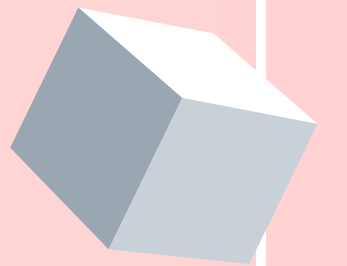




LIPPO MALLS

Integrated Creative Campaign



3,5
MILLIONS M2
RETAIL AREAS

>300
VISITORS
YEARLY

OUR MALLS



OUR MILESTONES

1989-2029



"Malls were part of development of satellite city"

"Malls had vital roles in supporting the growth of regional economics"

"Malls as Centre of communities within residential area & integrated commercial area"

"Malls as Entertainment destinations with limitless concept and mix tenants"

BACKGROUND

People are spending more time outside home

67% of Total Population in 11 Cities are going out of home

Going Out of Home in 11 Cities



67%
Going out of home

Var.	Weekdays	Weekend
Reach%	62%	52%
Time Spent	4:33	4:21

OUT OF HOME ADS THESE DAYS GETTING MORE CREATIVE

Highest weekly reach & frequency of seeing OOH is still coming from static outdoor



66% (25.2 mio individual)

of people who Going Out of Home exposed to OOH ads in 11 cities

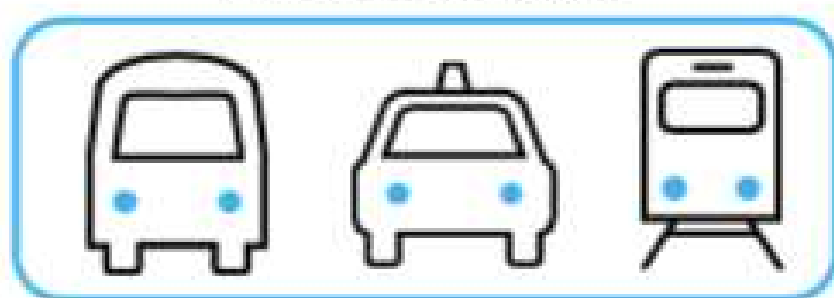
Where do you see Out of Home Ads? How many times in a week?

STATIC OUTDOOR



Reach 64%
Frequency 10x

PUBLIC TRANSPORT



Reach 45%
Frequency 9x

PRIVATE VEHICLE



Reach 32%
Frequency 8x

IN BUILDING



Reach 16%
Place of seeing indoor ad
Shopping Center 62%
Mall 45%
Office Building 6%

Shopping Centre 62%
Mall 45%

Source: Nielsen Consumer and Media View Q1 2019, all people age 10+, in 11 cities, going out of home weekdays or weekend, (Total population: 57,320,000; Total Going Out of Home: 38,190,000, Weekdays Going Out of Home: 35,383,000, Weekends Going Out of Home: 29,896,000)

WHY ADVERTISE WITH US



Shopping mall is one of the most frequently visited places in many urban youngsters and families. Mall advertising offers excellent visibility and can reach the mass audience thru its message and brands activation.

Elevating brand awareness

People visiting the malls are already in the mood to buy. Mall advertising can **create** brand awareness, **remind** visitors about existing brands, **drive** conversion & consideration, and encourage trial of brands or purchase.

Various selection of media placement

Brands can be advertised from massive **videotron** and **sky banner** to various selections of **column/pillar**. Moreover, events can be held at the highest traffic area such as mall atrium. Specific area such as parking and restroom can also be branded with advertising message

Direct campaign to targetted audience

Lippo Malls offers various segmentations and difference experiences thru our malls across 35 cities in Indonesia. These benefits could be used for brands to directly target their audience.



MALLS SELECTIONS

Based on traffic visitors:

Platinum

Avg. Traffic Yearly: 15-25 million visitors

Titanium

Avg. Traffic Yearly: 7-15 million visitors

Gold

Avg. Traffic Yearly: up to 7 million visitors

Based on Segmentation:

family

office workers/executives

students

young family

housewives

Based on location:

Jakarta & Banten

Puri, Pluit, Kemang, Semanggi, Cibubur, Pejaten, Taman Mini, Gajah Mada, Kramat Jati, Serang, and Karawaci

Sumatera

Medan, Binjai, Lampung, Palembang, Lubuk Linggau, Jambi and Jakabaring

Bali & NTT

Kuta and Kupang

West Java

Bandung, Depok, Cikarang, Bogor, Bekasi, and Cimanggis

Central & East Java

Pekalongan, Jogja, Kudus, Malang, Madiun, Kediri, Batu, Sidoarjo, Jember, and Gresik

