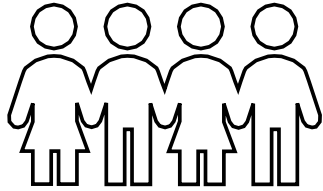




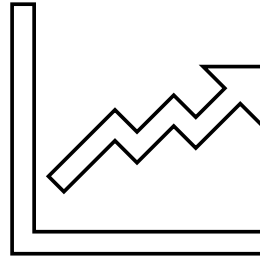
# Indomie Malaysia Content & Digital Marketing Proposal

by **JUMIX**

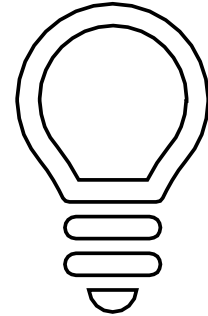
## OBJECTIVES



Increase the brand awareness of Indomie via social media platforms



Trigger the urge and desire of purchase through contents developed



To create new eating experiences for new and current Indomie consumers to try



To convert as much competitor's consumers to Indomie



To embed 'Mi Goreng' as Indomie to targeted audience



# TARGET AUDIENCE ANALYSIS



Age of target audience

18 – 24 years old (youth market)

25 – 35 years old (young professionals)

## Characteristics of 18 – 24 year old Malaysians

- ♂ 80% are College or University students
- ♂ 20% are Fresh graduates or Young working adults
- ♂ Would spend free time and money on entertainment and travel
- ♂ Would go for convenience over quality
- ♂ Cheeky, charismatic, fun, curious and are interested in new experiences and adventures

## Characteristics of 25 – 35 year old Malaysians

- ♂ 85% are Working professionals
- ♂ 15% Students
- ♂ Would spend free time with family or leisure activities
- ♂ Would go for quality over convenience
- ♂ Modern, family friendly, health conscious and cautious in their decisions

## TARGETED SOCIAL MEDIA PLATFORM



Facebook usage – 40%

Due to how saturated the ads are on Facebook, there is a drop in usage on Facebook in Malaysia. Hence, influencing the effectiveness of Facebook advertising.

- |                   |                          |
|-------------------|--------------------------|
| ✓ Live Streams    | ✗ Too saturated with Ads |
| ✓ Viral Marketing | ✗ Not personal           |
| ✓ Giveaways       | ✗ Too much spam          |
| ✓ Engagement      |                          |



Instagram usage – 60%

The usage of Instagram is steadily growing in Malaysia. Most Malaysians would choose Instagram as the platform to post food and beverages – sharing their daily meals. This acts as the best platform to get consumers to recognize a brand.

- |  |   |
|--|---|
| ✓ Insta-story is very widely used                | ✗ Difficulty in tracking engagement                       |
| ✓ Direct target to personal accounts             | ✗ Not the best platform to carry out giveaways / contests |
| ✓ More attention when it comes to photos of food |   |

## COMPETITOR ANALYSIS

### Major competitor's social account analysis




Key Dimension in Quality in comparison with Maggi, Ibumie and Mamee			
Languages used on Social Media accounts	Bahasa Malaysia	Bahasa Malaysia	Bahasa Malaysia
Consistency of posts	Very consistent (an average of 20 posts a month)	Consistent (an average of 15 posts a month)	Very inconsistent (approx. 10 posts for 2018 as of October)
Rate of engagement	High	Low	Medium to High
Promotions via Instagram	✓	✗	✓

Table 1.0 – Indomie competitor's social account analysis

# CONTENT STRATEGIES

According to Table 1.0, it is evident that all Indomie competitors chose Bahasa Malaysia as the main language of campaign delivery. Besides, all social media accounts were utilized for campaign delivery, especially acting as giveaways/contests outlets. This is a clear strategy to attract more new followers and encourage engagement to their page. However, there are a lot of gaps that could act as the differentiator to Indomie's strategies.

Below are the proposed content strategies that were constructed based on the current social media trends, social media algorithm, target audience characteristics & brand personality.

Considering that Indomie's target audience falls in under the age category of a majority of millennials. Having grown up in a progressive world of globalization, these young consumers no longer patronize a brand due to their familiarity, price or quality. Millennials seek for a cause and are often very curious. They are suspicious of information they receive, and they question companies' motives and authenticity. This audience relate to catchy slogans and humorous puns. With this, Indomie has to create a strong 'digital relationship' with its audience online. *How?*

## Instagram stories



There are a lot of tools we can use to engage with customers via Instagram stories. For instance, polls, ask a question feature, live stream, etc.

**Example of poll questions** – Which flavour do you like best? , Would you like your Mi Goreng with Egg or Sausages? , Between Mi Goreng Pedas and Mi Goreng Rendang, which is spicier?

