

Embracing The Un-normal

Webinar 7:

“Using Digital insights to Drive Marketing & Communication Strategy”

18 November 2020



illuminate

Strategic Insights Consultancy

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1. Presentation by Taffy Ledsama, DDB Indonesia

Being There.

how Johnson's Baby helped mums stay calm at the height of the pandemic

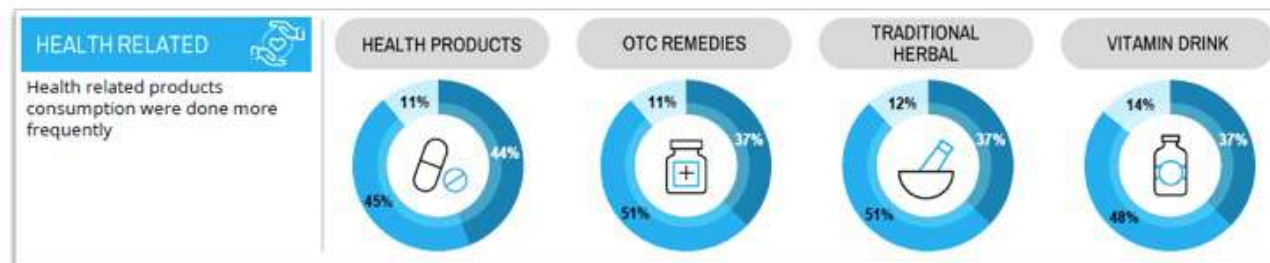


Johnson's[®]



COVID19 was shaping the behaviors of the Indonesian consumer.

People are more health-conscious, the health related product is consumed more such as vitamins

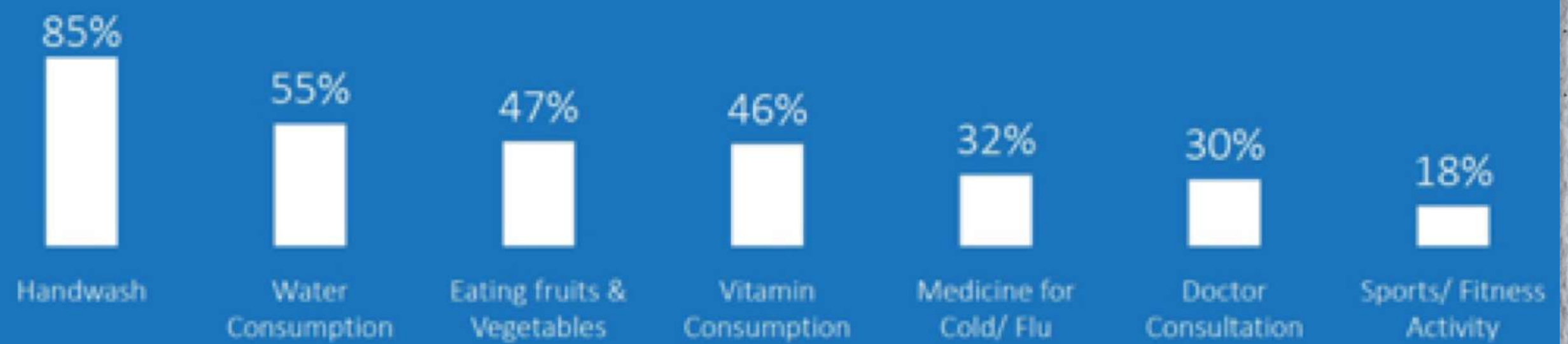


Q. What is the level of impact that Coronavirus Disease 2019 / Covid-19 has placed on your (ACTIVITY)?

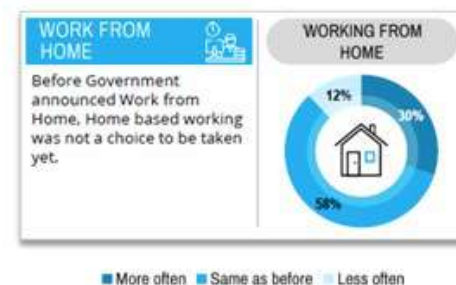
More often Same as before Less often

Nielsen

Key Activities Increasing due to COVID-19



Consumer are shifting more towards online activities



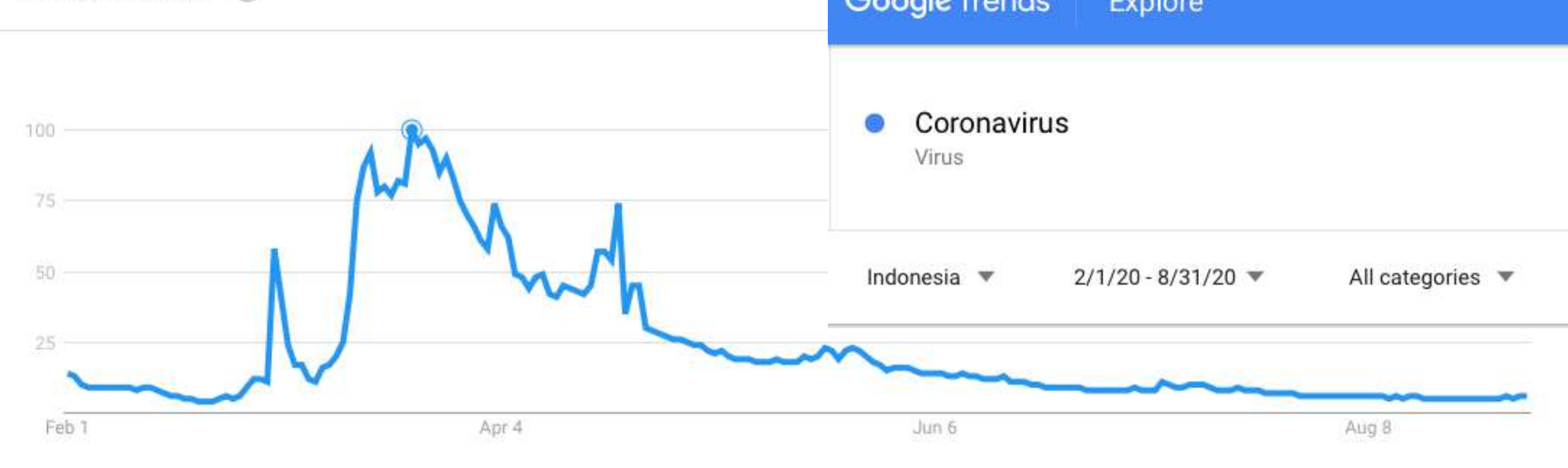
+32%
Increase in online shopping activities across all markets

+42%
Increase in home streaming

"I do work online, and shop online too due the limited stock in hypermart. Beside of that I just want to limit my movement outside and cut the spreading so better to stay at home."
- Hesti, accountant, 29

Kanta

Interest over time



COVID-19

The Challenge for Johnson's Baby: Living out brand values at the height of the pandemic



How connect with mums at a time of heightened anxiety and restricted face-to-face access?

Johnson's Baby took to social media the chance to *be there* for mums.

Johnson's® Parents Club
Expert Class 



- 5 Live Sessions with a doctor moderated by Brand Ambassador, Tasya Kamila
- From **passive** to **active** use of Facebook
- From one-way to **two-way communication**
- **Listening** to comments & questions to develop new and relevant content
- Media supported



Being a conduit of relevant information that puts mums more at ease & restoring a sense of control

Johnson's® Parents Club
Expert Class 

Johnson's Parents Club
Expert Class
Menjalani kehamilan di masa pandemi

00:59:14

Bersama
dr. M. Haekal,
sp.OG

Dipandu
Tasya
Kamila



Menjalani kehamilan di masa pandemi

Johnson's Parents Club
Expert Class

I'm pregnant.
How can I protect myself against COVID-19?

