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FROM
THE
VAULT



CASE STUDY:

THE 101 SEDAYU DHARMAWANGSA

An Instachk Case Study on Increasing Brand Awareness





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Overview

Challenge

- The amount of room bookings of The 101 Sedayu Dharmawangsa hadn't reached their target.
- The 101 Sedayu Dharmawangsa is unable to identify which method of advertising is the most effective one as they haven't found a method of advertising that gives a specific real number of people who have seen the advertisement.

Solution

- Introduce The 101 Sedayu Dharmawangsa Hotel to GrabCar passengers through 30-second unskippable video advertisement.
- Provide a real-time dashboard that is easily accessible anytime and at any location with internet coverage.

Result

- Significant brand visibility of The 101 Sedayu Dharmawangsa which is proved by the real-time dashboard provided by Instachk as they have reached their room bookings target in 2018.



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Challenge

The amount of room bookings of The 101 Sedayu Dharmawangsa hadn't reached their target.

- With hotels around Jakarta and the surrounding areas ranging from low to high price for room bookings, reaching the target of room bookings especially during the holiday season can be a competition in the hotel industry.

The 101 Sedayu Dharmawangsa is unable to identify which method of advertising is the most effective one as they haven't found a method of advertising that gives a specific real number of people who have seen the advertisement.

- Offline advertising through printing publications and billboards can give an estimated amount of people who have seen the advertisement but not the exact amount. The range of audience through offline advertising is also limited in numbers. Billboards only stay in one location which can only reach out to people who pass through the streets where the billboard is planted and advertising in printing publications can only reach out to people who purchase the hardcopy.



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Solution

Introduce The 101 Sedayu Dharmawangsa Hotel to GrabCar passengers through 30-second unskippable video advertisement.

- Instachk has installed tablets named Halo at the back of the headrest inside GrabCars. GrabCar passengers can watch local videos or scroll on the catalogues on the shop section during their trip of approximately 30-60 minutes. The 101 Sedayu Dharmawangsa Hotel's 30-second unskippable video advertisement will be shown as a pop-up every time a GrabCar passengers gets inside the car. By letting targeted audience who has a medium to high purchasing power be aware of The 101 Sedayu Dharmawangsa Hotel plus its facilities and keeping them reminded of the brand with continuous replay of the video advertisement every 5 minutes, it will increase the brand recognition and people will be more familiar with the brand. GrabCar passengers range from middle-income to high-income class hence they can be considered as the targeted audience since they have the purchasing power.

Provide a real-time dashboard that is easily accessible anytime and at any location with internet coverage.

The 101 Sedayu Dharmawangsa Hotel is given a link and a login ID by Instachk that they can use to access the real-time dashboard. In the dashboard, The 101 Sedayu Dharmawangsa can see information which includes but not limited to the following:

- Total views along with hourly, weekly, and monthly breakdown.

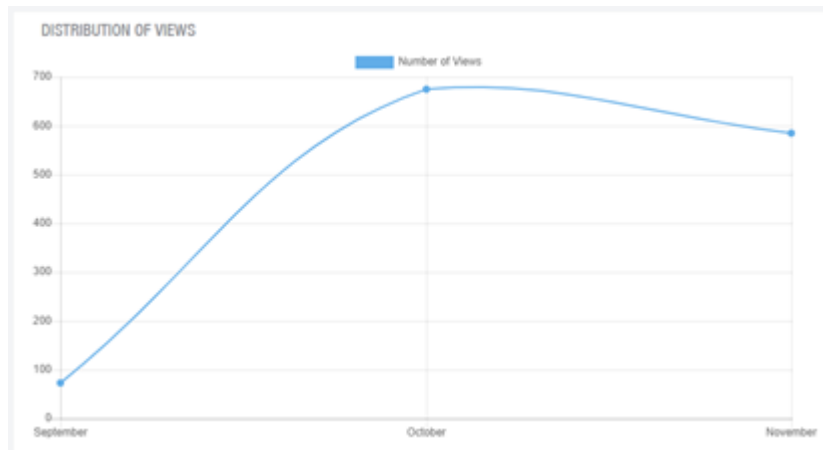


Solution (cont.)

- Average views (distribution of average views for a selected week or month over days/time slot that can help The 101 Sedayu Dharmawangsa Hotel identify the prime day and prime time).



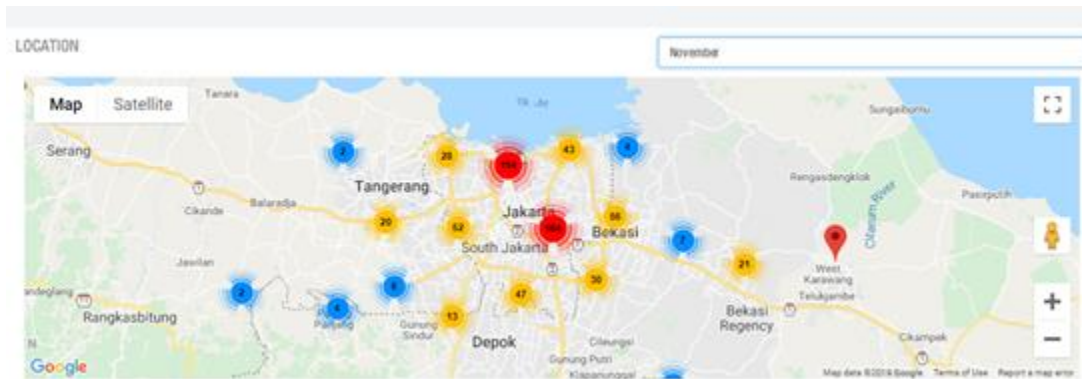
- Distribution of views over time, days, weeks, and months.





Solution (cont.)

- Location heat map with a filter to select day, week, and month which can help The 101 Sedayu Dharmawangsa track the locations where they received maximum viewership.





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Result

Significant brand visibility of The 101 Sedayu Dharmawanga which is proved by the real-time dashboard provided by Instachk as they have reached their room bookings target in 2018.

Summary

- ✓ Campaign received an ad score of 8.1 which reflects that ad campaign was a **success** and reached **1, 55,760** captive audiences within a span of 76 days.
- ✓ **02 Nov - 16** was the peak period for the campaign while majorly; views remained consistent with the daily average of **1036** views.
- ✓ **32%** percent of the views came from central Jakarta and it remained the top location throughout the campaign followed by north and south Jakarta.
- ✓ **42%** of the locations where ad was viewed fall under the prime category and was viewed by affluent people.