

Fireside Chat | [Next-Gen Marketing] The Great Assessment: Is Marketing A Cost Or Investment?



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“Great Re-assessment”



COUNTERING THE COST-OF-LIVING CRISIS

Indonesia’s Economic Growth Beats Most G20 Countries: Minister

Indonesia’s secret to economic success

The FT’s Mercedes Ruehl explains how Indonesia has thrived amid a shaky past few years for the global economy

Despite global turmoil, the stars are aligning for Indonesia’s digital economy

ASIA SAILS HEADWIND RATE HIK AND CHIN SLOWDO

RECOVERY UNABATED AMID UNCERTAINTY

MAY 2023

	Actuals and Latest Projections				
	2020	2021	2022	2023	2024
Asia	-0.9	6.8	3.8	4.6	4.4
Advanced Economies	-2.4	4.0	1.8	1.6	1.7
Australia	-1.8	5.2	3.7	1.6	1.7
New Zealand	-1.5	6.1	2.4	1.1	0.8
Japan	-4.3	2.1	1.1	1.3	1.0
Hong Kong SAR	-6.5	6.4	-3.5	3.5	3.1
Korea	-0.7	4.1	2.6	1.5	2.4
Taiwan Province of China ¹	3.4	6.5	2.5	2.1	2.6
Singapore	-3.9	8.9	3.6	1.5	2.1
Emerging Markets and Developing Economies²	-0.5	7.5	4.4	5.3	5.1
Bangladesh	3.4	6.9	7.1	5.5	6.5
Brunei Darussalam	1.1	-1.6	-1.5	3.3	3.5
Cambodia	-3.1	3.0	5.0	5.8	6.2
China	2.2	8.4	3.0	5.2	4.5
India ³	-5.8	9.1	6.8	5.9	6.3
Indonesia	-2.1	3.7	5.3	5.0	5.1

CFOs want to see the value of marketing investments.