- Wash your hands frequently
- Avoid touching your eyes, nose and mouth
- Put space between yourself and others
- Cough or sneeze into your bent elbow or a tissue

If you have fever, cough or difficulty breathing, seek care early. Call beforehand, and follow medical advice.

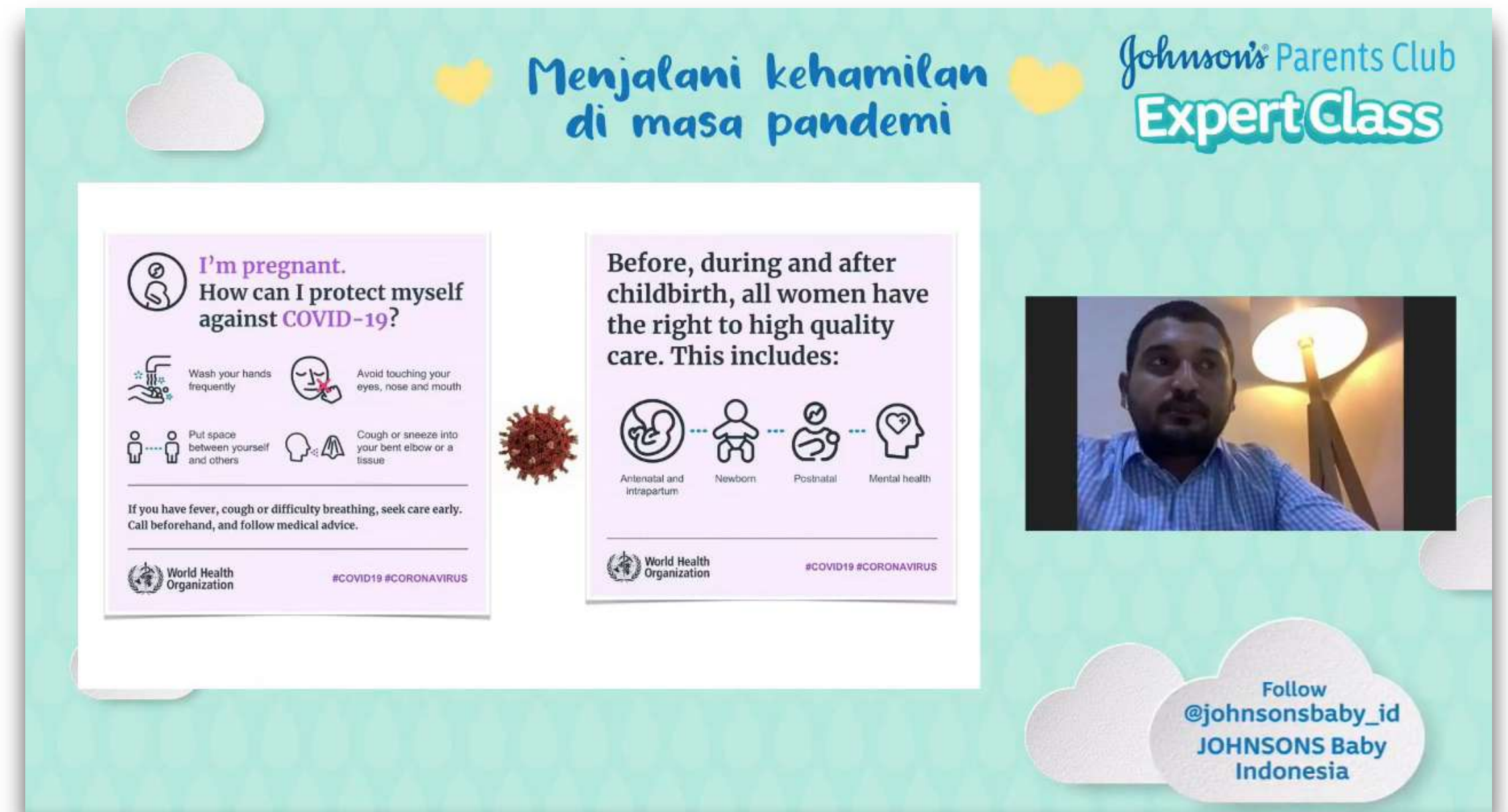
World Health Organization #COVID19 #CORONAVIRUS

Before, during and after childbirth, all women have the right to high quality care. This includes:

- Antenatal and intrapartum
- Newborn
- Postnatal
- Mental health

World Health Organization #COVID19 #CORONAVIRUS

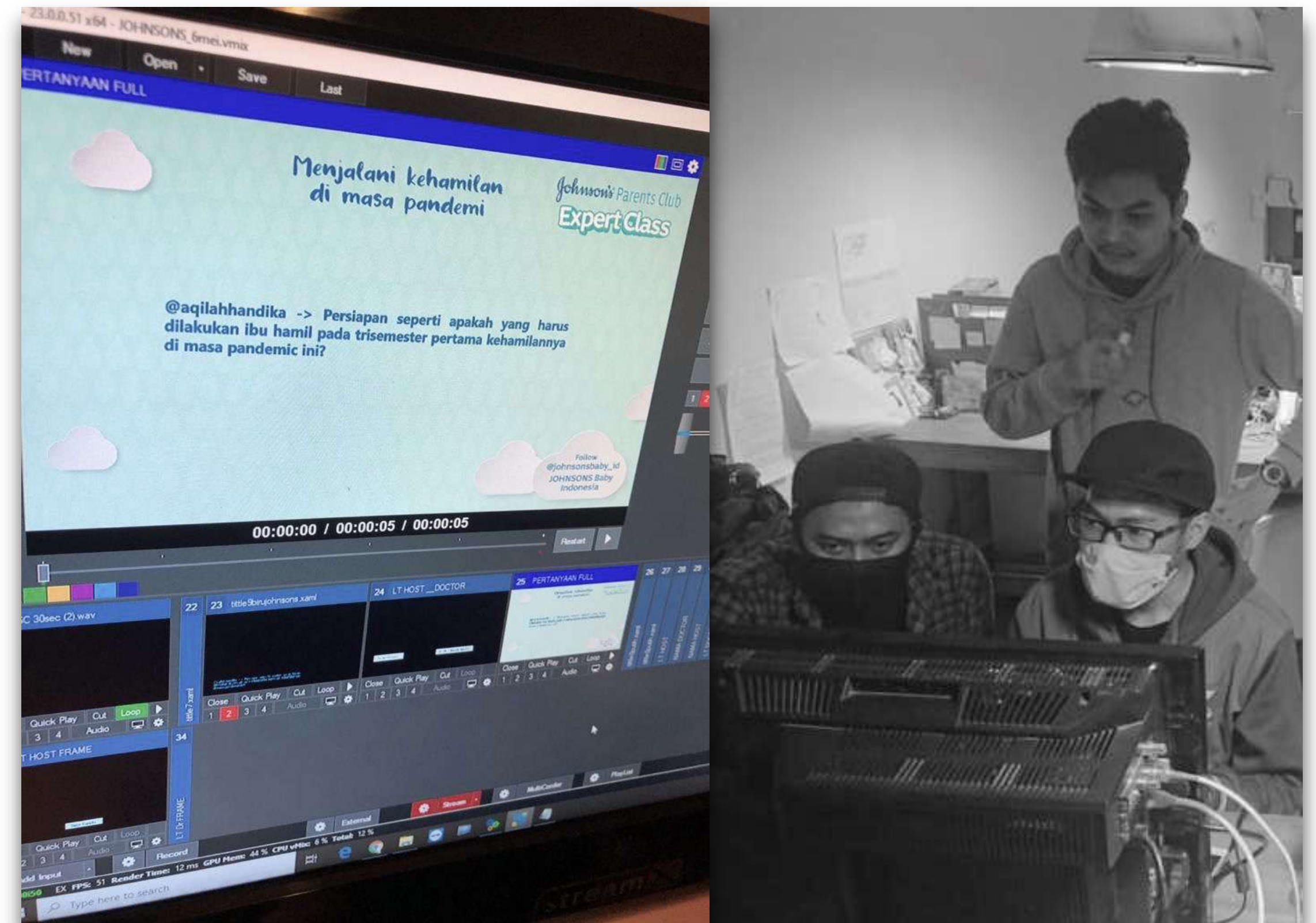
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Learning more about the platform with each succeeding session.

