



BRIEF CAMPAIGN & TALKSHOW

SURABAYA, 23-26 OCTOBER 2025

FinEXPO
23-26 OKTOBER **2025**

Event Background

The Indonesian government has made financial inclusion one of the key priorities in national development. The financial inclusion targets are set at 91% by 2025, 93% by 2029, and 98% by 2045.

According to the 2025 National Survey on Financial Literacy and Inclusion (SNLKI), 80.51% of Indonesians have used formal financial products or services – an increase from 75.02% the previous year. However, this number still reveals a significant gap from the national target.

To bridge this gap, the Financial Services Authority (OJK) has identified communities with lower levels of financial literacy and inclusion as priority groups for targeted programs. In line with this, the Financial Inclusion Month (BIK) initiative continues to be held to promote more equitable growth in financial literacy and inclusion across the nation.



Event Detail

Event

Financial Expo 2025

Event Theme

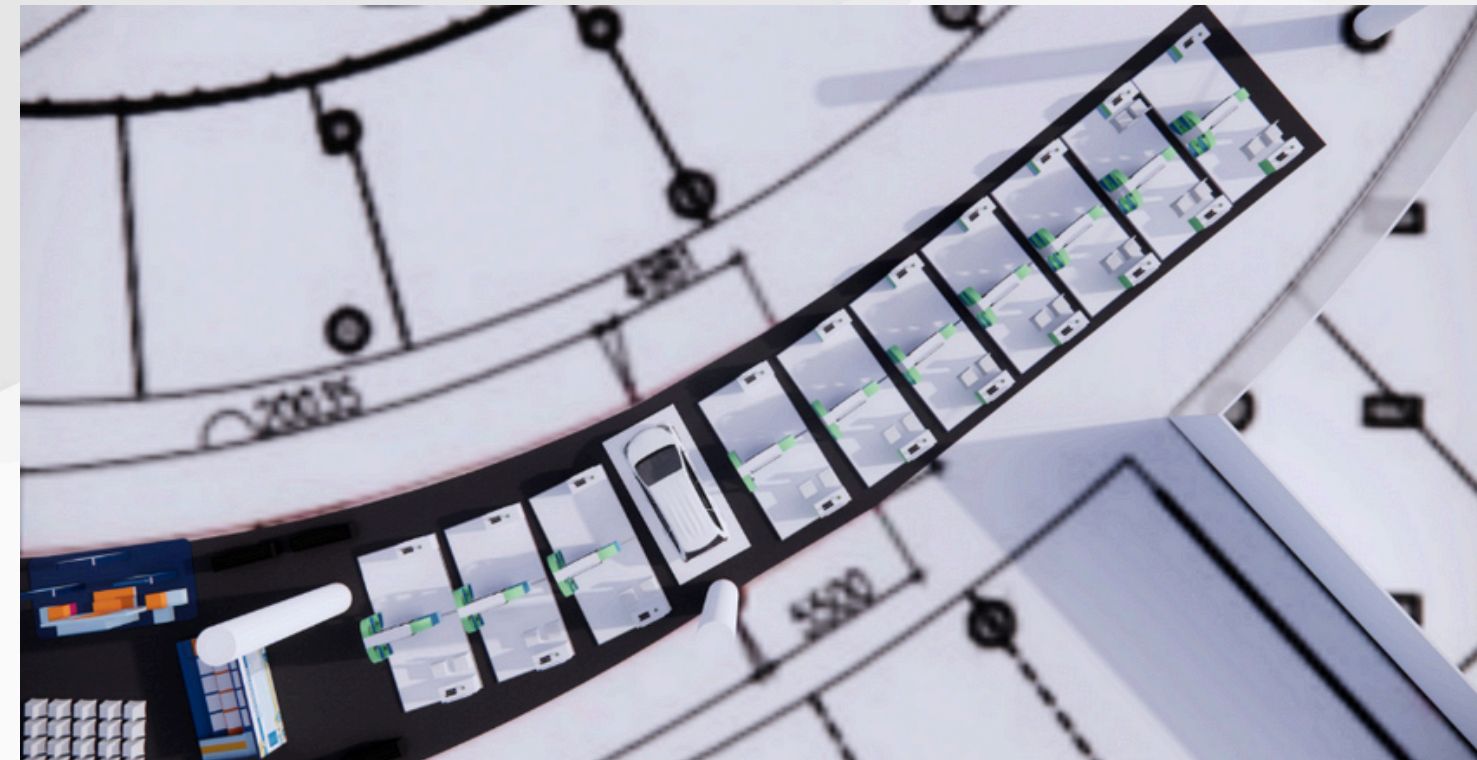
“Inklusi Keuangan Untuk Semua, Rakyat Sejahtera, Indonesia Maju”

