

THE NEW INDONESIA

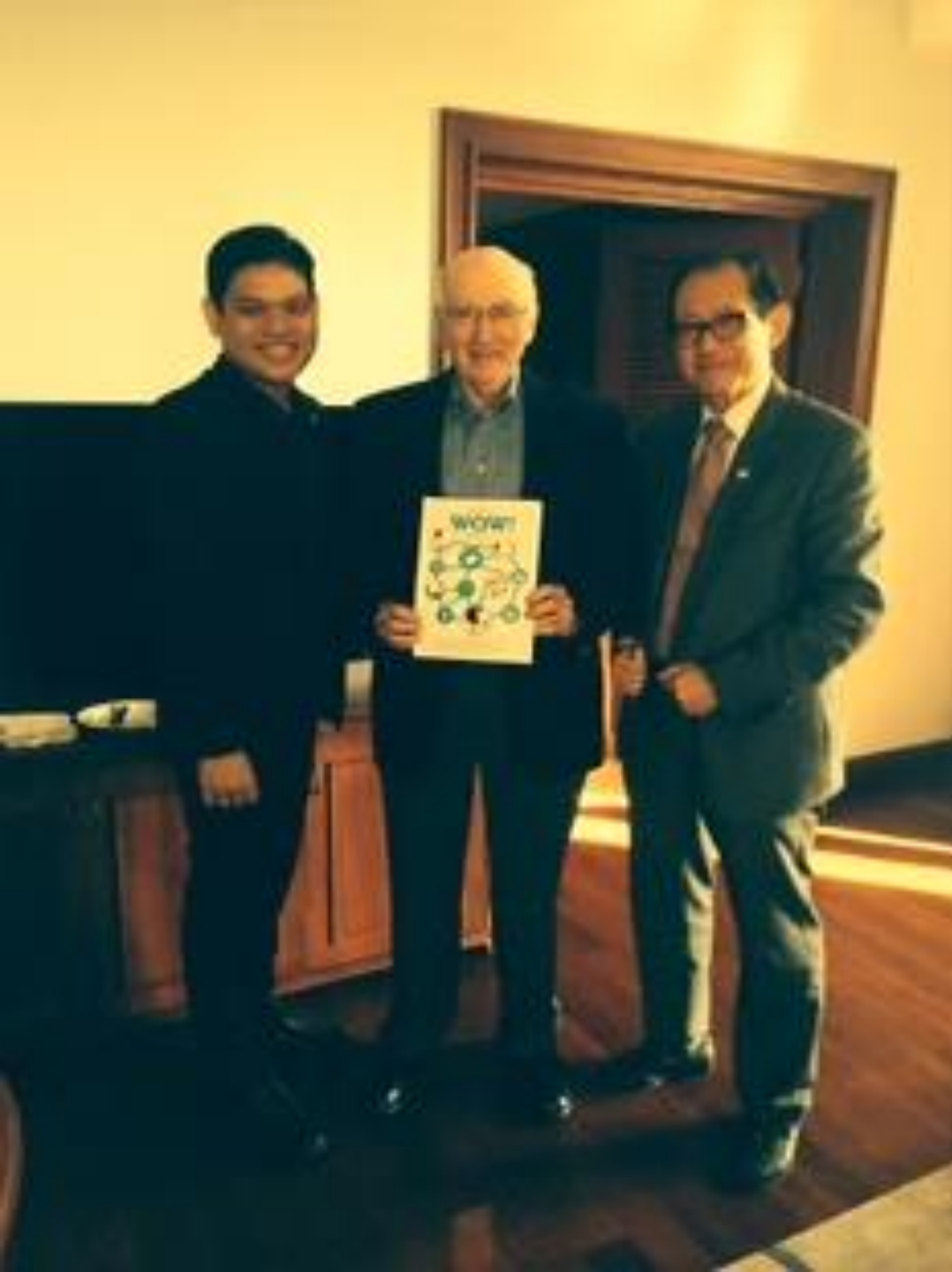
something that you might not know?

Hermawan Kartajaya

Founder and CEO of MarkPlus, Inc.

Co-Founder of World Marketing Community

One of the “50 Gurus Who Have Shaped the Future
of Marketing”
(CIM, UK 2003)



INTERNATIONAL EDITION
COMING SOON!



M A R K E T I N G

Redefining Brand Loyalty
in a Connected World

Philip Kotler
Hermawan Kartajaya
Iwan Setiawan

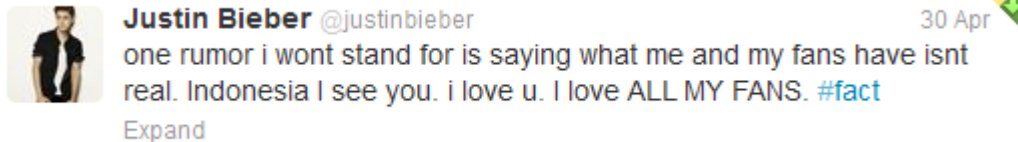
WHY
**Myth
&
Reality?**

WHAT:

HOW:

Myth vs Reality #1

Indonesia is
'Some Random Country'



