

PegiPegi & Bank Mandiri Boost Brand Awareness with SmartMedia®

Business Challenge

PegiPegi, or PT Go Online Destinations, is an online ticket and lodging booking company through websites and smartphones. PegiPegi was only an online travel agent for hotel reservations when it was first inaugurated. Airline ticket booking service started to open in August 2013, followed by train ticket booking service in March 2016.

PegiPegi provided a free application for Android in July 2015 followed by iOS in March 2016. As a travel agent, PegiPegi has been directly integrated with more than 7000 hotels, 20,000 flight routes, as well as 1,600 train routes and airport trains.



Engaged in the travel sector and in direct contact with consumers, PegiPegi has succeeded in showing its best service through the awards that it has won. Some of the awards that PegiPegi received include Netizen Online Reservation Choice at the Indonesia Netizen Brand Choice Award 2017, Bronze Champion for the Online Travel Agent category at the Indonesia WOW Brand 2017 event, Top 5 Netizen Choice in Online Reservation Category at the Indonesia Netizen Brand Choice Award 2018 event, Top Digital Public Relations (PR) Awards 2018 and Silver Champion for the Online Travel Agent category at the Indonesia WOW Brand 2018 event.

Unlike PegiPegi, Bank Mandiri is a State-Owned bank. Bank Mandiri was established on October 2, 1998 as part of the banking restructuring program implemented by the Indonesian government. In July 1999, four state-owned banks (Bank Bumi Daya, Bank Dagang Negara, Bank Export Import Indonesia and Bank Pembangunan Indonesia) were merged into Bank Mandiri.

Owning several subsidiaries such as PT Bank Syariah Mandiri, PT Mandiri Sekuritas, PT Mandiri Tunas Finance, PT Mandiri Utama Finance and PT AXA Mandiri Financial Services, Bank Mandiri is one of the largest State-Owned banks with an asset value of Rp. 1.124 trillion and a core capital of Rp. 145.6 trillion as of December 2017. Bank Mandiri recorded a total of 21.9 million accounts, supported by 140 branch offices, 2,220 sub-branches, and 66 cash offices spread throughout Indonesia.



Bank Mandiri has won several awards for its performance. A number of awards received include Best Bank in Service Excellence from Marketing Research Indonesia (MRI) and SWA Magazine for seven consecutive years, as well as the title of Most Trusted Companies for eight consecutive years from the International Institute for Corporate Governance (IICG). Bank Mandiri also won the title as the best bank in Indonesia based on three leading publications in the financial sector, namely Finance Asia, Asiamoney and The Banker.

Despite the different market segments and audiences, both PegiPegi and Bank Mandiri have one thing in common in their goal of capturing their target market, either for brand awareness or product introductions they want to offer. PegiPegi and Bank Mandiri need advertisements so that their brands can be widely known, including attracting consumers to buy the products they offer.

Advertisements are commonly found in everyday life from print media, electronic media, to billboards and videotrons. Advertising shifts through time indeed. Currently, the mode of transportation can be used for advertising as well. For instance, while traveling on the highway, it has often been seen that there are advertisements attached to the body of the car and the back of the motorcycle.

Another example, advertisements placed on the bodies of trains and even airplanes. Ads posted this way are examples of offline ads. The mode of transportation that is used en masse can certainly attract a large and dynamic audience.

One of the modes of transportation that can be used is the bus. As a mobile medium, advertisements placed on the bus body can be seen by more people wherever the bus moves. To be more optimal, it needs to be supported by a system that can be used to monitor the advertisements that are installed. It is hoped that the system can also provide data logs on ads that can also be configured for delivery.

According to [Nielsen](#), two-thirds (67%) of consumers spend 4 hours and 33 minutes outdoors on weekdays. Based on a study conducted in 11 cities (Jakarta, Bandung, Jogjakarta, Semarang, Surakarta, Surabaya, Denpasar, Medan, Palembang, Makassar and Banjarmasin) in Indonesia, consumers are also said to spend 1 hour and 18 minutes on the trip while doing activities outside the house.

The Nielsen Consumer Media & View (CMV) study also shows interesting data regarding consumer behavior in Jabodetabek. They can see the Static Outdoor format or moving outdoor ads 10 times in the past week. There is also a percentage of the results, namely 45% in public transportation facilities and 32% in private cars. While in buildings (offices or shopping) only 16%.