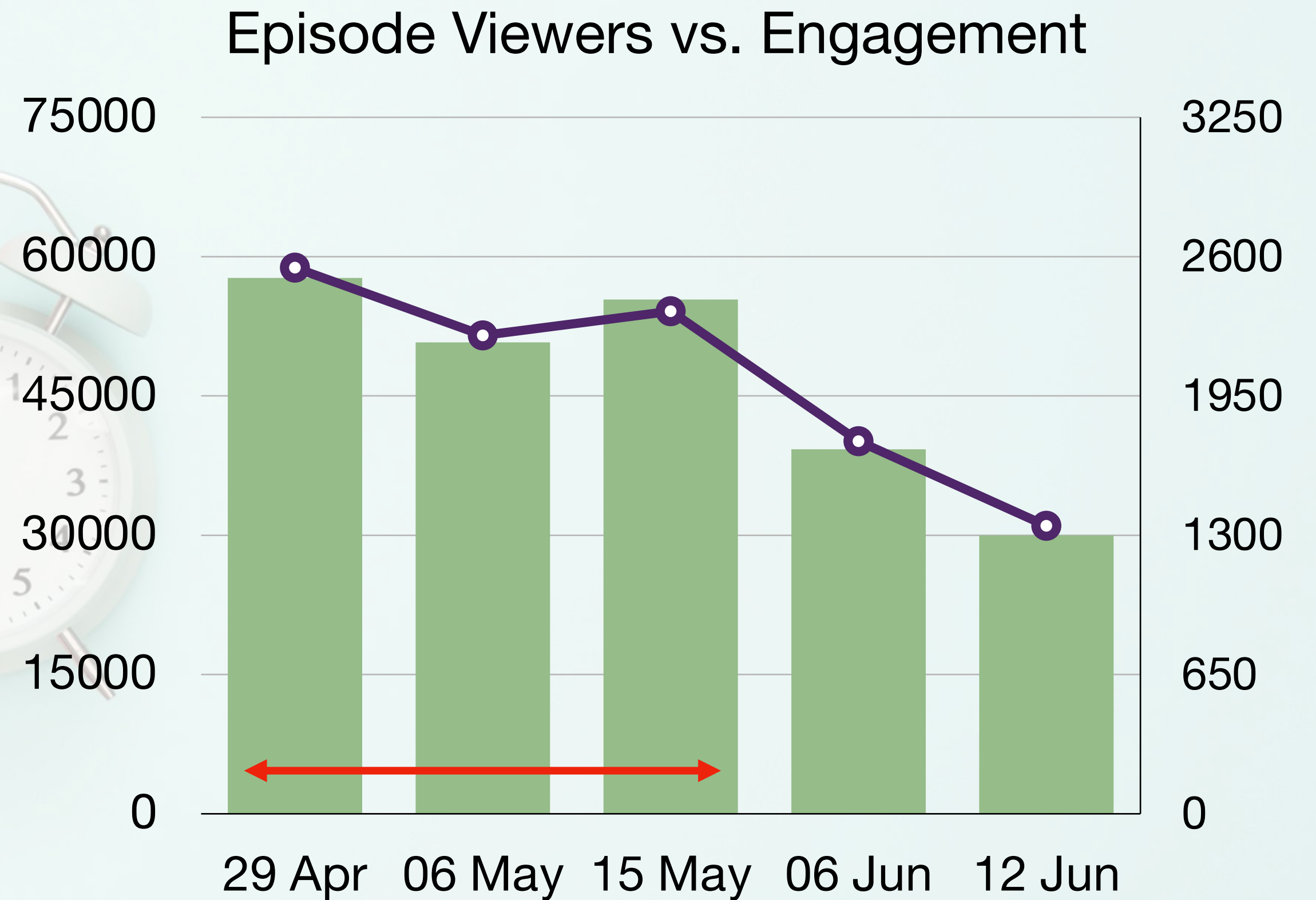
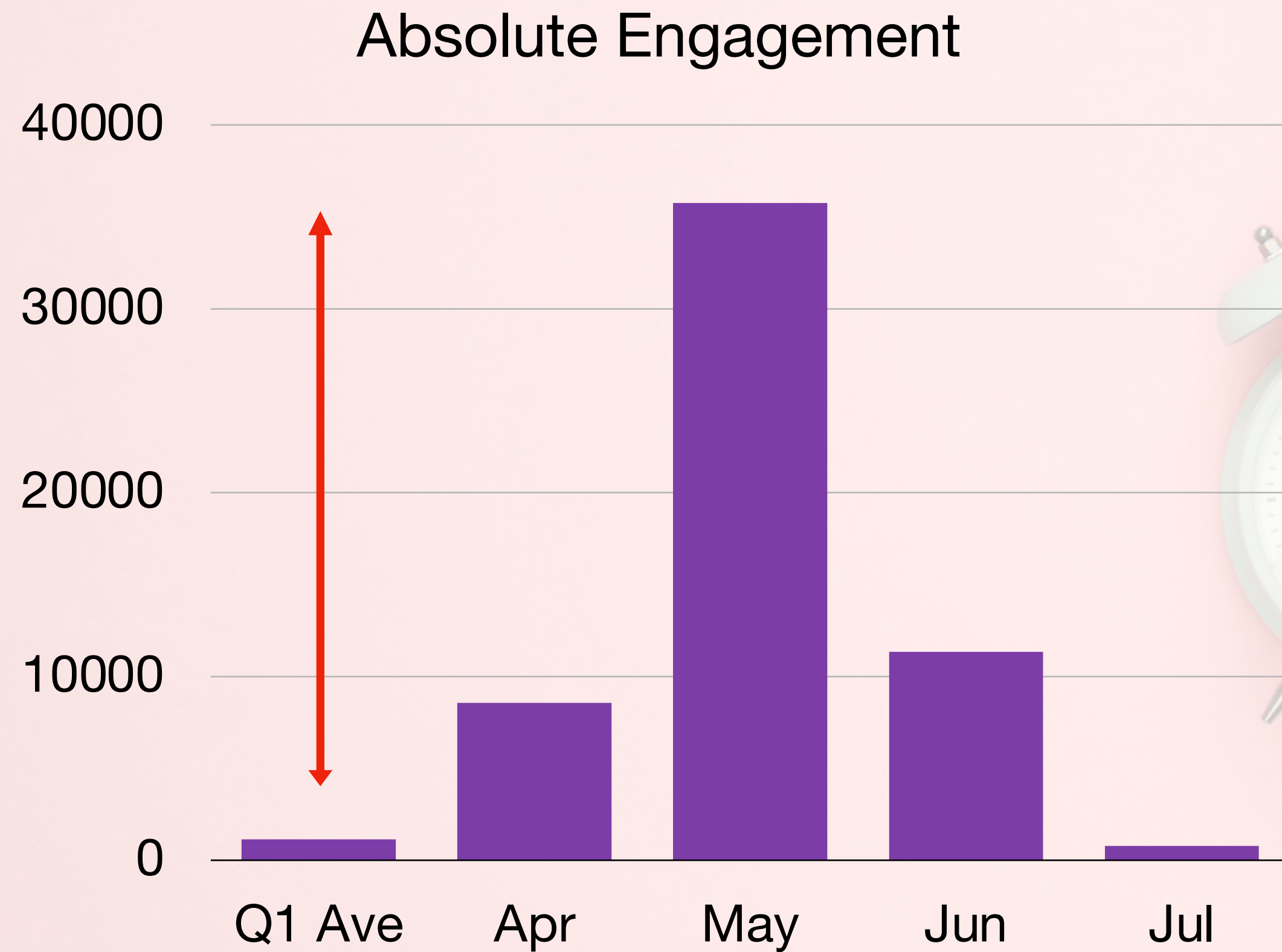