**Example of live stream contents** – How to jazz up your Mi Goreng with Chef Wan, Road show live streams , Collaborative live streams with public figures

Even when it comes to creating more content, your audience might just know what they want to see from your brand.





### Video contents



Short videos of special Indomie recipes that can be mixed with Malaysian delicacies, these videos will entice different eating experiences for the consumers. Most importantly, these contents can be used for Instagram and Facebook.

Eg: ASMR videos, Indomie with Durian, Indomie Ramlee Burger, Indomie Pizza, Indomie Nasi Lemak, etc.



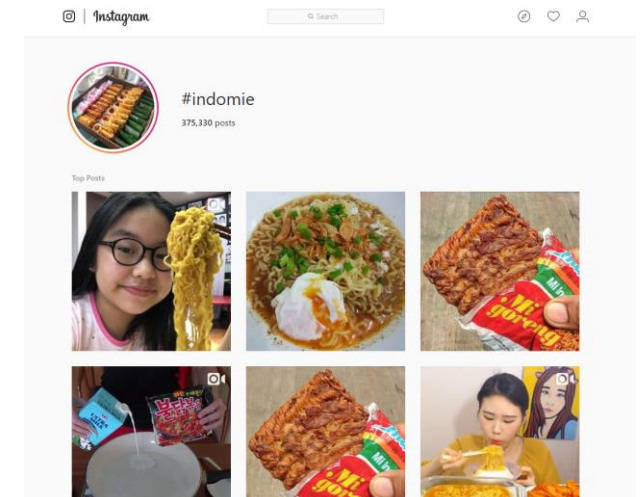
### Photo contents



Starting conversations with your audience could be as easy as reading, reposting and replying to their comments on social media. There's even a hashtag made out of fans, #indomie and consists of 375k posts from your consumers. To show appreciation for all the posts about your brand, we can encourage them keep it coming by having weekly photo challenges with a theme. For eg: Week 1 – A photo of Mi Goreng Indomie with their favorite side dish, Week 2 – A photo of Indomie Ayam with the best beverage to go with and etc.

Original content examples: Illustrations or comics that could show when is it suitable to have an Indomie, a flatlay with occasions you can eat Indomie (picnic, roadtrips, hiking adventures etc.) or stop motion videos

These contents are mainly made to trigger the consumers mind on how convenient Indomie is to bring along during their daily activities.



## Live streams



It is no secret that millennials are more inclined to social media influencers or celebrities. They have thousands of followers on their social media account that we want to convert to Indomie customers. The live stream feature is the best function on both Instagram and Facebook to have a social media influencer collaborate with Indomie. They could record a live stream when trying a new Indomie flavor, to announce a new contest giveaway or even a special recipe created by a highly favored social media influencer in Malaysia.

There can even be some special collaborations when social media influencers share their day on Indomie's account, therefore encouraging more followers to follow Indomie's account to get exclusive updates of their favorite influencer. Indomie products can be given to the specific influencer to show how they consume it.



## Contests and giveaways



According to the current Facebook algorithm, it is getting tougher for business pages to achieve an ideal rate of engagement. Hence, the simplest way to increase it is via contests and giveaways conducted by the page itself. Furthermore, the objectives about having giveaways aren't only about engagements. When participants enter the giveaway, they are required to provide us their basic information, which would include either their mobile phone or e-mail. These data could be utilized in future campaigns for remarketing purposes and essentially acts as assets in the world of big data.

Ideally based on Indomie's communication objectives, giveaways of product or product vouchers can be used to increase brand awareness and stimulate purchase desires from current Indomie users.



## CONCLUSION

Based on the Indomie brief given, we can evidently identify Indomie's target audience falls in the Millennials age group. One of the key factors to take away from this is to always be reminded of how tech-savvy they are and how different they are when it comes to their purchasing behavior. The strategies proposed above are meant for a long term content strategy, Indomie Malaysia can expect achieving a good 'digital relationship' with your consumers and stimulates a sustainable above the line advertising from not only from the brand itself, but also your consumers online.

Despite the strong competition in the market, we are hopeful that we are able to create and implement strategies which will be different from your key competitors such as Maggi, Mamee and Ibumie in Malaysia. This can be achieved by using 3 languages as your campaign and content delivery. As we all are aware of, diversity and variety is a signature and strength of Indomie. In this case, content and campaign deliveries should be delivered in Bahasa Malaysia, English and Mandarin to be able to match the brand's personality and culture.

The proposed approach are just a rough idea of the direction we are heading for your brand. With more in depth input of your current strategies, past experience and brand, we will be able to make necessary adjustments to achieve your communications objectives together.