



**BEYOND THE AWARDS**  
**WINNING CAMPAIGNS BOOKLET**

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INDONESIA 2025



**SMARTIES**  
**UNPLUGGED**

CELEBRATION OF MARKETING EXCELLENCE



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## ABOUT MMA

Comprised of over 800 member companies globally and 16 regional offices, the MMA is the only marketing trade association that brings together the full ecosystem of marketers, tech providers and sellers working collaboratively to shape the future. The MMA's global headquarters are located in New York with regional operations in Asia Pacific (APAC), Europe/Middle East/Africa (EMEA), and Latin America (LATAM).

The movement to make marketing matter more - and deliver more - is led by progressive CMOs and senior marketers committed to effecting change and driving growth. MMA brings these leaders together globally to tackle the toughest challenges on the CMO agenda. Leaders who invest their invaluable time and expertise to meaningfully move the needle.

Unlike any other industry body, MMA's intensive focus is on elevating marketing's ability to create value. We don't just talk about change, we catalyse it, and we act upon it. We arm members with evidence-based frameworks that are innovative, scalable and repeatable. We come together through forward-looking peer events in the shared pursuit of excellence at individual, organizational and industry levels.

As an MMA member, you'll join an extraordinary community - the leading marketers at the world's leading brands - that work's together and learns together to shape the future of marketing.

## WHY

### Our Reason for Being

The MMA's mission is to enable marketers to drive innovation, enduring business value and stronger consumer engagement in an increasingly dynamic and digitally connected world.

## WHO

### The People We Serve

Pioneering Chief Executive Marketers, Directors, Business Owners, Founders, Co-Founders, Head of Departments, and Decision Makers - spanning across diverse sectors including brands, marketers, agencies, media firms, publishers, telecommunications, advertising, and marketing technology companies.

<https://www.mmaglobal.com/about>

<https://www.mmaglobal.com/local-councils/indonesia>





## MMA Global Indonesia Board of Directors



**SUTANTO HARTONO**

Managing Director of Emtel, &  
 Chief Executive Officer of SCM,  
 Chairman MMA Global Indonesia



**BENJIE G. YAP**

President Director  
 Unilever Indonesia



**RICKY AFRIANTO**

Director &  
 Global Marketing Director  
 Mayora Group



**CATHERINE HINDRA  
 SUTJAHYO**

President Unit Business  
 GoTo



**NENENG GOENADI**

Country Managing Director  
 Grab Indonesia



**GUNNAR BECKERS**

Director Marketing  
 HM Sampoerna Tbk



**AMALIA SARAH SANTI**

Executive Vice President &  
 Global Chief Business Officer  
 ParagonCorp



**VERONICA UTAMI**

Country Director  
 Google Indonesia



**ELVIRA JAKUB**

Chief Executive Officer  
 dentsu Indonesia



**JAYANT BHARGAVA**

Country Managing Director  
 Indonesia  
 Accenture



**WILLIAM UTOMO**

Founder &  
 Chief Operating Officer  
 IDN Media



**ALVIN LIONG**

Founder  
 IlmuOne Data



**ROHIT DADWAL**

CEO, MMA Global APAC  
 Global Head of SMARTIES WW &  
 BOD Asia Pacific  
 MMA Global Asia Pacific



**SHANTI TOLANI**

Country Head &  
 Board of Director Indonesia  
 MMA Global Indonesia







## Members





## How does MMA Support Advertising & Marketing Agencies?

### BOARD GOVERNANCE

MMA Board Members represents different verticals including agencies – Every program and initiatives are based on current industry challenges.

### MINIMIZING THE GAP BETWEEN AGENCIES & MARKETERS

As an MMA Members we bridge the networking between industries through our programs: Gathering events, personal introductions, speaking opportunities at events.

### KNOWLEDGE

MMA provides numerous comprehensive industry reports consists of outlooks and trends to help agencies build a better strategy.

### HONORING CREATIVITY & BOOST RECOGNITION

Our annual SMARTIES Awards has become a platform to highlight agencies' creativity and showcase their great work done for the clients.





# ABOUT **SMARTIES**



## **SMARTIES AWARDS**—Innovation with Impact

The world's only innovation award recognizing leaders, brands, agencies, and tech providers that use technology to pioneer new approaches in modern marketing. An annual competition honouring outstanding innovation and creative effectiveness.

## **Any Channel, Any Industry, Anything That Inspires Action**

SMARTIES is the highest achievement across the globe honouring and awarding outstanding innovation resulting in significant business impact. If your campaign ran globally, enter it in SMARTIES X Global. If your campaign ran regionally and/or in a country, enter your region your country, and SMARTIES X Global. Select from a combination of options. Entering your campaign in X Global, regional and country programs achieves local, region and global recognition, as well as improving your rank on the MMA Business Impact Index.



**The SMARTIES Awards operate globally, spanning 4 regions and 17 countries.**

GLOBAL Awards	REGIONAL Awards	COUNTRY Awards			
		APAC	EUROPE	MIDDLE EAST & AFRICA	LATAM
SMARTIES X Global	North America	India	DACH	MENA	Brazil
	APAC	Indonesia	Türkey	KSA	Hispanic LATAM
	Europe	Vietnam		Sub-Saharan Africa	
	Middle East & Africa	China		South Africa	
		Thailand		Türkey	
		Philippines			

## Beyond the Trophy: The Prestige of SMARTIES Recognition

Winning a SMARTIES™ Award transcends the honour of receiving a trophy; it signifies a campaign's excellence in innovation, creativity, and measurable business impact. This recognition places campaigns on esteemed global platforms, amplifying their influence and setting new benchmarks in the marketing industry.