Indonesia is
big producer and market

- The** Biggest sustainable palm oil producer
- 2nd** Biggest tin producer
- 3rd** Biggest robusta coffee & cocoa producer
- The** Biggest Guess Watches market
- 3rd** Biggest motorcycle market

Myth vs Reality #2

**Indonesia is
only Bali**



**Indonesia is an
archipelago of beauty**



Myth vs Reality #3

**Indonesia is
Homogenous**



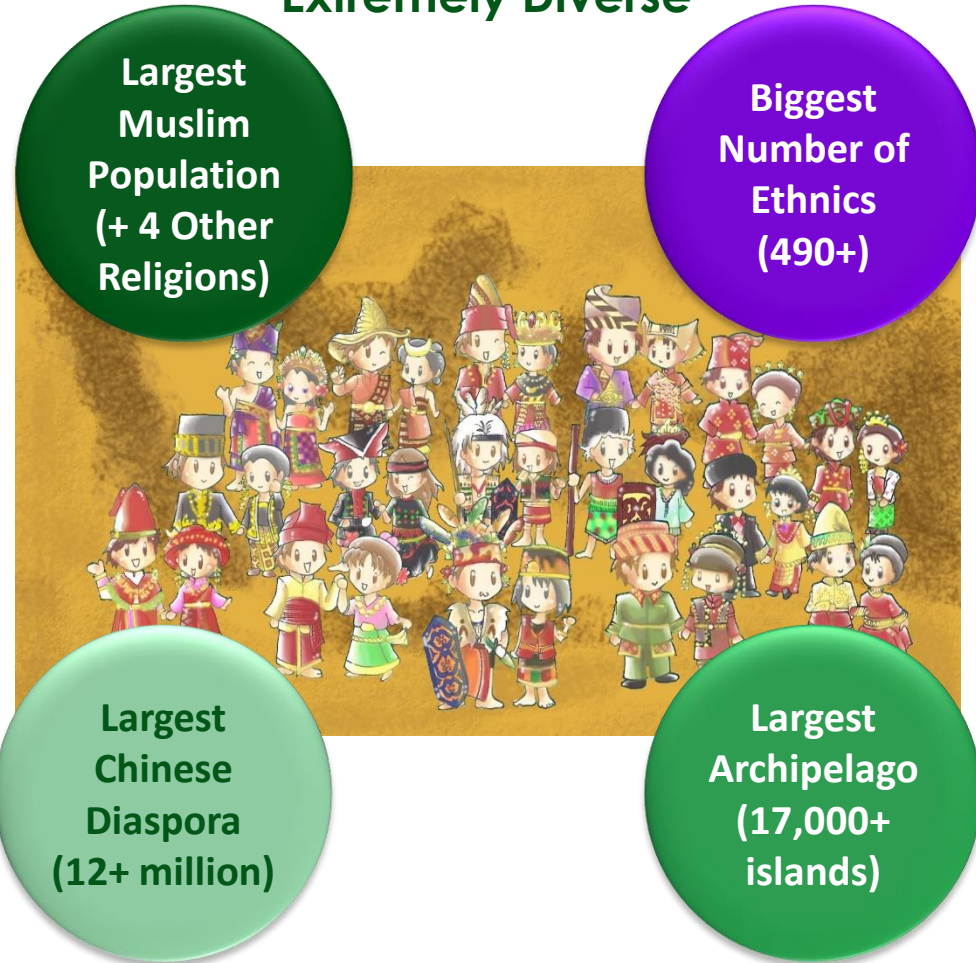
**Indonesia is
Extremely Diverse**

**Largest
Muslim
Population
(+ 4 Other
Religions)**

**Biggest
Number of
Ethnics
(490+)**

**Largest
Chinese
Diaspora
(12+ million)**

**Largest
Archipelago
(17,000+
islands)**



Myth vs Reality #4

**Indonesia is
an Extreme Muslim Nation**



**Next Governor of Jakarta & Next
President of Indonesia**



Myth vs Reality #5

**Lifestyle is for
the Rich Indonesians**



**7 Eleven is a 'lifestyle for the mass'
in Indonesia**



Myth vs Reality #6

Women in Indonesia are
Desperate Housewives

55% of Indonesian Women have own
income
87% are de facto Family CFOs!