On-screen



Behind the scenes

...and making the most of the *window of opportunity* to be there for mums



The anxiety naturally died down as reflected in Google Trends. The window for the brand to help in this manner was not very long.

Valuable lessons we learned

1. See the platform as a means to make *a meaningful connection* with your consumer at *critical moments*
2. Evaluate for *impact & insights* as well as optimization
3. Embracing the *hard pivot* to digital will open up new solutions for brands
4. Use digital “be there” for your consumer

Johnson's®



2. Presentation – Illuminate Asia

18 November 2020



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The pandemic has affected everyone - in a short timeframe, a lot of things have changed

At Illuminate Asia, we continue to strive to understand how consumers in our markets are coping and adapting ... And what this means to our clients' businesses

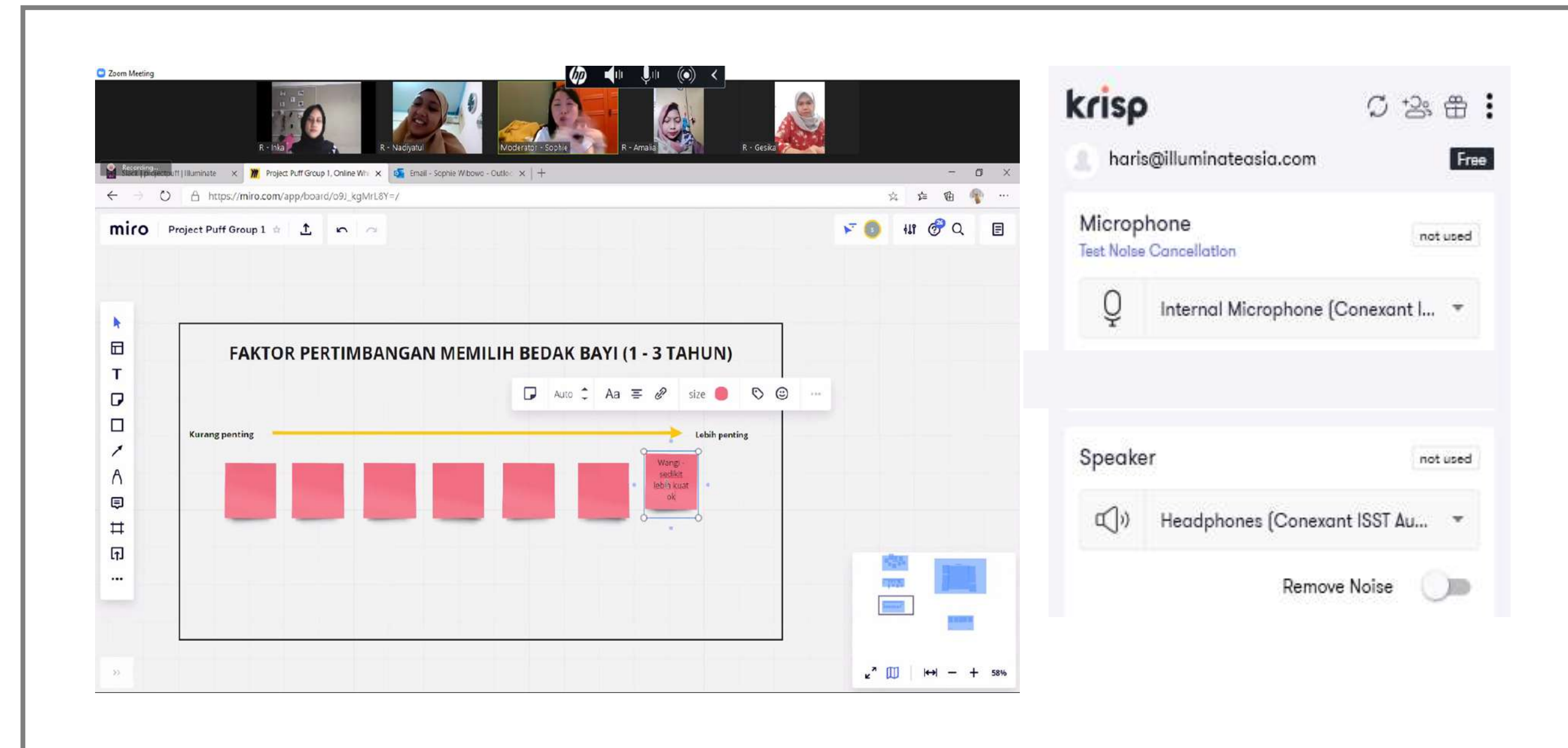
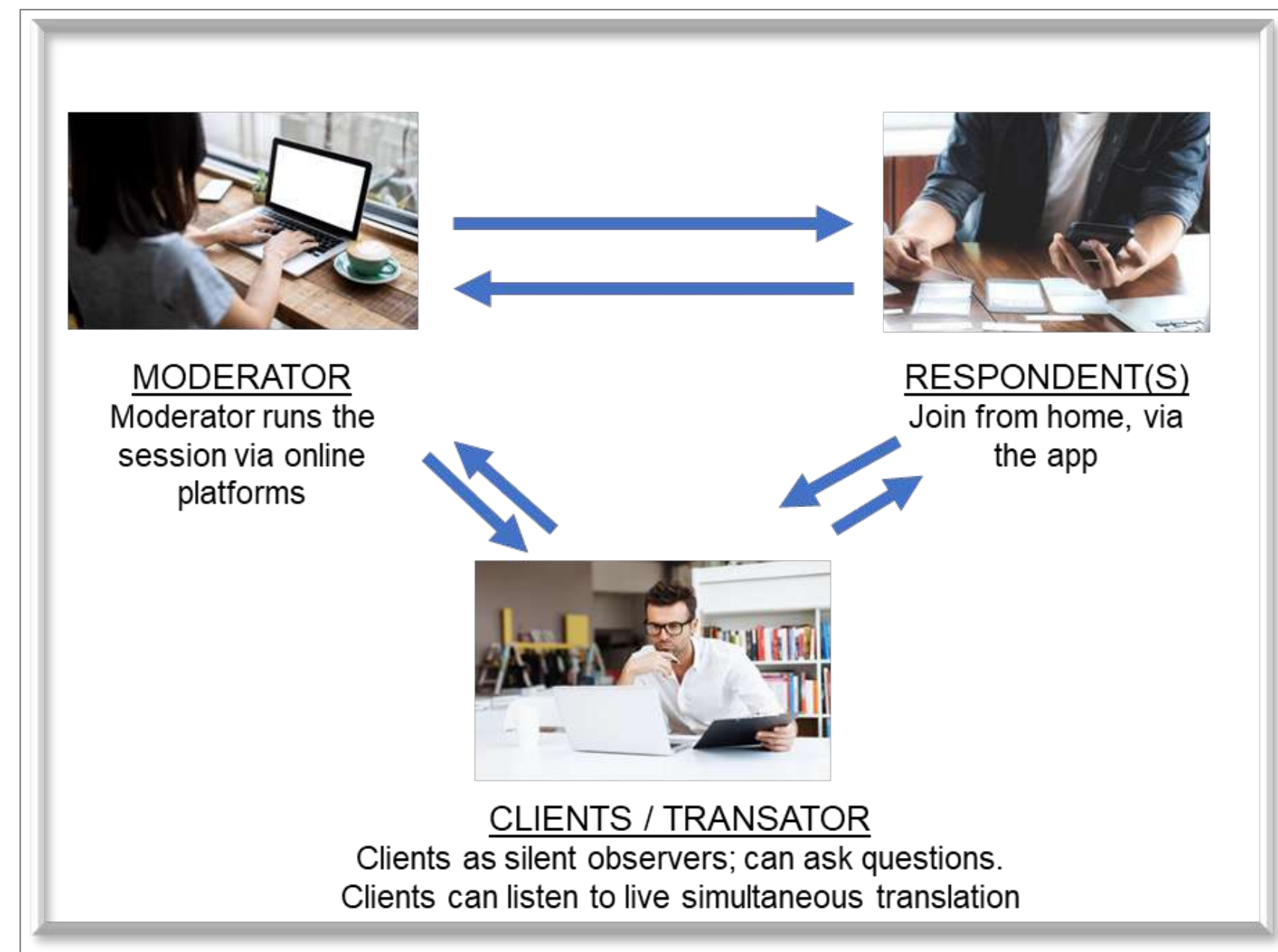
Therefore, we pivoted 100% to remote & digital methods