### Global Recognition Platforms:

- **WARC 100 Global Rankings:** SMARTIES-winning campaigns are featured in WARC 100's global rankings, highlighting the most awarded campaigns and companies in media effectiveness. This inclusion underscores a campaign's strategic excellence and creative prowess. Thailand Business News+10PR Newswire+10PR Newswire+10.
- **RECMA's Media Agency Scoring:** The Research Company Evaluating the Media Agency Industry (RECMA) incorporates SMARTIES winners into its media agency evaluations. This scoring enhances an agency's reputation, reflecting its capability to deliver impactful marketing solutions. Media Update.
- **MMA's Business Impact Index (BII):** Developed in collaboration with WARC, the BII ranks top-performing agencies, marketers, brands, holding companies, and technology enablers based on real business results. Inclusion in the BII signifies a campaign's tangible impact on business growth and innovation.

The SMARTIES Awards are not merely accolades; they are a testament to a campaign's ability to drive meaningful change and deliver exceptional results. By earning a SMARTIES Award, campaigns gain unparalleled visibility, influencing industry trends and inspiring peers worldwide.





## Why Participation Matters: The Value Beyond the Win

The SMARTIES™ Awards are more than a celebration—they are a launchpad. Every campaign recognized in this booklet not only represents marketing excellence, but also reflects a strategic decision to participate, compete, and grow. Here's why stepping into the SMARTIES arena is one of the smartest moves a modern marketer can make:

### Showcasing Innovation and Expertise

SMARTIES is where bold ideas meet measurable outcomes. Participation puts your work head-to-head with industry leaders, enabling your team to demonstrate creative strength, strategic agility, and real impact. It's not just recognition—it's positioning. Being shortlisted or winning signals to clients, partners, and peers that your brand is not just keeping up but setting the pace.

### Networking and Industry Connections

Each entry becomes a gateway to community. From jury feedback to event-stage exposure, SMARTIES™ participants gain access to a network of agencies, influencers, tech innovators, and decision-makers. It's a rare space where competition and collaboration intersect—fueling credibility and unlocking business opportunities that often start with a handshake or shared case study.

### Learning and Inspiration

SMARTIES is not only a platform for recognition, but a powerful source of insight. Participants gain privileged access to the SMARTIES Case Studies Hub, featuring the most impactful campaigns from across the globe. By adding your story to this resource, you contribute to a collective intelligence that fuels future innovation—for your team and the entire industry.

### A Catalyst for Growth

Winning SMARTIES is a business asset. It strengthens your pitch, elevates your brand story, and enhances your market positioning. Even the act of preparing a submission sharpens thinking, aligns teams, and defines success metrics. From attracting talent to securing clients, SMARTIES participation is a strategic lever for sustainable growth.



## 2025 SMARTIES Channel and Categories

The SMARTIES Awards continue to evolve alongside the marketing industry—expanding to reflect the strategies, technologies, and human insight shaping today’s most impactful campaigns. For 2025, the categories are aligned across eight strategic channels, each designed to honour excellence in a specific dimension of modern marketing.

Each winning campaign featured in this booklet is a response to real business challenges, judged on four critical pillars: Strategy, Execution, Creativity, and Business Impact. What unites them is their ability to inspire action—and redefine effectiveness.



### Purpose Driven Marketing

- Brand Purpose / Activism
- Social Impact Marketing
- Diversity & Inclusion



### Impact Media

- Omnichannel Marketing
- Cross Digital Media Marketing
- Social Media Marketing
- Creator / Influencer / Celebrity Marketing
- Gaming, Gamification & E-Sports



### E-commerce Marketing

- Integrated E-commerce Innovation & Live Streaming
- O2O / Retail Media / Innovative & New Tech Sales Channels



### Creative

- Customer (CX) / User Experience (UX) & Design
- Personalization
- Short or Long Form Video



### Marketing Impact

- Brand Experience
- Instant Impact / Promotion
- Customer Journey Marketing - Lead Generation / CRM
- Product and/or Service Launch
- Real Time Marketing
- Small Budget
- Big Impact



### Emerging Tech Market

- Data Insights / Contextual Marketing
- Connected TV
- Future Forward Technology Marketing



### AI Marketing

- AI-Powered Audience Engagement
- Innovative Use of AI in Advertising
- AI-Driven Creative Excellence



### Industry Awards

- Grand Prix / Best in Show
- Most Resilient Brand of the Year
- Advertiser of the Year
- Brand / Publisher / Media / Digital / Creative / Holding / Network Agency of the Year
- Enabling Technology Company of the Year





## SMARTIES Coach GPT: Your Submission Strategist

Behind every winning campaign is more than a great idea—there's smart planning, category precision, and submission excellence. That's where SMARTIES Coach GPT comes in.

Built exclusively to support marketers and campaign managers, this virtual assistant guides you through every phase of the MMA SMARTIES Awards submission journey. Whether you're a first-time entrant or a seasoned finalist, SMARTIES Coach GPT helps you sharpen your case, simplify your process, and submit with confidence.

### What It Helps You With:

- **Category Selection**

It evaluates your campaign's strengths and aligns them with the most competitive and relevant categories, giving your work the best chance to shine.

- **Category Insights**

Get detailed breakdowns on what judges look for—complete with past winner examples and high-scoring attributes that elevate your entry.

- **Submission Guidance**

Stay on track with tailored support for deadlines, form structure, creative requirements, and compliance—no guesswork needed.

- **Personalized Recommendations**

The GPT doesn't just respond—it analyzes your campaign details and suggests refinements to help you create a stronger, more strategic submission.

- **Built for Marketers**

Designed with real-world marketing workflows in mind, the tool simplifies everything from storytelling to structure, making your submission not only easier—but smarter.

### How to Use It:

- **Provide Campaign Details**

Input your campaign's objectives, audience, strategy, platforms, and measurable results.

- **Receive Tailored Category Recommendations**

The GPT recommends the most suitable categories based on data, fit, and opportunity.

- **Get End-to-End Submission Guidance**

From structure to standards, it helps you align every section with what judges expect.

- **Access Essential Resources**

Quickly retrieve the latest submission guide, form template, and judging criteria.

- **Ask Targeted Questions**

Whether you're unsure about fee deadlines, entry rules, or creative format—just ask.