Source: MarkPlus Insight

Myth vs Reality #7

Indonesia is Conservative



The Largest Gangnam Style Flash Mob is in Indonesia



Myth vs Reality #8

Indonesia is Low Tech



**4th largest Facebook users in the world
Jakarta is the Capital City of Twitter
55 mio. Internet users**

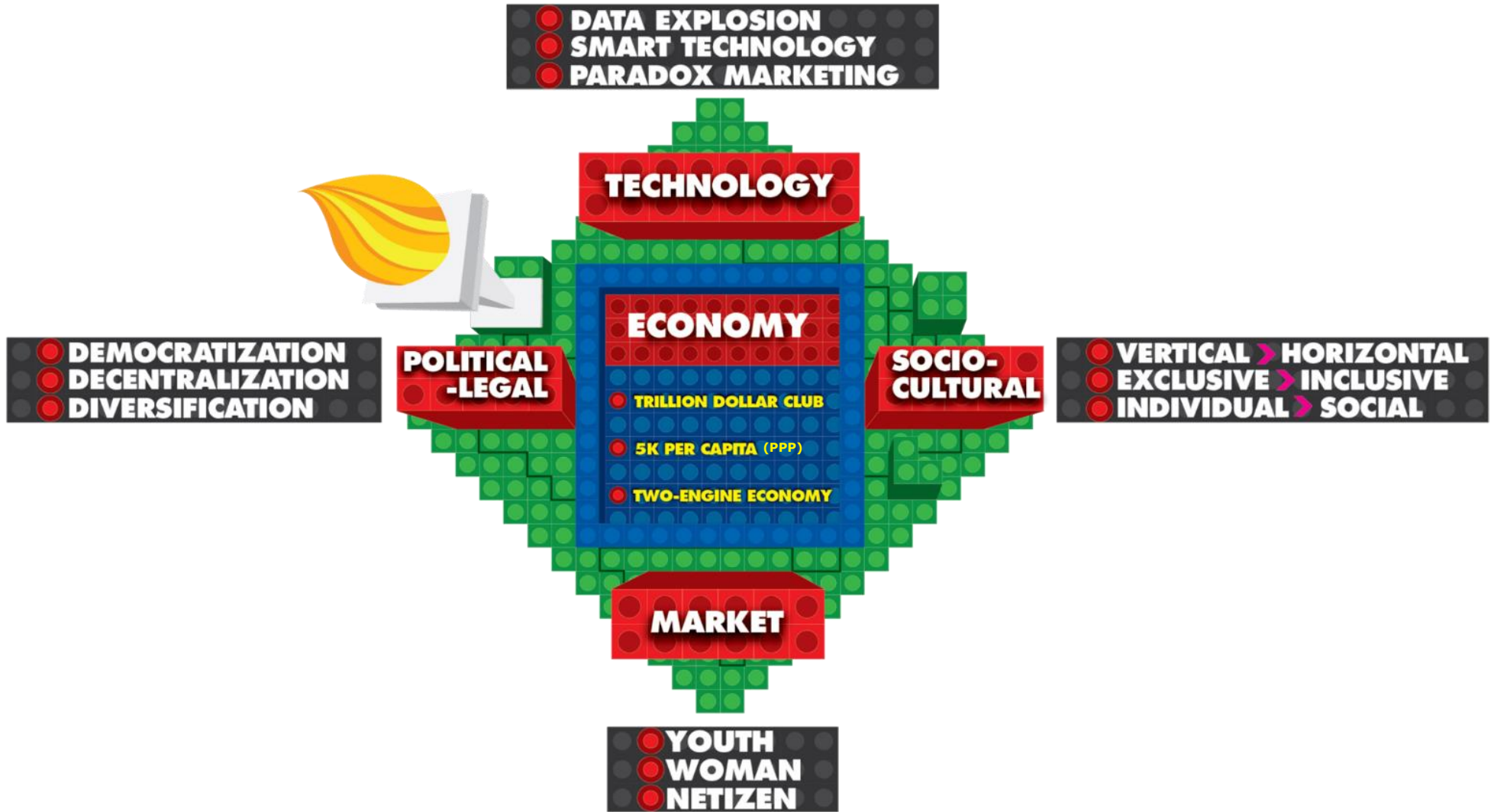


WHY:

WHAT
**Is The New
Reality?**

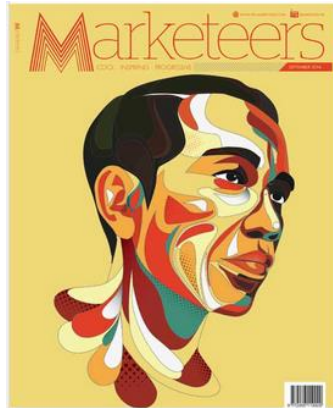
HOW:

Force of Change in Indonesia



The Next President: Jokowi

The Next President



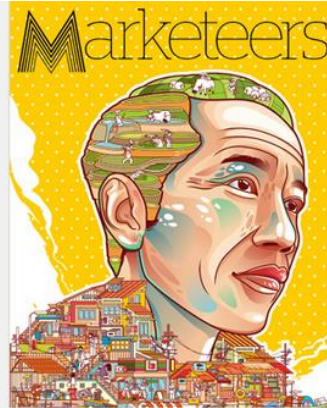
ENAY

VOTING CLOSED Total 1491 Vote(s)



DHANANK PAMBAYUN

VOTING CLOSED Total 1161 Vote(s)



YISAR

VOTING CLOSED Total 1083 Vote(s)



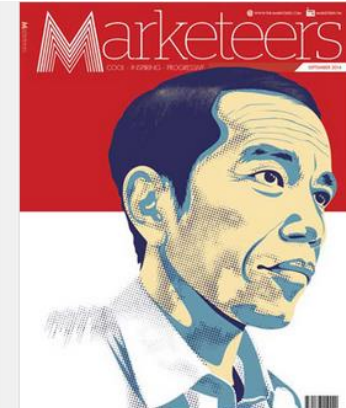
ALEXANDER AUGUSTA

VOTING CLOSED Total 954 Vote(s)