Greater reliance on new techniques and new technologies



1. Live Qualitative Methods

It's not just about moving FGDs from offline to online – we use various tools, techniques and technology to optimize online live discussion



Optimized & tailored approach

- **Expert remote moderators** - different skillsets!
- **A range of tasks possible**
- **Can combine with digital pre-task & diary**
- **Consumer controls screen for usability studies**

Utilise technology for better qual experience

We combine Zoom with other platforms:

- **MIRO, online whiteboard technology** – greater flexibility & engagement
- **Krisp.ai to eliminate background noise**

2. Online Community

Uses online interface / platform to interact with consumers over a longer time frame

Consumers invited to log onto a platform



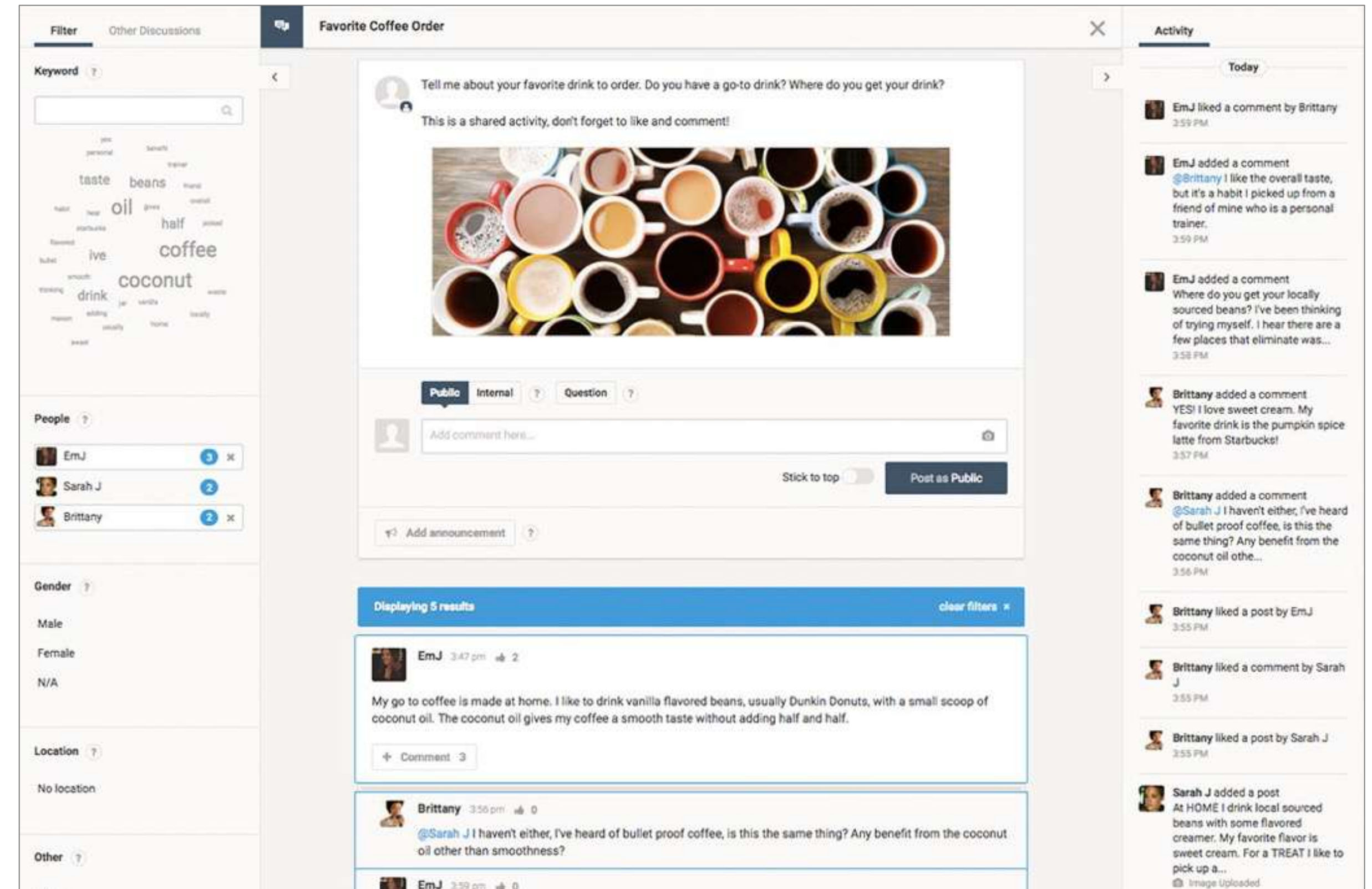
Daily tasks across a period of typically 7-10 days



Fits into consumers' lives, real time & context



Our moderators respond in real time



Lends itself to a range of different project types; great for exploratory studies