SMARTIES Coach GPT isn't just a tool—it's your co-pilot in crafting a standout submission. Every campaign featured in this booklet benefited from a sharp strategy. Now, yours can too.

Explore it here:

[www.mmaglobal.com/smarties-coach](http://www.mmaglobal.com/smarties-coach)



## Executive Summaries & Submission Videos: Where Winning Starts

Before a campaign earns its place in this booklet, it must first earn attention—**through a compelling executive summary and a strategically aligned video.** These two elements are your first (and often only) shot at persuading the SMARTIES screeners and jury. Done right, they turn a strong campaign into an unforgettable one.

### Executive Summary: Mandatory and Impressionable

- **Not Optional—Make It Count:** The executive summary is **mandatory** and often the **most impressionable element** for judges. Many read it before anything else—and sometimes, it's the only part seen in early rounds.
- **C-Suite-Ready Review:** Ensure it's polished enough to be reviewed by your senior leadership. It should confidently represent your brand's thinking at the highest level.
- **Customize for Category:** Tailor your summary to the specific category. Don't copy-paste a generic version. Each category has unique judging criteria—your summary must reflect them clearly.
- **Clarity for All Audiences:** Judges come from diverse industries and markets. Avoid jargon. Aim for simplicity, clarity, and a narrative that's easy—and enjoyable—to follow.
- **Results Matter Most:** Clearly outline your objectives, strategy, and—most critically—results. Use benchmarks or historical comparisons. Entries without measurable outcomes rarely score high.
- **Context is Critical:** Don't drop raw numbers—explain what they mean. Reference 3rd-party validation or data sources when possible. Include your campaign budget to give judges a sense of scale and comparative impact.

### Video Case Study: The Visual Mirror of Your Summary

- **Align With Your Summary:** The first 20–30 seconds of your video should reinforce the key points of your executive summary. Judges should feel a seamless connection between written and visual storytelling.
- **Tailored to the Category:** Just like your write-up, your video should reflect the nuances of the category you're competing in.
- **Structure Over Style:** High production value is great—but not essential. Strategic clarity, emotional impact, and well-sequenced storytelling win over style alone.
- **Support with AI Tools:** Use AI to help script, summarize, or subtitle your video. Done right, this enhances clarity without sacrificing creativity.

A winning campaign doesn't just perform—it communicates. Your executive summary and video are how you earn the jury's trust and attention. Every campaign in this booklet nailed that balance. Now it's your turn.





## Behind the Judging Table: What Drives a Winning Campaign

Each SMARTIES award winner represents more than a creative idea—they embody the principles of modern marketing excellence. Through the lens of our Jury and Observers, we've compiled core insights and patterns from this year's judging process to help future entrants understand what sets award-winning work apart.

From bold creativity to data-driven personalization, the following themes repeatedly surfaced in high-scoring entries:

### Insight Identification & Action

- **Start with a Strong Idea:** The best campaigns are rooted in a sharp, resonant concept—one that's seamlessly executed and supported by meaningful innovation.
- **Bravery Breaks Through:** Top entries often disrupt convention. They're unafraid to challenge norms, using storytelling to reshape expectations.
- **Fresh Yet Familiar:** Consistency doesn't mean predictability. Great campaigns are original without alienating the audience—striking a balance between newness and brand familiarity.
- **Joy Sparks Connection:** Emotional engagement consistently set winners apart. Whether through nostalgia, truth, or humor, the most memorable campaigns made audiences feel something.
- **Personalization at Scale:** Campaigns that successfully use AI, geo-targeting, and platform integration to deliver tailored experiences at scale showed how data can elevate creativity and connection.
- **Lateral Thinking Wins:** Smart integrations between digital and physical worlds scored high.
- **Smart Targeting Over Narrowcasting:** Rather than over-segmenting, top campaigns focused on broad relevance and contextual engagement.
- **Intelligent AI Integration:** Effective use of AI wasn't just technical—it was strategic.
- **Branded Reinvention:** Reinvention is about more than novelty—it's about reimagining the brand's role in people's lives.

As judges noted repeatedly: results matter, but how you get there matters more. Every campaign featured in this booklet earned its place through clarity of purpose, bravery of execution, and measurable impact.



## What the Jury Looks For: APAC & Indonesia Perspectives

Beyond creativity and results, every SMARTIES-winning campaign is shaped by how well it resonates with the **judging mindset**. Each region brings its own lens to evaluating excellence—balancing innovation with cultural and contextual depth. In the APAC region and Indonesia, these perspectives are expressed through two guiding frameworks: **S.P.A.R.K.** and **R.E.E.L.S.**

Together, they reflect what top jurors value most in marketing today.

### APAC: S.P.A.R.K. – Authenticity Alongside Algorithms

The APAC jury prioritizes a fusion of human-centric storytelling and technological depth. Campaigns that stand out demonstrate:

- **S**oul of Culture: Infused with local relevance and identity
- **P**urposeful Contrast: Tension that enhances message clarity
- **A**rchitecture of Emotion: Structured to move, not just inform
- **R**esonant Impact: Results that leave a lasting imprint
- **K**inder Tech: Innovation that elevates rather than alienates

This framework rewards entries that go beyond execution to deliver meaningful engagement at scale, with authenticity leading the way.

### INDONESIA: R.E.E.L.S. – Through Cultural Threads

For the Indonesian jury, impact, relevance, and respect are critical benchmarks. Winning entries embody:

- **R**EAL-World: ImpactMeasurable influence that matters to people's lives
- **E**MOTIONAL Storytelling: A genuine narrative that builds connection
- **E**NTER the Right Category: Alignment with intent and structure
- **L**OCAL Insight: Cultural context that drives true relevance
- **S**ENSITIVE Issues Handled with Care: Respectful treatment of topics that require nuance

The **R.E.E.L.S.** lens reminds us that in Indonesia, the **most powerful campaigns are those rooted in empathy, truth, and local resonance**.