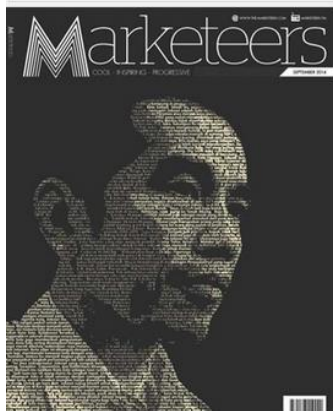
REVLTAN

VOTING CLOSED Total 629 Vote(s)



JONI MERAH PUTIH

VOTING CLOSED Total 415 Vote(s)



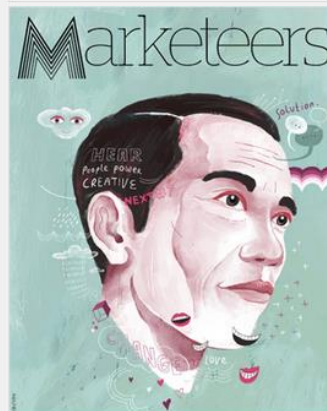
JONI

VOTING CLOSED Total 397 Vote(s)



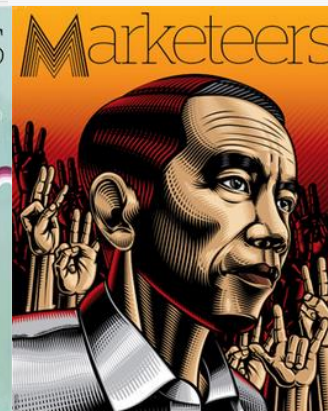
ADITYA SURYADARMA

VOTING CLOSED Total 385 Vote(s)



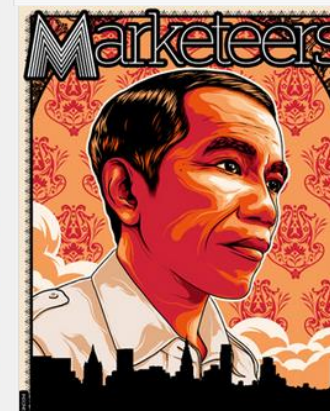
REZA DWI SETYAWAN

VOTING CLOSED Total 260 Vote(s)



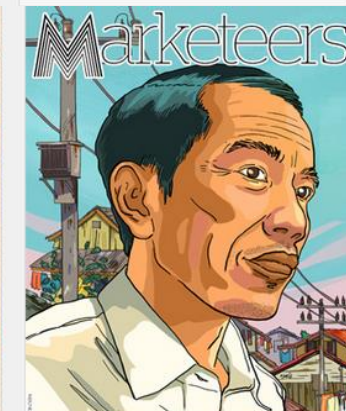
IPUNG KURNIAWAN

VOTING CLOSED Total 239 Vote(s)



EGGZOO

VOTING CLOSED Total 224 Vote(s)

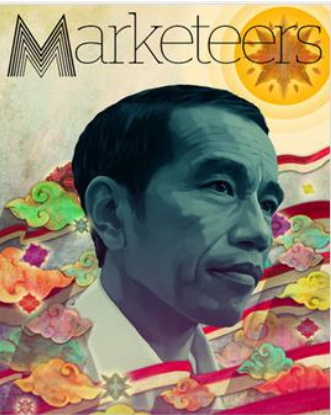


SHEILA ROOSWITHA

VOTING CLOSED Total 224 Vote(s)

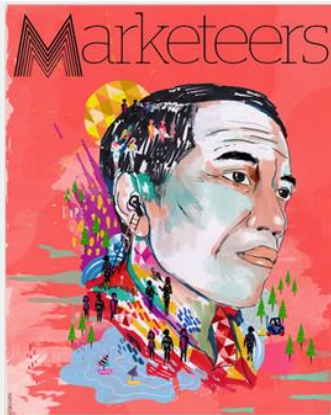
The Next President: Jokowi

The Next President



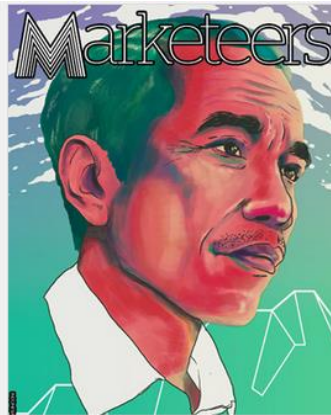
SWETA KARTIKA

VOTING CLOSED Total 209 Vote(s)



DIELA MAHARANIE

VOTING CLOSED Total 193 Vote(s)



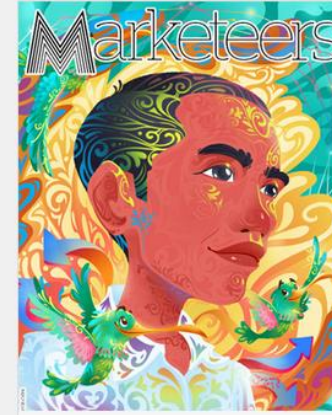
MUHAMMAD HASBI FADHILLAH

VOTING CLOSED Total 193 Vote(s)