Kalimantan & Sulawesi

Palangkaraya, Manado, Kendari and Buton

INSIDE MALLS - CAMPAIGN OPPORTUNITIES

WALL BANNER



RAILING BANNER



HANGING BANNER



WINDOW BANNER



ELEVATOR
WRAPS



ESCALATOR
WRAPS



PILLAR
WRAPS





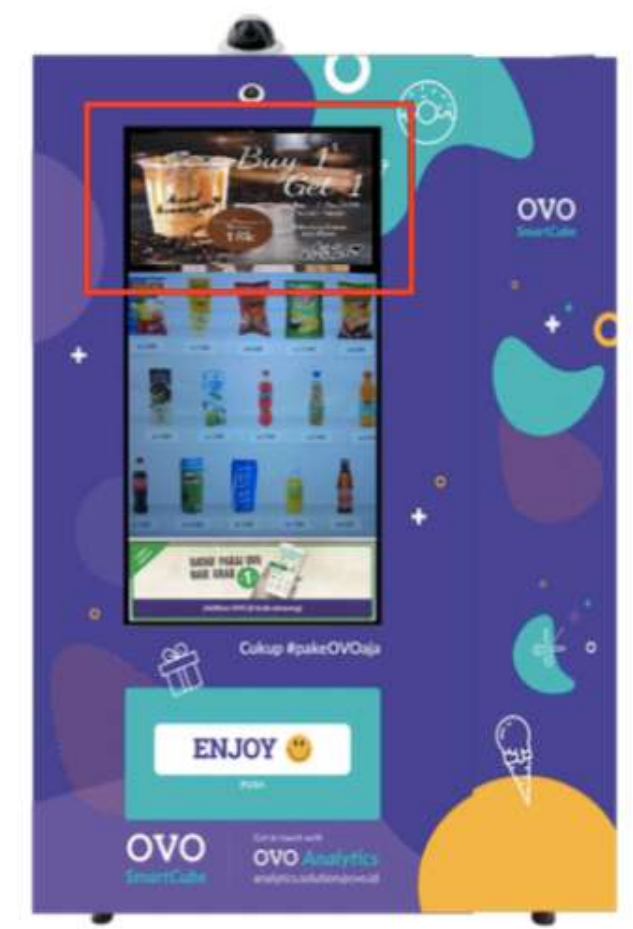
OVO SMART CUBE

STANDING POSTER

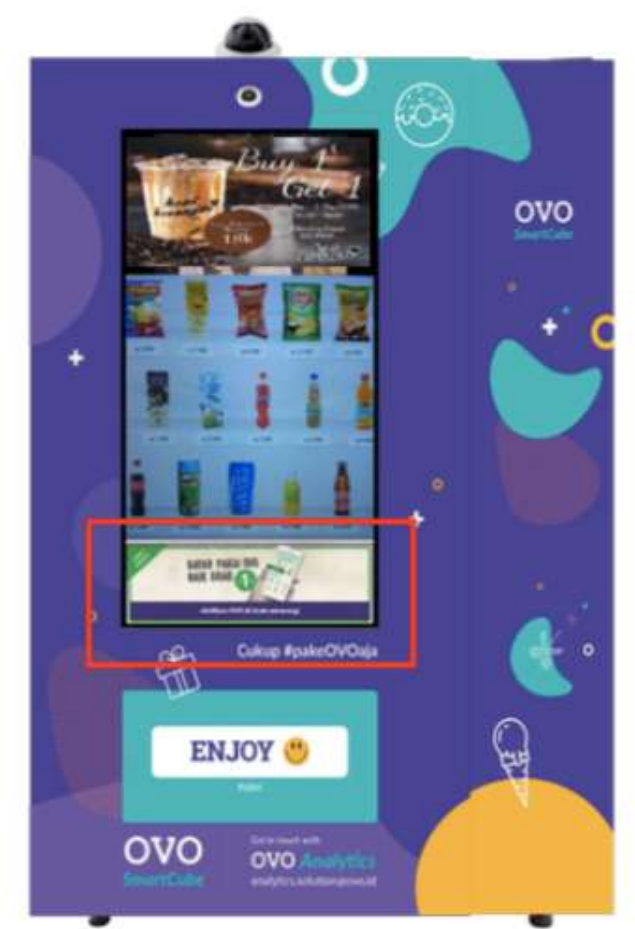
IDLE SCREEN FULL SCREEN VIDEO AD



PRODUCT SCREEN TOP BANNER VIDEO



PRODUCT SCREEN BOTTOM BANNER AD



TOUCH POINT



PROMO FYLER



FLOOR STICKER



VIDEOTRON



LED SCREEN



DIGITAL SIGNAGE



LC Waikiki

SPECIAL AREA - CAMPAIGN OPPORTUNITIES



WINDOW
SCAPE

BALIHO/
BANNER



BOOM
GATE



LIPPOMALLS

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