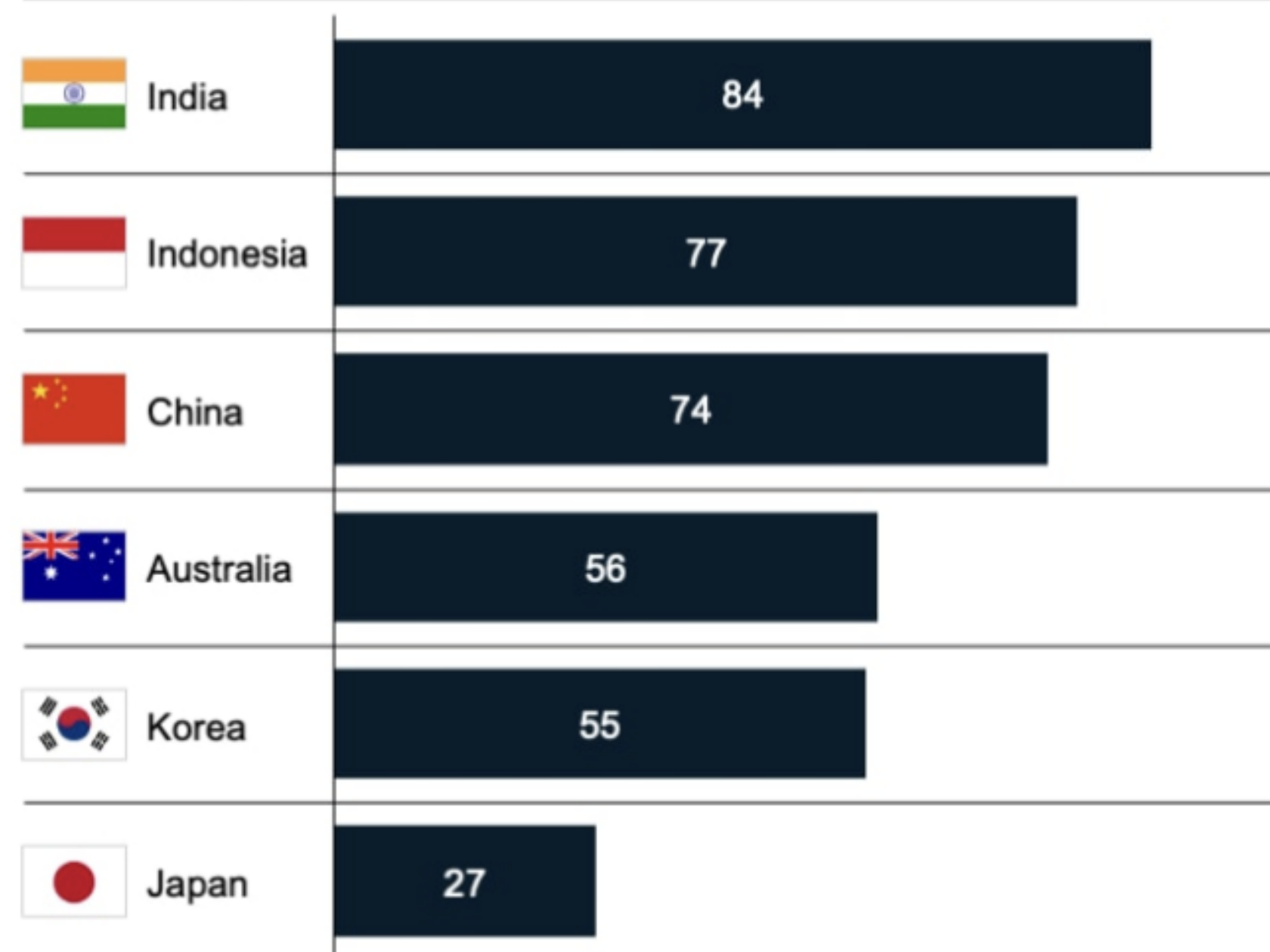
45%

of CFOs said the reason marketing proposals had been **declined or not fully funded** in the past was that **they didn't demonstrate a clear line to value**, and **40% didn't think marketing investments should be protected during a downturn.**

Value is not low/lowest price

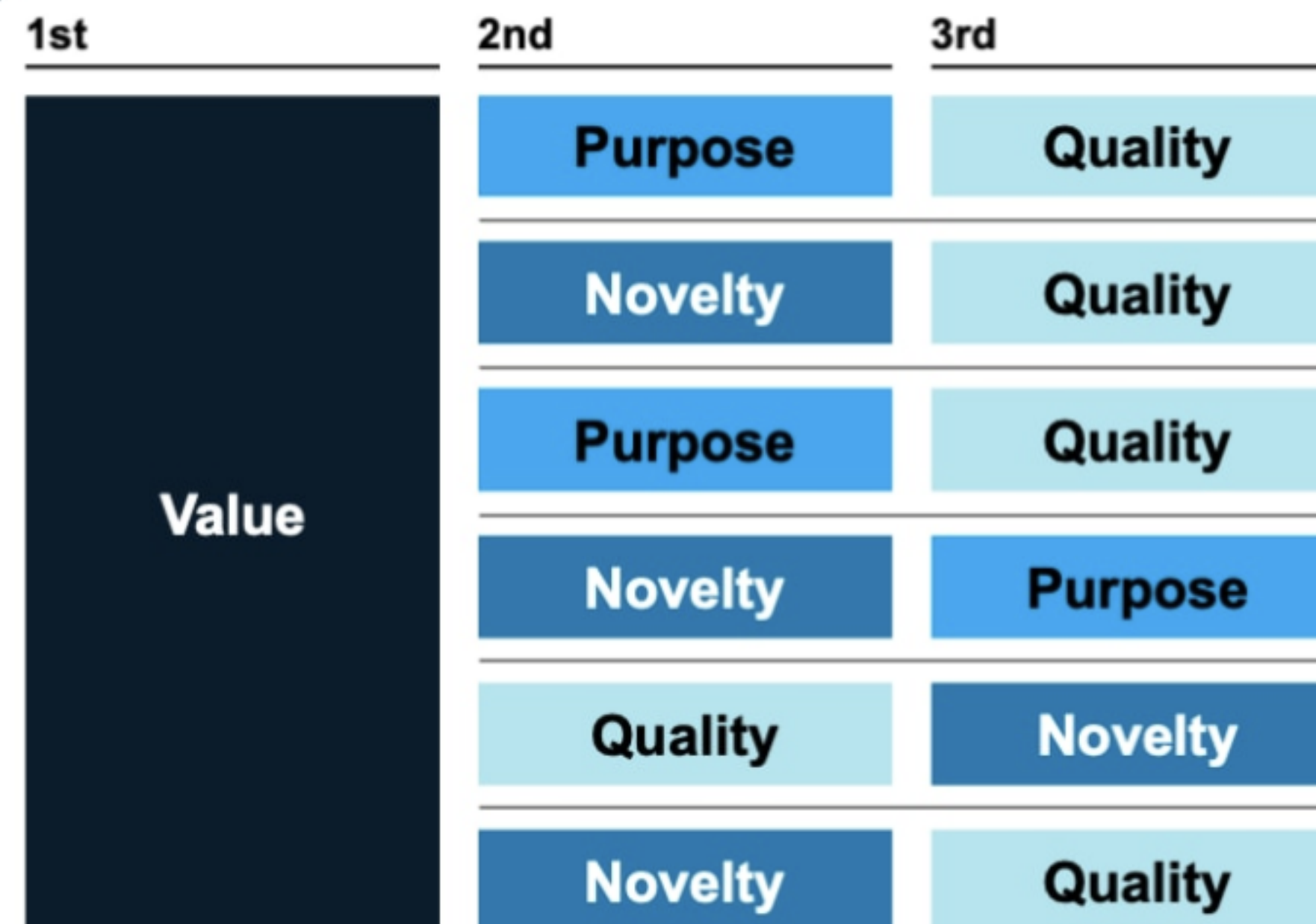
Brand switching continues, based on perceived value