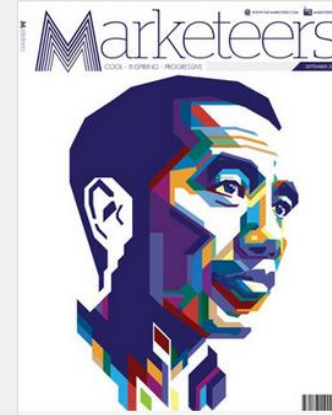
TOMMY CHANDRA

VOTING CLOSED Total 178 Vote(s)



PAPANG JAKFAR

VOTING CLOSED Total 173 Vote(s)



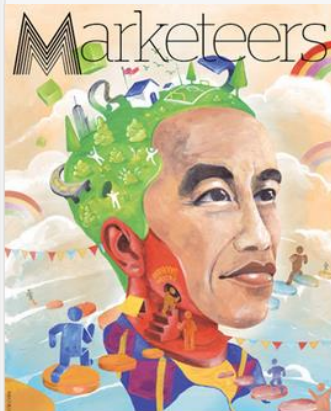
TIMMY

VOTING CLOSED Total 161 Vote(s)



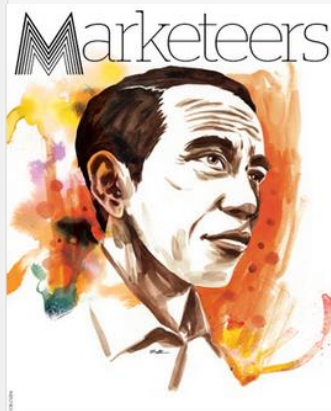
ADITYA PRATAMA

VOTING CLOSED Total 152 Vote(s)



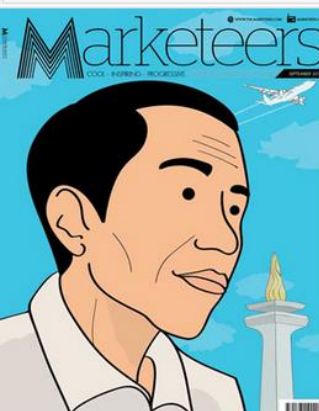
YERIKHO NAEKTUA

VOTING CLOSED Total 126 Vote(s)



EMTE

VOTING CLOSED Total 85 Vote(s)



ARIF

VOTING CLOSED Total 51 Vote(s)



PIE

VOTING CLOSED Total 35 Vote(s)

WHY:

WHAT:

