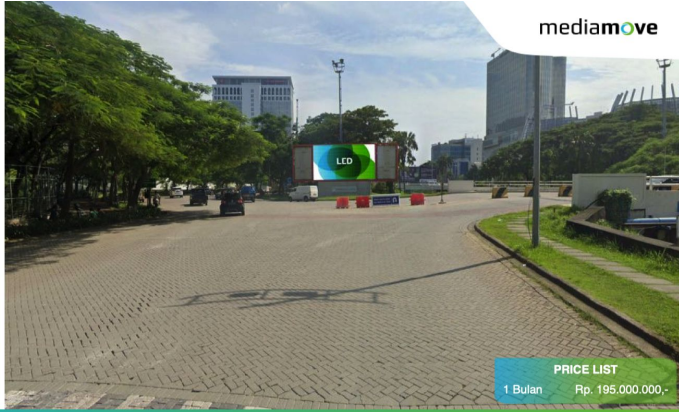Waktu Operasional : 06.00 – 00.00

LOKASI
Jl. Marina Raya, Bundaran Circle Diamond PIK

VIEW
Arah pandang dari Jl. Marina Menuju Jl. Pantai Indah Kapuk (PIK Avenue Mall)

POINT OF INTEREST
Menara Indomaret, PIK Avenue Mall, Holywings PIK, Goobne Indonesia PIK, Swissotel PIK, Mercure, Latteria Gelato, Seo Seo Galbi, Cardoba, Damai Indah Golf, Tzu Chi School

LED Bundaran Circle Diamond PIK
Jl. Pantai Indah Kapuk
34-144/5

Titik Koordinat -6.10957443248153, 106.7394142087233
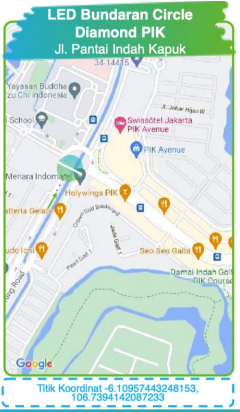
PRICE LIST
1 Bulan   Rp. 195.000.000,-

SPESIFIKASI
Media   : LED Horizontal
Ukuran   : 5 m x 10 m
Unit   : 1
Spot/Durasi : 432 Spot / 15 Sec
Waktu Operasional : 06.00 – 00.00

LOKASI
Jl. Pantai Indah Kapuk, Bundaran Circle Diamond PIK

VIEW
Arah pandang dari Jl. Pantai Indah Kapuk , Keluar Toll PIK

POINT OF INTEREST
Menara Indomaret, PIK Avenue Mall, Holywings PIK, Goobne Indonesia PIK, Swissotel PIK. Mercure, Latteria Gelato, Seo Seo Galbi, Cardoba, Damai Indah Golf, Tzu Chi School, Latteria Gelato, Ikkudo Ichi

📻 Radio Advertorial

Why	What we know so far	Campaign Plan

Based on our market validation, radio happens to be the least preferred one so we decided to not go as heavy

*Insights from user interview

Ads on radio might seem "desperate" especially if it's overplayed

- Vendor options
  - Mandarin Station 98.3FM
  - Mustang 88FM
- Why not Prambors?
  - **Noise:** Lots of other universities also air their ad on Prambors
  - **Changing user behaviours**: Stream spotify/apple music rather than radio

- To air on Nov-Dec 2021, and Jan-Feb 2022

📻 **Radio Advertorial**

ms FM 98.30
MANDARIN STATION

- **Segmented audience: >40yo Chinese-Indonesian parents**
- **Uses both Indonesian and Chinese in their radio programs**
- **Not an extremely well-known or wide-range audience radio station; likely to be cheaper**

✓ Audience insights

✓ Airing period (Mid Nov)

MUS TANG 88.0 FM

- **Unsegmented audience**
- **Audience 15-19 year olds**
- **298,000 listeners in Jakarta (2020), 1700 active listeners daily**
- **Available on Noice app (47% of the listeners)**
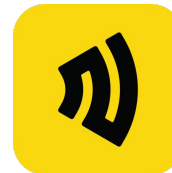
✓ Airing period (Late Jan/ Early Feb)

📝 Article

KOMPAS

XJTLU (General)	Taicang (Intro + heavier focus on IoT major)
- **Purpose** To raise awareness to a wide range of audience from a legitimate and trustworthy platform - **Angle** Highlighting XJTLU's variety of majors (unlike other universities in China, XJTLU offers so many English-taught undergraduate programmes). - **Timeline** In conjunction with Billboard (Jan-Feb 2022)	- **Purpose** Segmented ad, take advantage of the internet and AI-driven age, relevance of IoT, campus facilities, attract students in pandemic - **Angle** Business op. in China, Taicang campus offering fresh-grad jobs with partner companies - **Timeline** Approx. April - May 2022

✍️ Blog (Cost-free)

Kompasiana	Medium	TechInAsia
• Indonesian version; for Indonesian audience • Blog version of Kompas	• Kompasiana content translated into English; for international audience	• A content-provider website that focuses heavily on technology around the world • English; for international audience

