

Experiential Ad Assignment

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Profile

- My name is Evan Hartono, and I am a graphic design student at LaSalle College Jakarta.

What is the problem and solution?

The problem

- The problem is being lazy to wake up early
- Therefore, the challenge is to create my mediums in a way that makes people want to wake up early more.

The solution

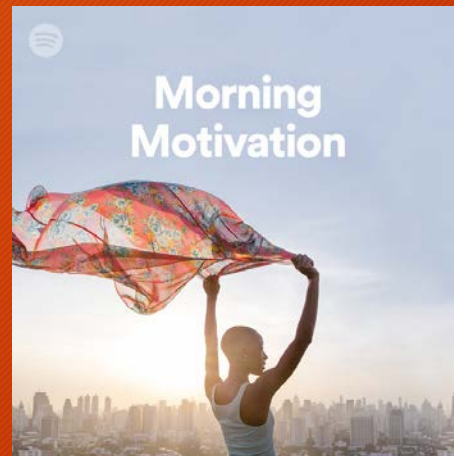
- The solution is to make surprise become the theme of my mediums
- I wanted to make the surprise mostly music, especially via Spotify
 - This surprise works only during the early morning hours
- The surprise can help reward people for waking up early

Chosen Product

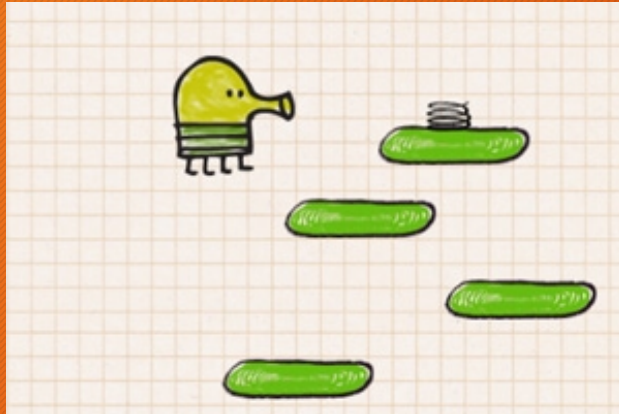
- The brand I chose is Kapal Api.
- This coffee brand became the first instant coffee powder brand in 1927.
- The two USPs of Kapal Api is:
 - The brand's immense popularity, despite its small range of flavors
 - Its coffee candy is also very popular
- The key message is how Kapal Api can help people get started for the day, especially during the early morning.



Idea Development for Interactive Print Ad



Idea Development for Digital Activation



Idea Development for Ambient Ad



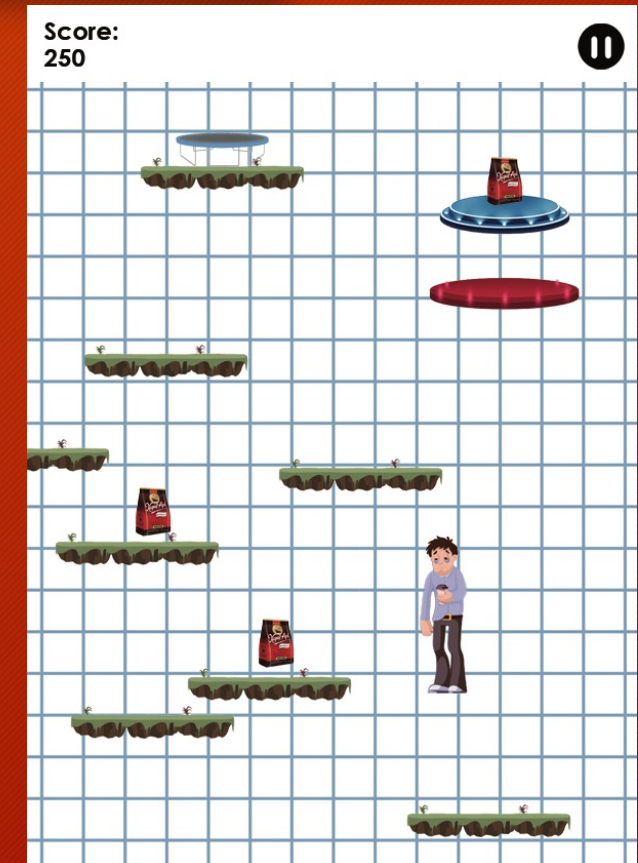
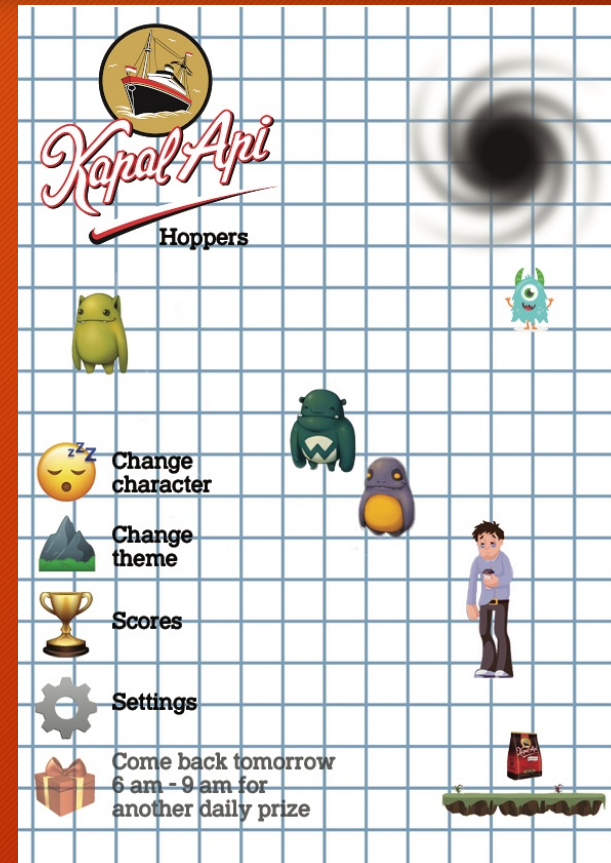
Interactive Print Ad

- The interactive print ad involves music as a surprise
- The user has to scan the QR code:
 - Once they do, they are taken to certain Spotify playlists reflecting on morning mood music
 - That music would play through the ad
- The user is also given the chance to send any of the songs/playlists to a family, friend, etc. for various reasons



Digital Activation

- Platform game called “Kapal Api Hoppers”
- The game is played by:
 - Tilting your device to get the character to get as many Kapal Api bags as possible
 - The character endlessly jumps on platforms while trying to avoid obstacles and broken platforms
- The surprise is unique daily prizes such as a morning vibe song that can be played once in a while



Ambient Ad

- The ambient ad takes the form of a giant coffee cup
- The ad is in the Gandaria City Mall
- The audience can use their phones to scan the QR code on the cup, which allows them to have a morning song played via Spotify
- The music helps reward people for waking up early
 - The user is also given the chance to send any of the songs/playlists to a family, friend, etc. for different purposes



Works Cited

- Putri, Edira. *11 Local Brands All Indonesians Love*. Culture Trip, 3 January 2018, <https://theculturetrip.com/asia/indonesia/articles/11-local-brands-all-indonesians-love/>. Accessed 7 April 2021.