Whether you're planning to enter or mentoring a team, keep these lenses in mind. The campaigns featured in this booklet exemplify these values—not by formula, but by intention.

Want to stand out next year? **S.P.A.R.K.** it with meaning, and keep it **R.E.E.L.** with purpose.



## Your Guide to a Winning SMARTIES Entry

Ready to shine a spotlight on your groundbreaking marketing campaign? Submitting to the SMARTIES Awards isn't just about sharing your work—it's about crafting a story that lands with impact. To help you stand out, we've distilled five essential tips from the SMARTIES jury that have helped past winners secure their place in the spotlight.

### Tell a Compelling Story

Think of your entry as a short story—not a technical report. Skip the jargon and bring your campaign to life through narrative:

- Focus on what makes it unique and meaningful.
- Target a broad audience—judges come from diverse marketing backgrounds.
- Strive for clarity, simplicity, and a smooth reading experience. Substance matters.

Clearly showcase business results with charts or visuals in your video. Proofread carefully. A polished entry reflects your professionalism.

### Context is King

- Judges aren't just looking at raw numbers—they're looking for context.
- Benchmark your KPIs with industry standards.
- Highlight your competitive edge and explain why your campaign mattered.
- Don't leave questions unanswered—fill in every section fully and transparently.

Results without comparison lack meaning. Tie them to clear objectives and audience impact.

### Bring It to Life with Video

A highly recommended video can elevate your entry significantly:

- Keep it under 3 minutes.
- Focus on the idea, not just visuals.
- Summarize the challenge, strategy, execution, and results with clarity.
- Use strong visuals, clean narration, and subtitles if needed.
- Be mindful of licensing—music or footage limitations can affect how your video is showcased.

This isn't about cinematic quality—it's about clear, compelling communication.





## Tell a Compelling Story

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- Focus on what makes it unique and meaningful.
- Target a broad audience—judges come from diverse marketing backgrounds.
- Strive for clarity, simplicity, and a smooth reading experience. Substance matters.

## Understand How You're Scored

Submissions are judged across four key criteria:

- Strategy
- Execution
- Creativity
- Business Impact

Winning entries don't just do well—they align perfectly with these scoring pillars.

## Learn from the Best

Before you submit, get inspired:

- Visit the **SMARTIES Winners Gallery and MMA Case Studies Hub**.
- See how past winners presented their stories—and how they stood out.

A winning SMARTIES submission is a balance of **strategy, storytelling, and sharp execution**. The campaigns in this booklet followed these principles—and now, it's your turn.