% of respondents who tried different stores or brand in past 3 months¹



Top overarching reasons given²

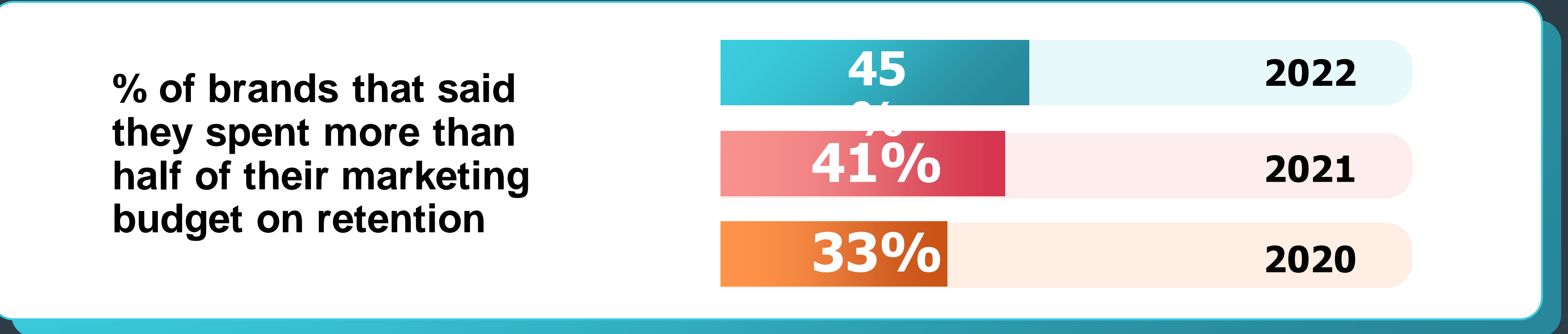
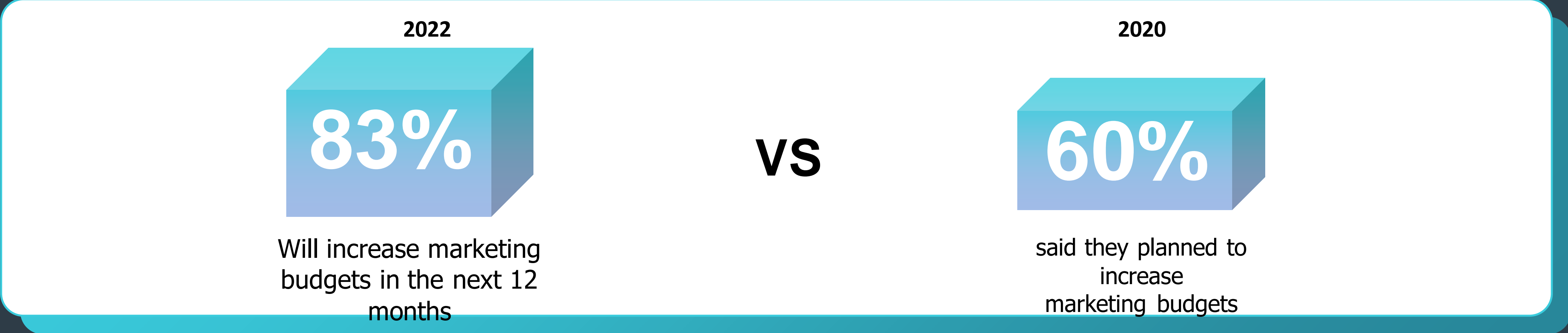
Ranked based on % of respondents selecting reasons



¹Q: Over the past 3 months, which of the following have you done? "New shopping method" includes curbside pickup and delivery apps.

²Q: You mentioned you tried a new/different brand than what you normally buy. What were the main reasons that drove this decision? Select up to 3 relevant reasons. "Brand" includes different brand, new private label/store brand. Reasons ranked based on % of individual respondents selecting at least 1 reason within sets of overarching reasons.

Shift to Marketing Investment In Times of Economic Volatility





MARKETING

A COST OR AN INVESTMENT?

The Great Reassessment: Marketing - a Cost or An Investment?



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