HOW
**Facing The
New
Reality**

Customer Path: From Individual to Social



Introducing New Brand Metrics

PAR

Purchase Action Ratio

BAR

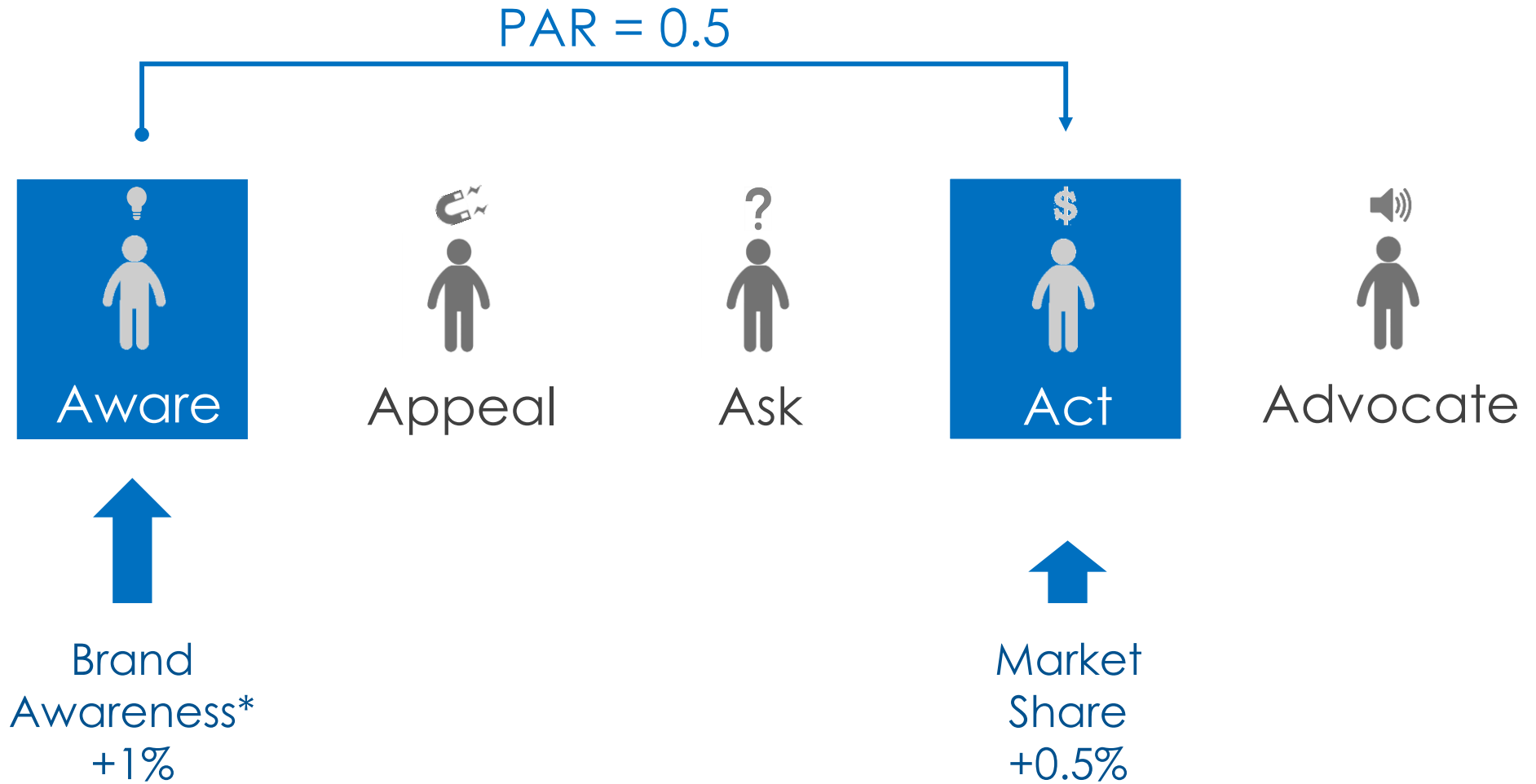
Brand Advocacy Ratio

The Purchase Action Ratio (PAR)

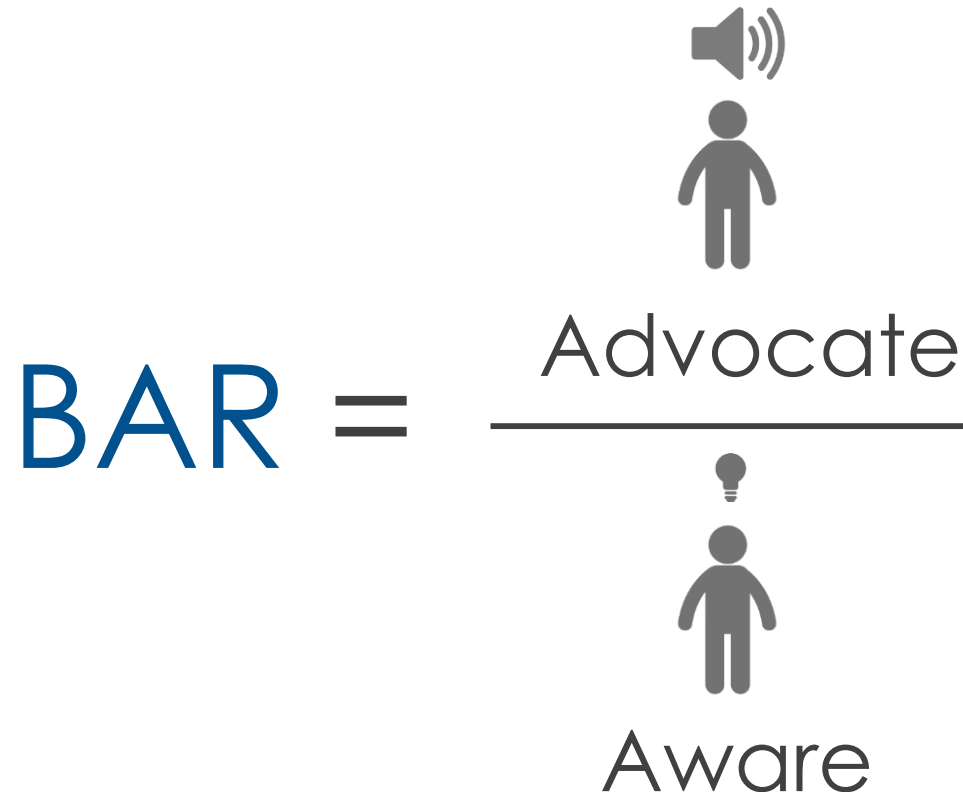
$$\text{PAR} = \frac{\text{Act}}{\text{Aware}}$$

The diagram illustrates the Purchase Action Ratio (PAR) as a fraction. The numerator is 'Act', represented by a person icon with a dollar sign above their head. The denominator is 'Aware', represented by a person icon with a lightbulb above their head. A horizontal line separates the two terms.