## 2025 MMA SMARTIES Indonesia Jury

### Jury Presidents



**BENJIE G. YAP**  
President Director



**GUNNAR BECKERS**  
Director Marketing

### Jury



**ANGGIA PRAMONO**  
President Director



**SHIV RANJAN SAHGA**  
President Director



**JOSEPH M**  
Director



**ROBERTO SAPUTRA**  
President Director



**BUDI NUR MUKMIN**  
Chief Marketing Officer



**HILDA KITTI**  
Chief Marketing Officer



**FEBRI HUTAMA**  
Marketing Director, LA Winata



**TONI DARUSMAN**  
Group Chief Marketing Officer



**SUMANTA RAY**  
Chief of Strategy & Commercial Officer



**CHRISTIAN WIDI NUGRAHA**  
General Manager Head of Creative & Digital Marketing



**ROMA JAKA PERMATA SIMANJUNTAK**  
Senior Vice President



**BERIL YAGCI AFACAN**  
Category Director



**RONALD UNADI**  
Chief Marketing Officer



**DANIEL HAGMEIJER**  
Chief Marketing Officer



**RAHUL BIBHUTI**  
Country Manager



**ANGGYA KUMALA**  
Marketing Director Indonesia



**ELVIN RAHARDJA**  
Chief Marketing Officer



**ERWIN JOHANES**  
General Manager



**LESLEY SIMPSON**  
Vice President of Digital Lifestyle



**RAJIV SINGH**  
Country Head



**ARIEF TJAKRAAMIDJAJA**  
PTB Marketing Head - Executive Director



**RATNA INDRAYANI**  
Chief Marketing Officer



**KENNY KWANTO**  
Chief Marketing Officer



**CAROLINE KURNIADJAJA**  
Assistant Marketing Director



**JO SEMIDANG**  
Chief Marketing Officer



**ANDREANT TENDO**  
Chief Officer



**ASTRID SURYATENGGA**  
Chief Officer



**MAYANK SINGH**  
Chief Marketing Officer & Head C&E



**ROSI HOESIN**  
Chief Marketing Officer



**JASON WUYSSANG**  
Chief Operation Officer



**SHREYA MALIK**  
General Manager



**MAHPUDZ EFFENDI**  
Chief Marketing Officer



**ROHIT DADWAL**  
CEO, WTS, India, APAC  
Global Head of SMARTIES WW  
and S&D Asia Pacific MMA Global Asia Pacific



**SHANTI TOLANI**  
Country Head &  
Board of Director Indonesia

### Jury Observers

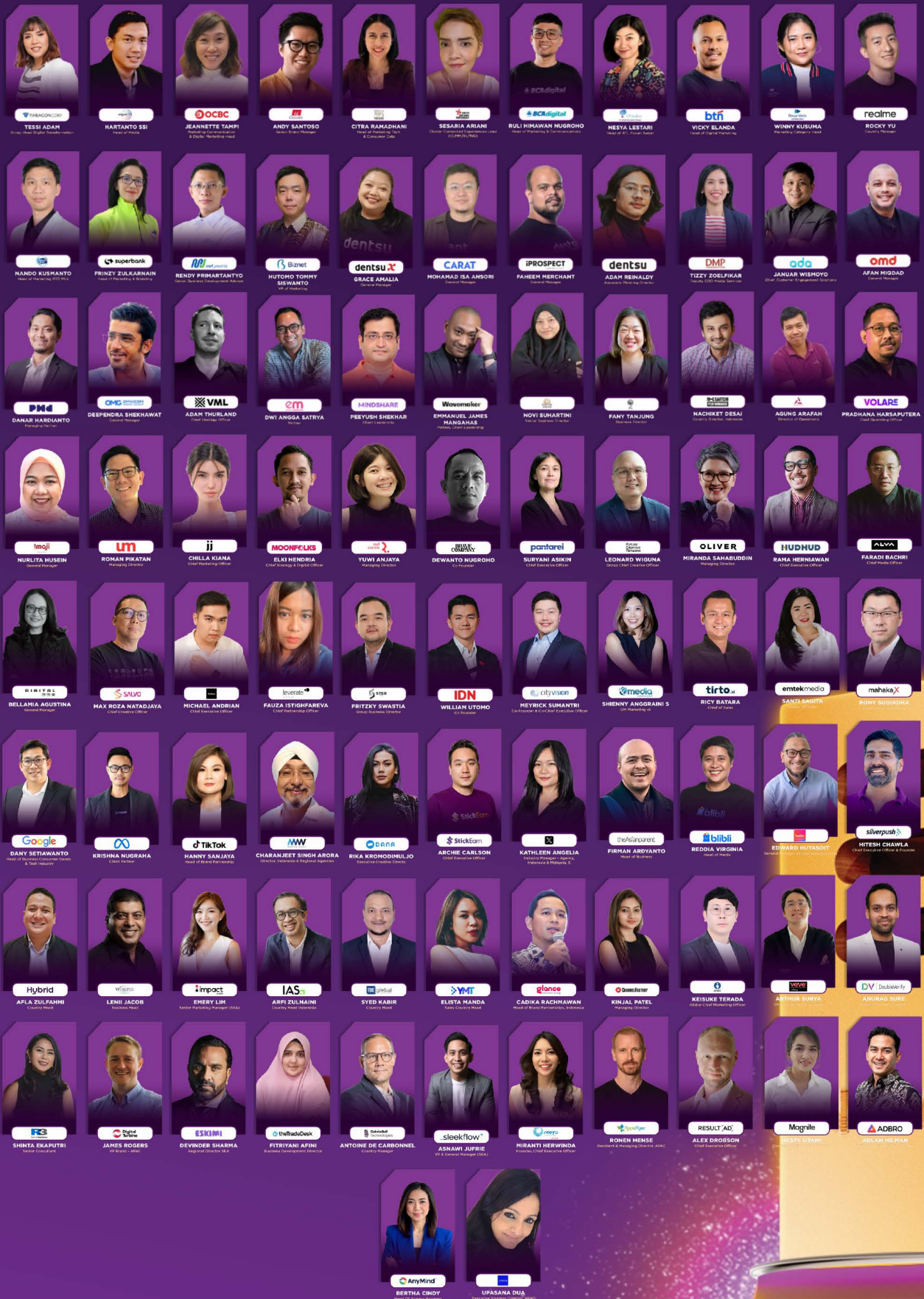


**BUDIONO B**  
Managing Director, Data & AI



**IMAN SATRIA PUTRA SUKARNO**  
Social Commerce &  
Data-Ind Marketing Transformation Lead









## Highlights of MMA SMARTIES Awards Indonesia Winning Campaigns in 2024

**Campaign:** Don't Know? Kasih No! (Don't Know? Give No!)

**Trophy:** **GOLD**

### Objective of the Campaign:

To combat rising digital fraud in Indonesia by increasing public awareness, encouraging vigilance, and inspiring a collective movement against financial scams. The campaign aimed to:

- Educate Indonesians about phishing and digital fraud.
- Create widespread buzz and engagement.
- Empower the public to reject suspicious communications confidently.

### Highlighted Strategies that Worked:

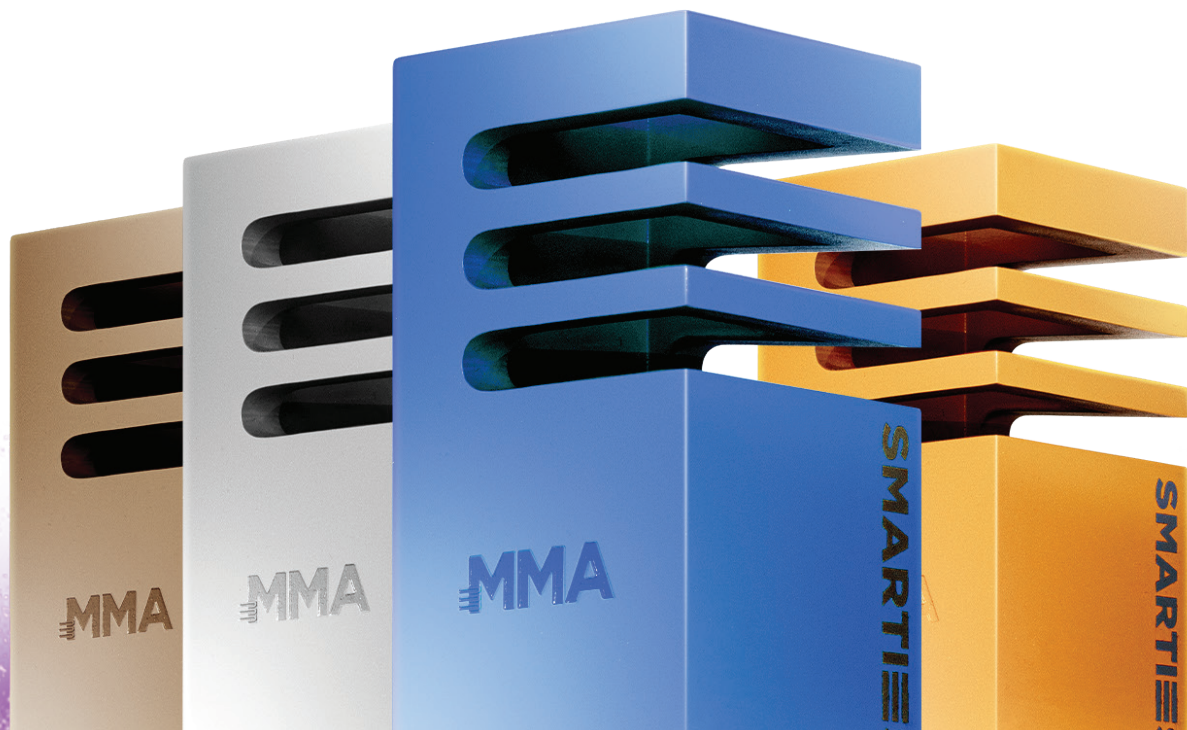
- **Culturally Resonant Messaging:** The campaign line “**Don't Know? Kasih No!**” used a memorable rhyme rooted in local language and humor, delivered through iconic comedian Indro Warkop, boosting relatability and recall.
- **Omnichannel Execution:** A wide-reaching media mix spanned YouTube, TikTok, Meta, Twitter/X (including Southeast Asia's first Hashfetti activation), OTT (Vidio.com), and traditional formats like TV, billboards, and cinema.
- **Emotional Analogies:** The creative equated “phishing” with literal fishing to explain scams simply and powerfully, increasing message retention across diverse demographics.
- **Real-Time Adaptation:** The team adjusted media allocation and messaging in real-time, guided by advanced analytics and engagement trends.





