



Brief INDODAX Saham AS + Kripto Influencer Campaign

PLATFORM UPDATE	1. INSTAGRAM 2. TIKTOK
DURATION	60 Sec (Maximum)
OBJECTIVES	• To inform your audience about the newest product on INDODAX called “Saham AS” which helps people who are seeking other investment products other than crypto on INDODAX. • To encourage your audience to trade foreign stocks from a curated list of 55+ (*tbc) top US stocks on INDODAX. • To influence your audience to diversify their portfolio by investing in crypto and US stocks easily, all of that by using only 1 INDODAX app.
IMPORTANT NOTES	• Pronunciation INDODAX adalah persis seperti namanya, bukan ‘INDODEX’ tapi ‘INDODAX’ • Be informative, but at the same time be casual, fun, and not too patronizing. • If the video that you post somehow got shadowbanned, as stated in the agreement, you have to re-post/recreate the video if needed to make sure the video is not getting shadowbanned • You have to be interactive to your audience if your audience asks about INDODAX matters, especially on comments. • NO HARDELL, we want the video to appear as organic as it can be.
KEY MESSAGE	• “Diversify your Investment Portfolio”