2. Online Community gives greater depth insight

Greater depth of insight

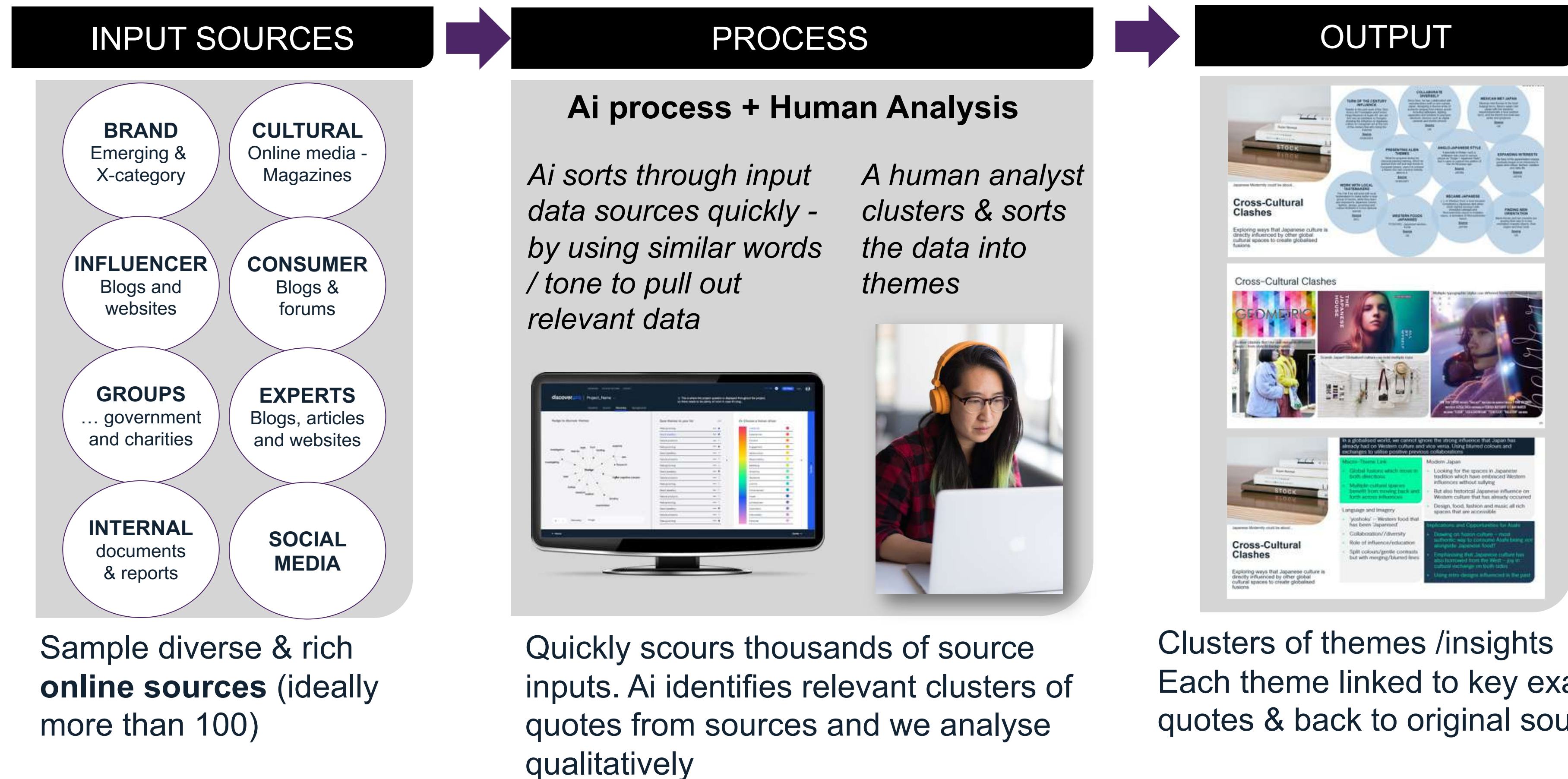
- **Longer time frame with respondents** – better rapport, more mindful responses
- **More real & honest** - less social bias; can broach sensitive topics, use creative tasks
- **“In the moment insights”**

Greater Flexibility & Practicality

- **Flexibility on discussion flow & analysis**, more organic, amendable
- **Cheaper / quicker than ethnography**

3. Cultural Insights via AI Technology / Machine Learning

We can now source a wider range of data more quickly, and with faster turn around time.



The system uses natural language processing (NLP) engine and allows us to ‘nudge’ through a map of themes and discover related content. The process also helps to reduce researcher bias

CASE STUDY: Ai Semiotics + Online Community

Developing targeted communications for millennial audiences to encourage engagement in environmental and social issues

Background

- BBC Media Action was developing communications for Indonesian millennials to enable audience engagement on social & environmental topics, via digital and social media
- Objective to understand the target's online preferences and habits.
 - Understand content ecosystem preferences & produce segments that producers can work with
 - What type of content generates high engagement at what times? (across all platforms)

Our Approach, Remote & Digital methods

- **Ai Semiotic & Cultural Analysis** – Indonesian language sources fed into AI algorithmic platform; Human analysis identified 14 consumer archetypes
- **Online community** for 7 days with 30 millennials across Indonesia; including representatives of key consumer archetypes

Project Impact

- Identified 14 consumer archetypes based on their attitudes and behaviours towards social and environmental issues.
- Identified key messaging directions for each archetype to move them along the engagement funnel

Springboard Summary

Everyday activism

An Indonesian millennial archetype could be about...

QUIET HEROES



These millennials believe that activism does not always have to happen in the spotlight. It can take place in small and private, yet meaningful ways (e.g. in the home, in conversations with friends) - creating daily ripples of change.

GUARDIANS OF FUTURE GENERATIONS



As parents and educators, these millennials want to ensure that Indonesia's children and grandchildren get to enjoy the same, beautiful world that they do - keeping nature thriving for the sake of humanity's descendants.

RELIGIOUS VIRTUE



These millennials see social justice as an implicit part of their walk of faith - treating other people and the natural world with deep respect, in order to manifest religious principles of good stewardship.

ETHICAL CONSUMERS



These millennials believe in intelligently 'voting with their wallets'. Boycotting socially and environmentally harmful products, they support better ones or even buy less so as to create a ripple effect on big industry.

Quiet Heroes

These millennials believe that activism does not always have to happen in the spotlight. It can take place in small and private, yet meaningful ways (e.g. in the home, in conversations with friends) - creating daily ripples of change.



Unpacking millennials' interests, engagement styles, and online behaviours...

Drivers

- Introverted personalities – not ones to make loud public proclamations, these millennials are more comfortable showing their beliefs to those they are closest to.
- An 'every little counts' mindset – even small actions that are done at home can have a big ripple effect, if enough people do them.
- Interested in convincing others through subtle techniques – like humour and warm personal discussions.

Engagement Styles

- Reforming private actions – e.g. changing how they do household chores, use energy, or travel to cut down impact on the environment
- Improving consumption habits – e.g. going zero waste in buying roadside food, or choosing better brands
- Subtle activism through one-to-one conversations – really listening to other people, and convincing them gently to change their mindsets
- 'Easy wins' – looking for simple, everyday ways to live more eco-friendly lives

Potential Actions (to spur passion about Deforestation)

- Creating little actions that people can do to aid the anti-deforestation movement – e.g. one-click donations to organisations
- Circulating 'conversation starter tips' that millennials can use, to get friends and family interested in the issue
- Linking up with brands to do petitions or donation matching – e.g. for every product consumer buys, a percentage goes towards anti-deforestation
- Using a gently encouraging, non-confrontational tone of voice in official comms and videos (i.e. making the viewer feel included, not guilty – so that they feel comfortable sharing content with loved ones).