Location

Tunjungan Plaza, Kec. Tegalsari, Surabaya, Jawa Timur

Day/Date

Thursday – Sunday/23 – 26 October 2025



Campaign

Objective: To raise awareness about Prudential Indonesia's active participation in FINEXPO 2025, part of the national Financial Inclusion Month, by highlighting our commitment to helping Indonesians build financial confidence and protection through smart, inclusive solutions.

Concept Overview: The Reels video will capture the energy and engagement at Prudential's booth during FINEXPO 2025 — showcasing interactive activities, games, expert consultations, and inspiring moments with visitors. The video will emphasize that financial inclusion starts with small, informed steps, and Prudential is here to support that journey.

Call to Action: Encourage viewers to **visit Prudential's booth**, join educational sessions, and explore protection and investment solutions that make financial inclusion accessible to all.

Tone & Style: Energetic, uplifting, and educational — combining vibrant event visuals with meaningful messages that inspire financial awareness and empowerment.

Do's

- Highlight Inclusivity & Accessibility
- Show Real Energy & Engagement
- Keep It Visual and Engaging

Dont's:

- No Overcrowded Visuals or Text
- Don't Overlook Brand Compliance
- Don't compare to others brand

Campaign

Recommended Video Format:

Duration	30–45 seconds (optimal for Instagram Reels & TikTok)
Aspect Ratio	9:16 (Vertical)
Resolution	1080 x 1920 px
Style	Mix of live event footage + on-screen text highlights + upbeat music
Tone	Energetic, friendly, empowering
Music	Upbeat, motivational background track (no lyrics preferred)

Suggested Content Flow (Example Reels Structure):

- [0–5s] – Hook:** Quick montage of crowd energy and Prudential logo
- [6–15s] – Booth Highlights:** Shots of games, MCU activities, and happy participants.
- [16–25s] – Human Moment:** Visitors sharing quick quotes (e.g., “Sekarang jadi lebih paham pentingnya asuransi!”).
- [26–35s] – Educational Cue:** Text overlay — “Financial inclusion starts with small steps. Let’s start today.”
- [36–45s] – Call to Action:** KOL/host inviting viewers: “Visit Prudential at FINEXPO 2025!” + logo & CTA screen.

BOOTH ACTIVITY



Register CUAP

- Receive merchandise
- PRUActive merchandise redemption



Agent Activation

- Promote Prudential's product (PSP, PRUWell, PPhos)
- **23-24 Oct:** 8 Agents assigned and split into two shifts
- **25-26 Oct:** 12 Agents assigned and split into two shifts

Gimmick for Agent

- **Pouch giveaway** for visitors who fill out lead forms
- **Prudential balloons** to attract parents with children



Brand Ambassador

- Provide booth activity information
- Total 4 BAs will be assigned and split into two shifts

Booth Visual



LCD TV will display looping videos



1. Community Investment (CI Highlights 2024)
2. Prudential's product ads
3. FinExpo promotions (booth & talk show)
4. CUAP Content



Tripod Stands with



Promotional Materials

1. Promotional flyer
2. CUAP Registration flyers

STAGE ACTIVITY

TALKSHOW

Talking Points

- Financial and Insurance Literacy discussion
- CUAP
- The importance of insurance



Tap in to Prudential's product

Merchandise Giveaway

- **Prudential merchandise** (tumbler or foldable bag) will be given to **talk show participants** who **actively ask questions**

SPEAKER



Ellen Djuanda

Regional Agency Development Specialist



Doddy Prayogo

FinLit Expert/Influencer from Surabaya



Thank You.
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