



POP MART Jakarta Opening

Digital media plan

Prepared by **jointly**

Digital Media Plan

Goals and Strategy



Goals Phase

Pre-opening

- Build anticipation and buzz
- Ensure the target audience is aware of the upcoming store opening

Opening

- Drive foot traffic to the store
- Enhance engagement and interaction with the brand

Sustenance

- Maintain interest and foot traffic
- Foster long-term customer relationships

Strategy

- **Teasers and Announcements:** Utilize social media platforms to create excitement and curiosity

- **Grand opening event:** Create an event that attracts visitors.

- **Content Marketing:** Regularly update social media with boosted contents.

- **Influencer Partnerships:** Engage with relevant influencers to spread the word.

- **Live Coverage:** Utilize social media for real-time engagement.

- **Community Building:** Create and nurture a community of loyal customers.

- **Community engagement:** Engage relevant communities to spread the word among toy enthusiasts

- **Special Promotions:** Offer exclusive deals and discounts for the first 100 customers in the first opening day

- **Continuous Promotions:** Regular offers and events to keep customers engaged

KPI

- Reach, ER, Influencer reach
- 3000 follower growth

- Reach, ER, Foot traffic
- 3000 follower growth

- Reach, ER, Foot traffic
- 3000 follower growth

Digital Media Plan

Target audience



Demographic

- Age: 18-35 years old
- Gender: All genders
- Location: Jakarta, Indonesia
- Income Level: Middle to upper-middle class

Interests

- Pop Culture Enthusiasts: Fans of anime, manga, K-pop, and Western pop culture.
- Collectibles and Merchandise: People interested in collecting figures, toys, and memorabilia.
- Lifestyle and Fashion: Individuals who follow lifestyle and fashion trends, especially those influenced by pop culture.
- Art and Design: Those who appreciate unique and artistic designs, particularly related to popular culture.
- Gaming Community: Gamers who are often interested in related merchandise and pop culture themes.

Behaviors

- Engagement with Pop Culture Content: Users who frequently interact with posts, videos, and accounts related to anime, manga, K-pop, movies, and TV shows.
- Online Shoppers: Individuals who often purchase collectibles and merchandise online.
- Event Attendees: Users who show interest in or attend pop culture conventions, fan meet-ups, and related events.

Digital Media Plan

Targeting parameter



IG

- Age: 18-35
- Location: Jakarta, Indonesia (geotargeting specific areas with high youth concentration like South Jakarta, Central Jakarta, and North Jakarta)
- Interests: Anime, Manga, K-pop, Marvel, DC, Funko Pop, Gaming, Cosplay, Art Toys, Designer Toys
- Behavior: Online shopping, engaged shoppers, high engagement with pop culture content

TikTok

- **Age:** 18-35
- **Location:** Jakarta, Indonesia
- **Interests:** Pop culture, Anime, Manga, K-pop, Collectibles, Toys, Gaming, Cosplay, Fan Art
- **Behavior:** Frequent viewers of pop culture-related content, high engagement rates, participating in trending challenges related to pop culture

Digital Media Plan

Contents



Content 1

Content 2

Content 3


TEASER 3 



FEEDS

5 JUNE

TEASER 9




FEEDS

Retarget

21 JUNE

TEASER 11



REELS + TIKTOK

Retarget

26 JUNE

Digital Media Plan

Budget



Platform	Pre-opening	Opening	Sustenance
Instagram	IDR 9,000,000	IDR 9,000,000	IDR 9,000,000
TikTok	IDR 9,000,000	IDR 9,000,000	IDR 9,000,000