INFO TO ACCESS



3. Presentation by Ankur Garg, DDB Indonesia

~~Facing~~ Embracing the un-
normal

*Role of digital insights in driving
communication strategy*

Background

- **Aksi Kita:** Digital output of *Kembali Ke Hutan*, a mass media green growth governance project
- **Audience:** urban Indonesian youth (18-30 y/o)
- **Research:** Traditional and AI
 - AI research: detailed segmentation, digital behaviours, views on environmentalism



**Loud and Proud
Crusaders**



**Ethical
Consumers**



**Regular
Consumers**



Quiet Heroes



**Aesthetic
Indulgence**



**Guardians of
Future
Generations**

Impacts of Covid-19 Pandemic

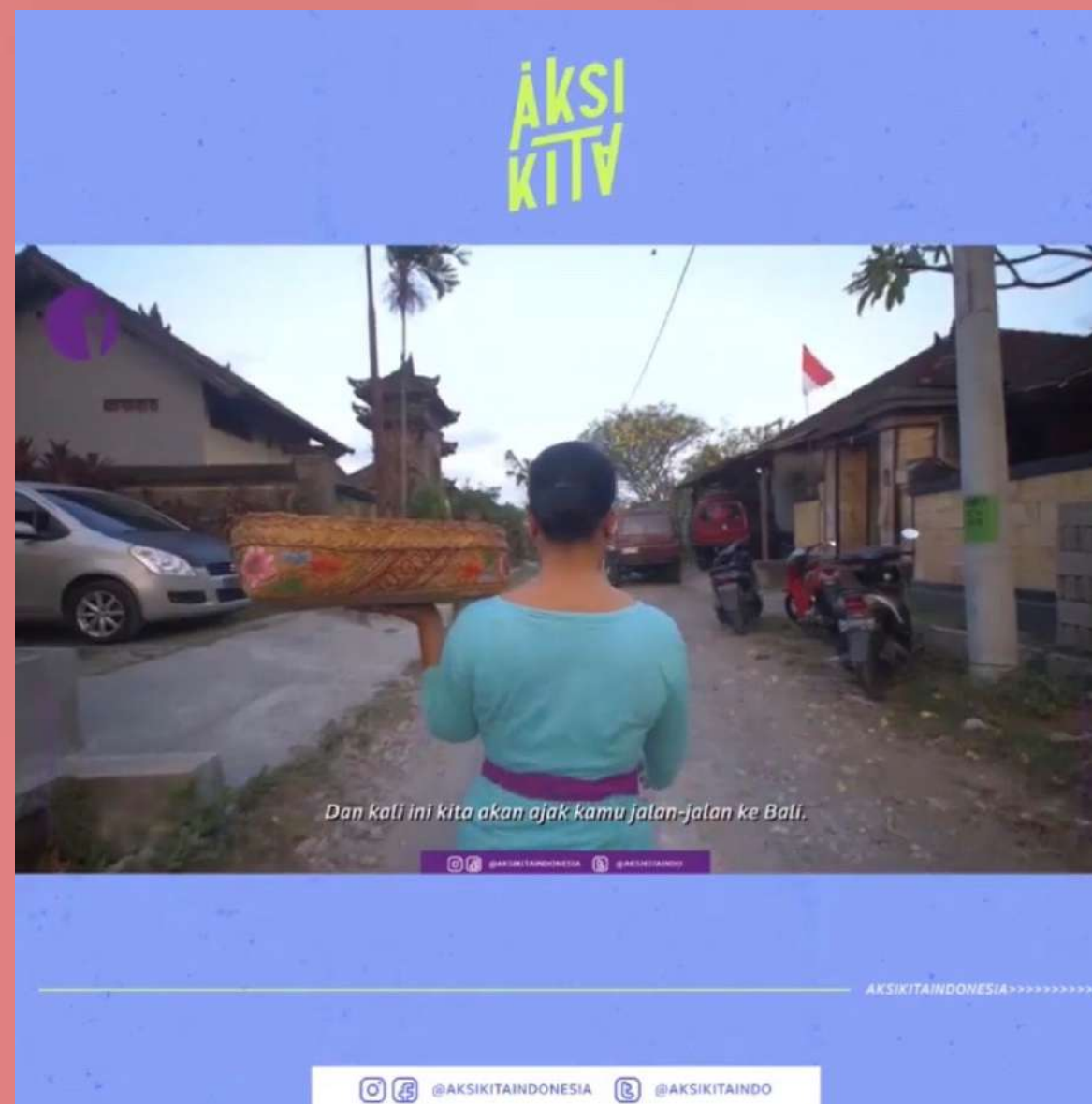
- Shifts in focus: initial Covid-19 focus, eventual fatigue
- Stay-at-home orders
- Relationship between covid-19 pandemic and the environment, especially re: economic growth

Addressing Covid-19 Pandemic Impacts

Tolak Covid-19 (early pandemic)