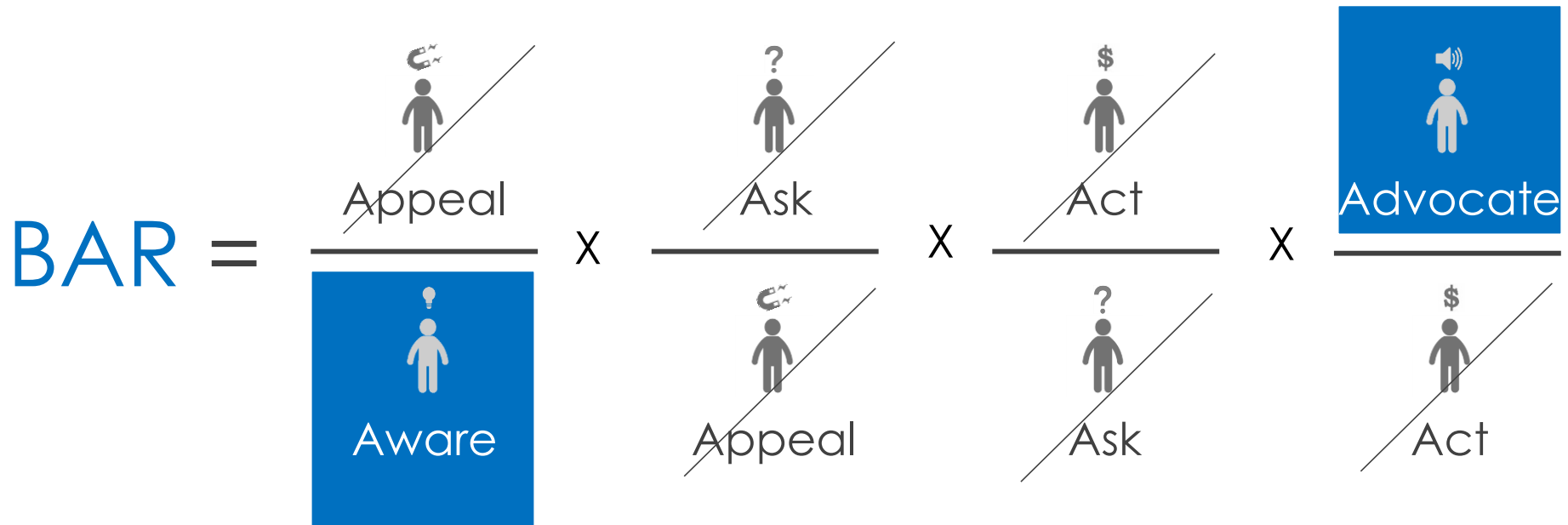
What PAR really means



The Brand Advocacy Ratio (BAR)

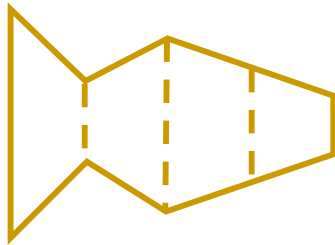
$$\text{BAR} = \frac{\text{Advocate}}{\text{Aware}}$$