### Highlighted Points of Business Impact:

- **Massive Reach & Engagement:** 99M+ total views, 423M impressions (+40% vs. plan), 170K+ organic WhatsApp shares, 1.71M total clicks, and a 40.75% average video view rate.
- **Behavioral Impact:** Post-campaign quiz revealed 98.67% of respondents understood diverse fraud tactics.
- **Fraud Reduction:** 38% decrease in fraud-related complaints and 41% decline in fraud-related financial losses.
- **Brand Trust & Growth:** Boosted brand trust significantly—Nielsen attributes like “Prioritizing Data Security” surged, and BCA saw 743 new online account openings and 10.4K+ new installs of the myBCA app.







## Highlights of MMA SMARTIES Awards Indonesia Winning Campaigns in 2024

**Campaign:** Rexona Delights Football Fans With One Tap

**Category:**

Integrated E-commerce Innovation & Live Streaming – Indonesia

**Trophy: GOLD**

**Objective of the Campaign:**

Reignite Rexona's relevance among Indonesian male consumers, particularly football fans, and overcome stagnating e-commerce performance. The campaign aimed to:

- Drive awareness and saliency for Rexona Men.
- Create engaging football-related content linked to commerce.
- Turn around declining e-commerce sales with affinity-driven innovation.

**Highlighted Strategies that Worked:**

- **Football Live Commerce Innovation:** Created Indonesia's first football live shopping content—"Rexona The Derby"—featuring top commentator Coach Justin, blending live reactions, podcasts, and e-commerce in TikTok Live.
- **Strategic Media Integration:** Combined in-real-life events (nobar), social media virality, gamified shopping, and exclusive bundles (e.g., "Buy Rexona, get nobar ticket") to boost visibility and conversion.
- **Affiliation & Community Leverage:** Empowered fans and influencers as affiliates to extend reach authentically. Tailored messaging using contextual and generational targeting (18-44 male, football lovers).



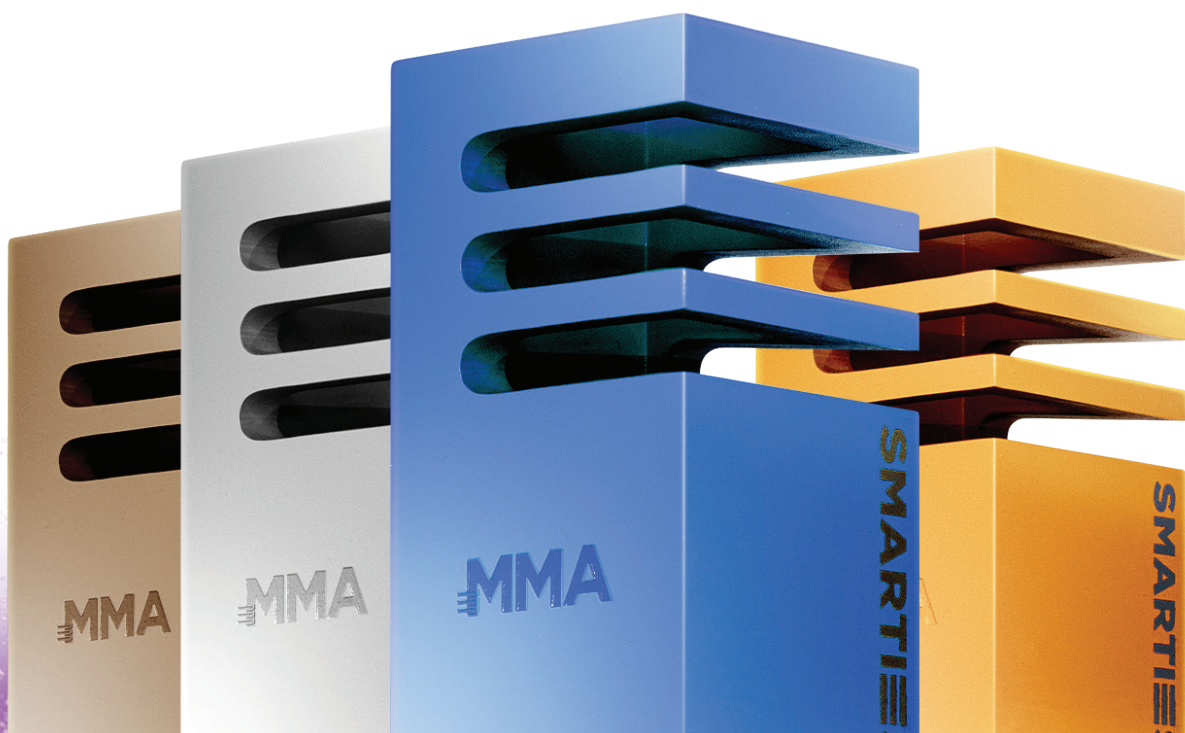




- **Commerce-Enabled Entertainment:** Prioritized content over direct promotion to engage the football-obsessed Gen Z & Millennial male audience, integrating shopping experiences seamlessly into football content.