IDEA 1

Online experience at XJTLU for Indonesian students

IDEA 2

What XJTLU offer to students (similar to previous Kompas article, but written in a more casual and blog-style writing)

👩‍🎓 Social Campaign

STUDENT AMBASSADOR

- A model student responsible for being the face of XJTLU specific for Indonesia
- Job desc include
    - Being XJTLU's representative for edufairs
    - IG lives (student takeovers) and other social media platforms
- Reward (common ones in Indonesia)

Tuition reduction
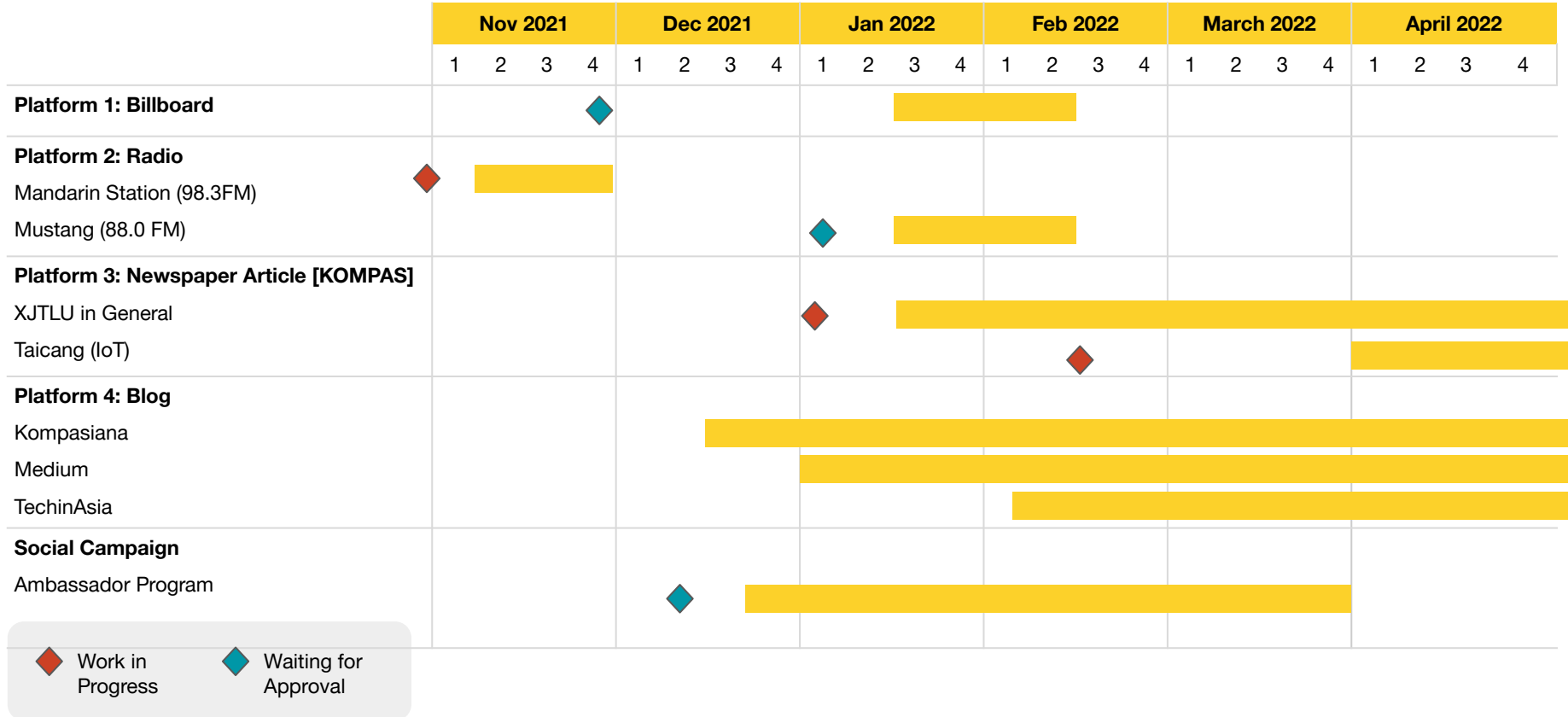
Gadget to help with school (e.g iPad)

Fresh money/salary

📅 # Project Timeline

Campaign will mostly be scheduled for Q1 2022, starting from November ending according to the different media platforms

	Nov 2021				Dec 2021				Jan 2022				Feb 2022				March 2022				April 2022			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Platform 1: Billboard				◆							▬	▬												
Platform 2: Radio																								
Mandarin Station (98.3FM)	◆	▬	▬																					
Mustang (88.0 FM)									◆		▬	▬												
Platform 3: Newspaper Article [KOMPAS]																								
XJTLU in General									◆		▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬
Taicang (IoT)															◆						▬	▬	▬	▬
Platform 4: Blog																								
Kompasiana							▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	
Medium								▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	
TechinAsia														▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬
Social Campaign																								
Ambassador Program						◆	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬	▬						

◆ Work in Progress   ◆ Waiting for Approval

☺ THANK YOU!