Advertisements on public transportation still have a fairly high percentage even though there are differences between cities. In Makassar, for example, mobile ads reach more than 50% while in buildings only reach more than 30%.

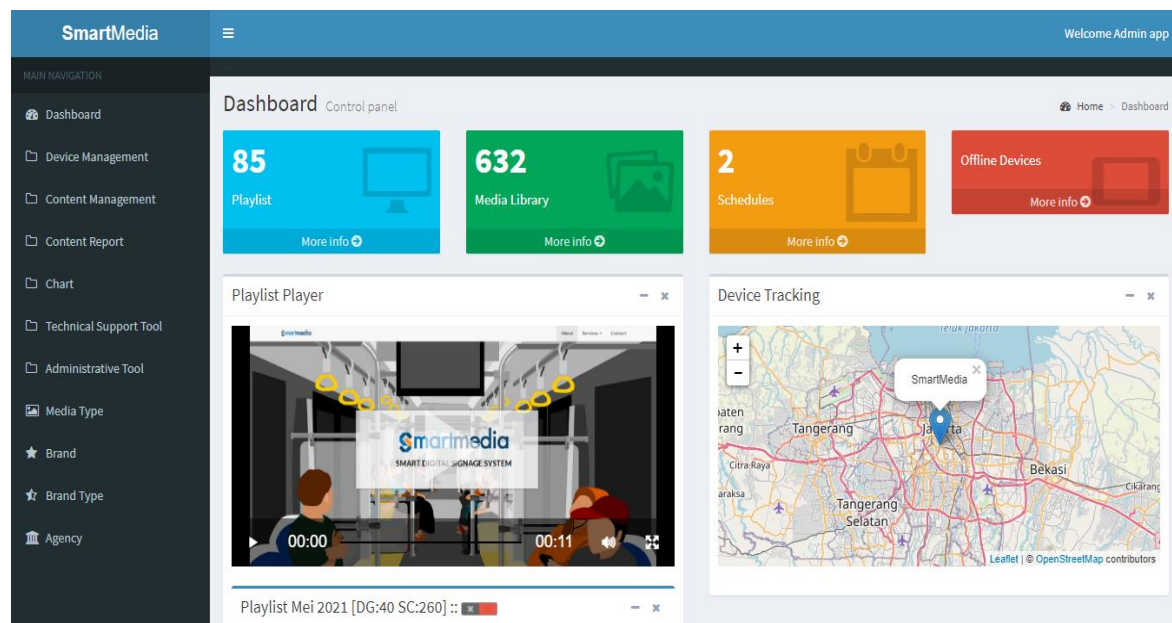
Despite the pandemic, outdoor advertising remains a favorite of the media. Based on Nielsen data reported from [Bisnis.com](#), outdoor media ranks third as advertising media with a penetration of 54%. Cerli Wirsal as director of Nielsen Media Indonesia also added that this penetration was supported by the desire of consumers to carry out activities outside the home.

Based on the Covid Special Survey conducted by Nielsen in May 2020 on about 500 respondents, consumers even stated that they were ready to watch concerts or travel abroad. Outdoors is certainly an option that remains superior and deserves to be chosen for companies to advertise in the midst of a pandemic.

Solution

SmartMedia from PT Imani Prima is a system that can be used to integrate advertisements remotely. The system can bring together a lot of things, from play time, location, duration, to the device that plays ads in real-time.

SmartMedia can also find out about advertisements, such as their state, demographics, and so on. Monitoring data will be recorded in a log for convenience. Ad content can also be updated on demand.



Supported by the Smart Digital Signage System, advertisements can be configured to interact with the audience and the surrounding environment. It could trigger more audience engagement to make them stay longer on the ads that are placed.

Results

- Scheduled content
- Playlist management
- Location tracking when ads are shown
- Online content management. Done remotely and in real-time
- Interactive displays to encourage customers to respond to advertisements
- Display of relevant content. Based on audience profile by age and gender
- Reports in the form of displays. AI-powered to generate audience counts and profiles
- Devices that can be customized in monitoring

SmartMedia has been installed at several points, such as Transjakarta buses, airports and hospitals since 2016. Pegipegi uses SmartMedia for advertisements placed on airport escalators. Meanwhile, Bank Mandiri once used Transjakarta buses as a point of placing advertisements through SmartMedia.

Easy to operate with many support features, SmartMedia can certainly be one of the optimal solutions for brands to place their ads. With the point of advertising that can be spread widely enough, it is hoped that the advertising audience can be reached by more.