#### **Highlighted Points of Business Impact:**

- **Record Engagement & Reach:** 57.3M views (+70% vs. benchmark), 380M+ impressions in Q2, 5% engagement rate (vs. 3% benchmark), and 15.8s average watch time (vs. 8s benchmark).
- **Market Impact:** Achieved +56% e-commerce growth YTD, 3X growth via TikTok Shop, +17% offline sales growth, and +40bps market share gain (per Kantar CMI).
- **Brand Recognition:** Rexona became the No.1 mentioned brand among football audiences; online awareness surged (+600bps on social, +400bps on internet).
- **New CX Benchmark:** Validated a new sales paradigm in Indonesia by integrating passion-driven content (football) with commerce, challenging the belief that male consumers are hard to convert online.





## Highlights of MMA SMARTIES Awards Indonesia Winning Campaigns in 2024

**Campaign:** Wardah: The Color Expert

**Category:**

Brand Experience & Personalization – Indonesia

**Trophy:** **GOLD**

**Objective of the Campaign:**

Wardah aimed to strengthen its position as Indonesia's leading beauty brand by deepening its point of difference through personalized consumer experiences. Key goals included:

- Enhancing brand power and image.
- Driving engagement through tailored digital experiences.
- Elevating offline and online interactions via personal color and complexion tools.
- Increasing sales and market share through hyper-personalization.

**Highlighted Strategies that Worked:**

- **Omnichannel Personalization:** Integrated the Personal Color Analysis Microsite, Shade Finder Filter, and Perfect Complexion Finder across online platforms and physical Color Station events. These innovations personalized product recommendations for consumers based on their seasonal skin tones.
- **Immersive In-Store & Digital Experiences:** The Color Station events offered face-to-face consultations, AR try-ons, and education—attracting over 1,000 visitors per event.
- **Visual-Led Media Mix:** Utilized platforms like Instagram, Pinterest, TikTok, and META AR ads





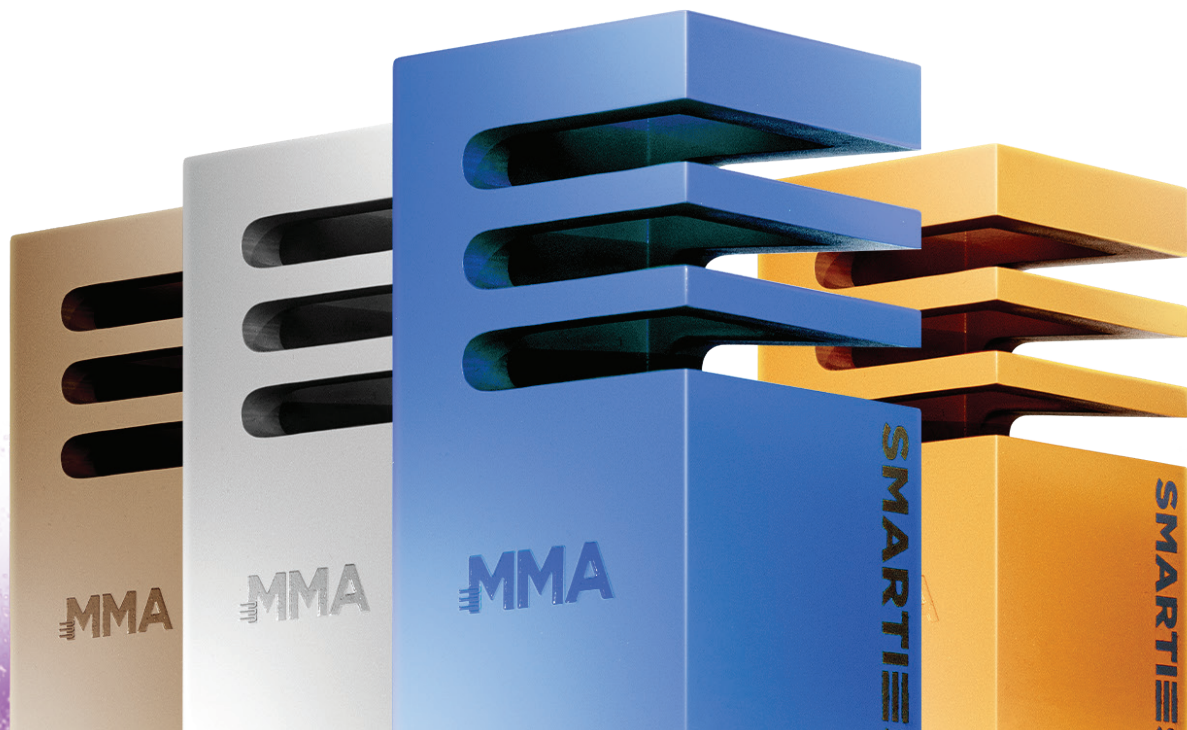


to highlight color palettes and elevate user interaction, especially among beauty-forward Gen Z and millennial women.

- **Influencer & Aggregator Amplification:** Partnered with MUAs and key influencers to create credible, trend-aligned content. Social aggregators boosted traffic and anticipation.