What BAR really means

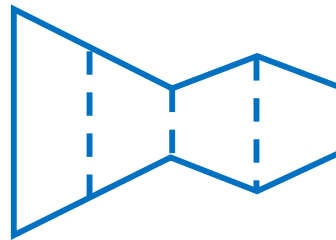


Customer Path Across Industry Types

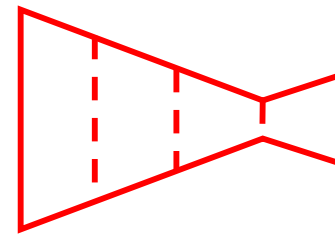
GOLDFISH



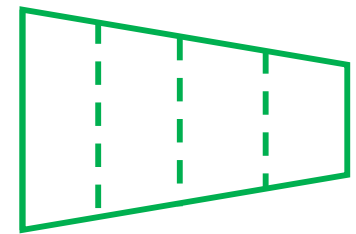
DOOR KNOB



TRUMPET



FUNNEL



Industry Category

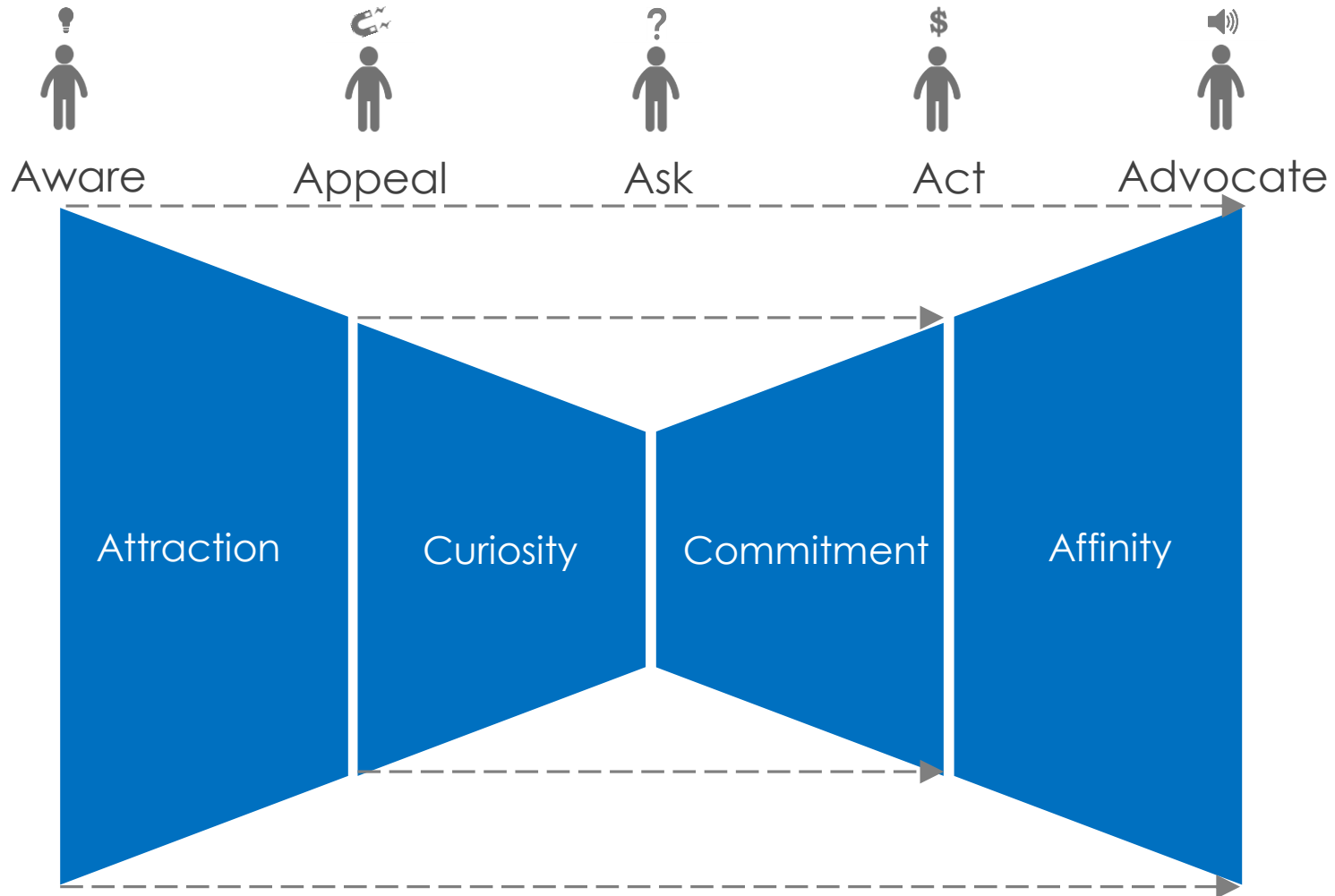
2-Wheel Automotive

Consumer Goods
4-Wheel
Automotive
Banking
Cellular operator

Luxury Goods

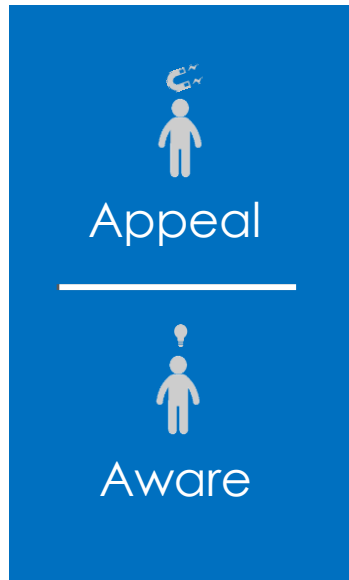
Tablet (Gadget)

The Ideal Customer Path: Bow Tie



Fix the Gap

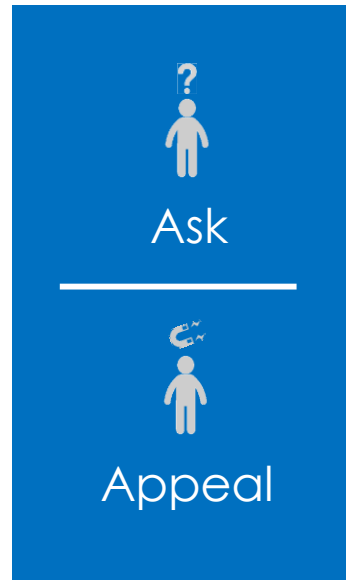
ATTRACTION



- Brand positioning and differentiation
- Marketing Communication

X

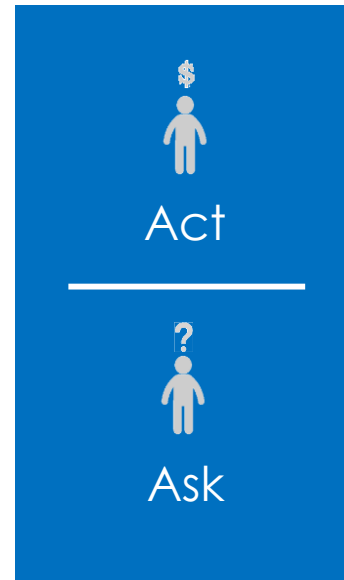
CURIOSITY



- Community marketing
- Social media marketing

X

COMMITMENT



- Channel management
- Sales force management

X

AFFINITY



- Service blueprint & customer care
- Loyalty program



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Knowledge | Insight | Solution



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**MarkPlus
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Marketing + Social Research



**MarkPlus
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