Kangen Jalan-Jalan

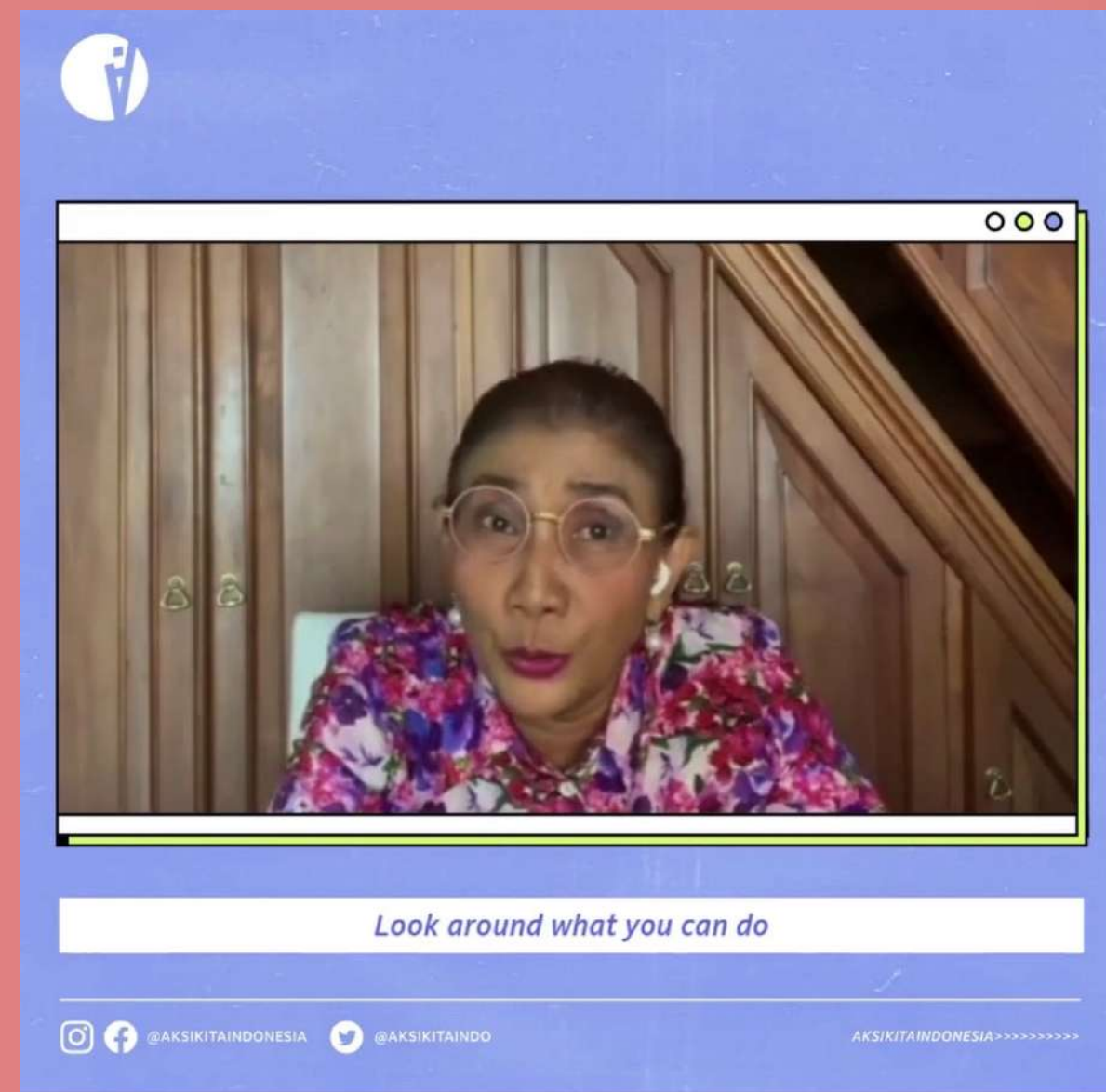


DIY Actions

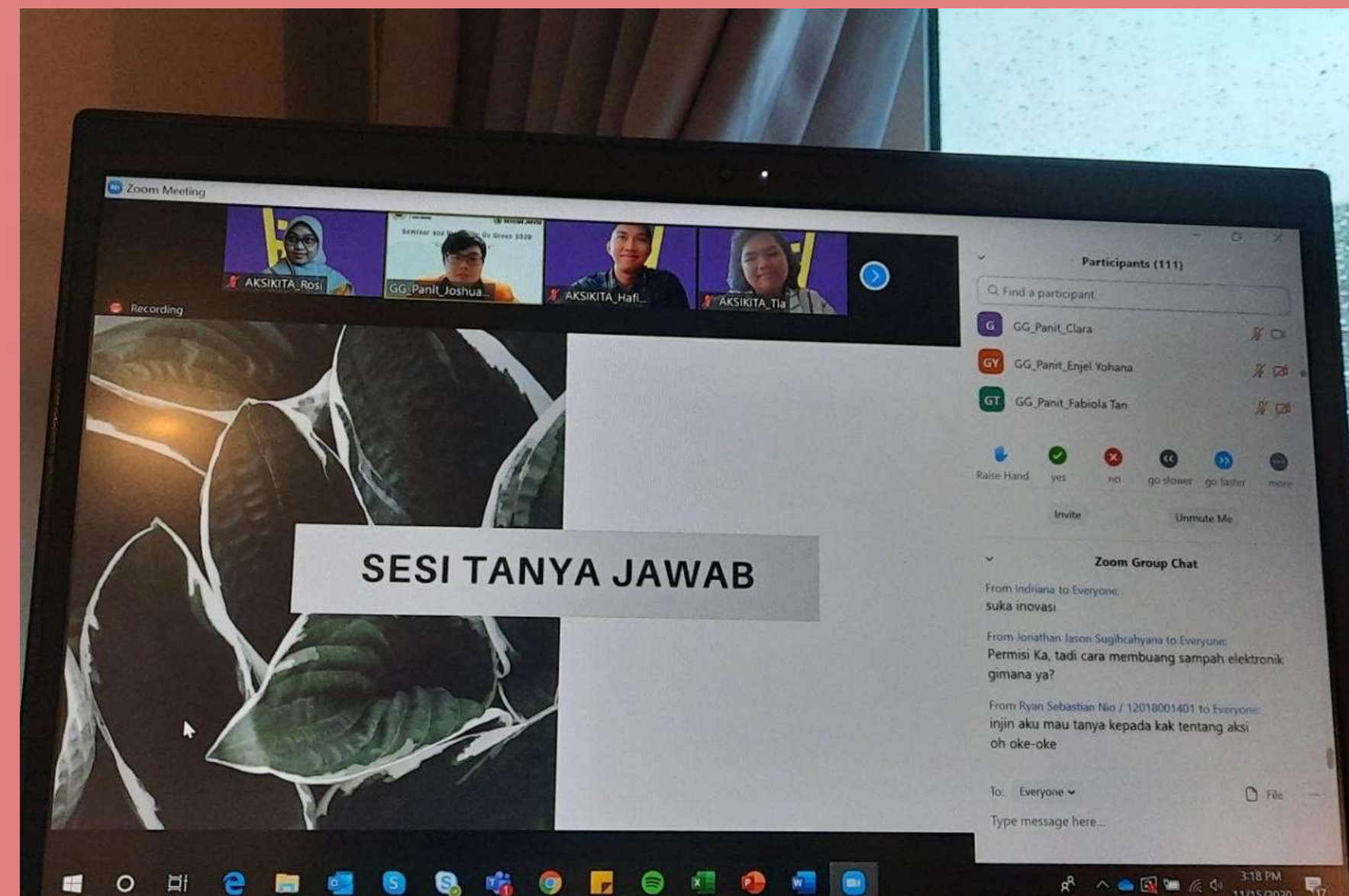


Addressing Covid-19 Pandemic Impacts

Interaksi

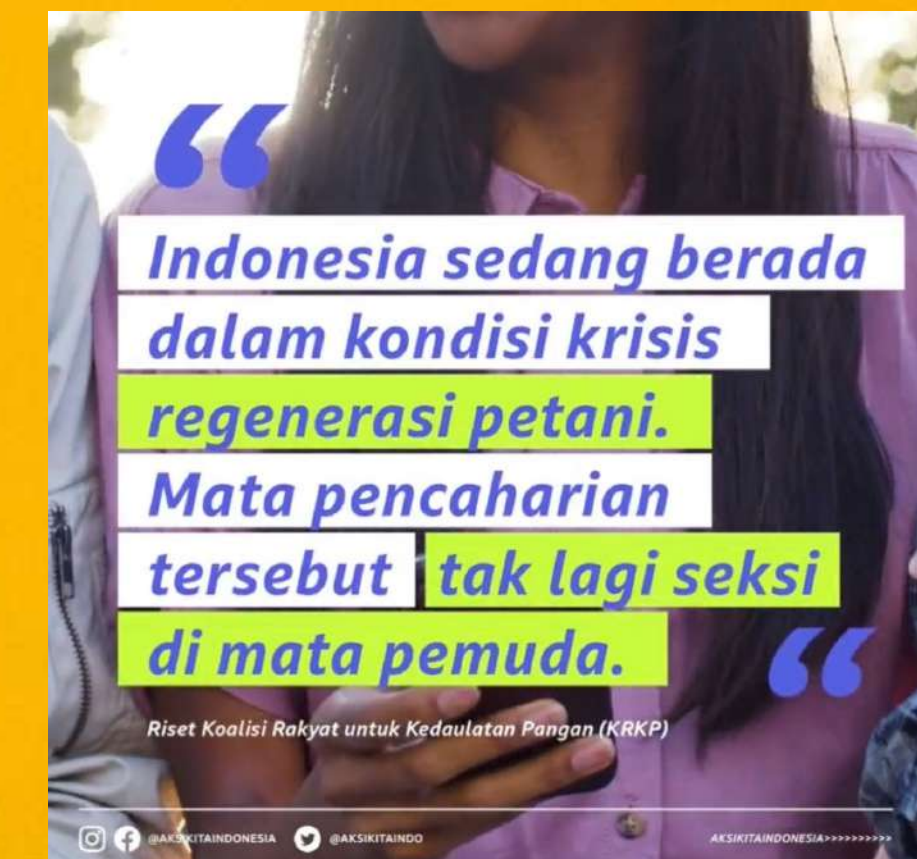


Webinars



Lessons Learned

- Different responses to content across platforms, but simple doable actions-based content generally performs well
- Fatigue remains, content should be kept light with comedic elements
- Moving forward: gradual move towards action, focusing on hope, and opportunities highlighted by the pandemic





BBC
MEDIA ACTION

TRANSFORMING LIVES THROUGH MEDIA
AROUND THE WORLD



Q&A

Thank you

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