#### **Highlighted Points of Business Impact:**

- **Exceptional Reach & Engagement:** Achieved 73M+ total impressions (200% of target), with AR and TikTok filters contributing 73M impressions collectively. Engagement rate reached 3.95% via social aggregators.
- **Sales & Market Growth:** Drove 34.3% growth in overall makeup sales YTD, including a 17.1% lift in decorative category, and 35% growth in lip makeup. Market share rose by 190 basis points.
- **Brand Strengthening:** Boosted brand image by 19.7%, with 88% spontaneous awareness. Brand difference score increased by 13 points in Q2'2024 (Kantar).
- **Tech-Enabled Loyalty:** Digital tools (like VTO & filters) reached 300K+ users and helped shift perception from a mainstream brand to a personalized beauty innovator.





## Highlights of MMA SMARTIES Awards Indonesia Winning Campaigns in 2024

Campaign: **Bintang: All Terms Accepted**

### Category:

Diversity & Inclusion – Indonesia

Trophy: **GOLD**

### Objective of the Campaign:

Combat societal judgment, stereotyping, and cyberbullying—pressures acutely felt by Gen Z in Indonesia, the APAC leader in online bullying. Bintang aimed to:

- Strengthen brand love by amplifying meaningfulness and differentiation.
- Spark real societal conversation around inclusion and self-expression.
- Drive product relevance and sales amidst a declining beer category.

### Highlighted Strategies that Worked:

- **Symbolic Branding Shift:** Transformed the iconic Bintang star into an asterisk (\*) across brand assets to visually reinforce acceptance and challenge societal terms & conditions.
- **Multi-Touchpoint Execution:** Activated across key moments—online via manifesto video, influencer stories, UGC challenges; offline via immersive, inclusive booths at major music festivals like We The Fest and Pestapora.
- **Gen Z-Led Storytelling:** Diverse influencers shared personal stories of judgement, inspiring UGC and redefining what it means to “be Indonesian” or “fit in.”
- **Unity-In-Diversity Activation:** Timed with Indonesian Independence Day, the campaign



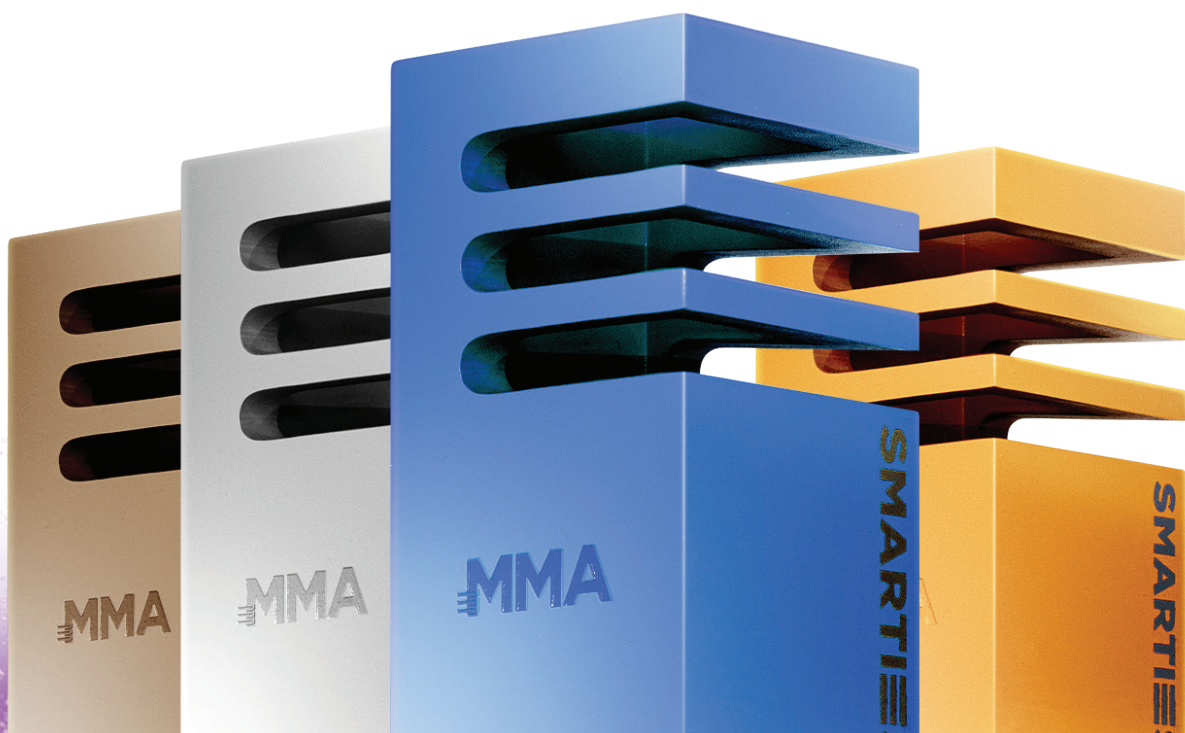




recontextualized national pride into a conversation about authenticity—free from judgment.

**Highlighted Points of Business Impact:**

- **Brand Rejuvenation:** Brand Meaningfulness rose by 7.4%, Differentiation by 6 points; significant in a declining category where emotional engagement is critical.
- **Audience Engagement:** Instagram engagement rate hit 6.5% (vs. 0.47% industry benchmark), with UGC submissions increasing by 199%.
- **Sales Surge:** 33% increase in sales volume (Q2-Q4 2023) and 127% uplift in on-ground festival sales. Over 22,983 booth visitors engaged with the brand at offline activations.
- **Cultural Resonance:** The campaign generated national conversations, connecting deeply with Gen Z's desire to express identity without labels, building both commercial and social equity.



## MMA Global Indonesia's Team Members



**Rohit Dadwal**

CEO, MMA Global APAC  
Global Head of SMARTIES  
WW and BOD Asia Pacific  
MMA Global Asia Pacific



**Shanti Tolani**

Country Head  
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**Ammita Mistry**

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**Ray Punu**

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**Cecillia Wangsadinata**

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Research and Partnership  
Coordinator



**Hamzah Abbad**

Senior Graphic Design

**Thank You**



**BEYOND THE AWARDS**  
WINNING CAMPAIGNS BOOKLET

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INDONESIA 2025