

The logo for 'Citra Teens' is a large, vibrant pink speech bubble with a white dotted border. The words 'Citra' and 'Teens' are written in a bold, white, sans-serif font, stacked vertically. Surrounding the speech bubble are several circular images: at the top, three people are jumping joyfully in a park; on the right, three young people are smiling and looking towards the camera; at the bottom, a group of four young people are sitting together and talking. There are also several small, solid-colored circles (pink, orange, blue) scattered around the main logo.

Citra Teens

Penetrating the Teens Market
Case Study
March 12, 2010



The Campaign Idea

Making First Impression Count

THE CHALLENGE

Get girls in their early teens to start using Citra HBL for a beautiful and fragrant skin

Stepping into womanhood, young teens are experiencing several exciting moments where it's critical for them to make that great first impression.

However, this particular age group is highly cynical and flirtatious with brands. Thus the challenge for Citra was to create a great first impression with teens, talking to them in their language.

Creative Proposal

Citra
Teen Team
aka
The
Chikitas



The most important relationships for teens is their friendship. So we launch the brand like a mini series, where

we introduce a teen gang called the CHIKITAS.

Featuring a

gang of 3 (girls) teenagers, each individual character is a

very distinct personality but as a team, they are very close

and thick.

We introduce these characters, their deep friendship, their

first impression anxiety moments to the teen consumers, so

they identify with them. We involve viewers in their stories via

incomplete TVCs on air and invite consumers to help resolve

them by visiting the website and playing online games pertaining to the first impression moments.

Teen 1



MARSHA CHARACTER

She is into her career and is very serious about planning well in advance for it, taking many after school classes. She is a bit serious compared to her pals but is very helpful and knowledgeable. Her friends often tap on her intellectual skills to sort their academic issues.

POSSIBLE FIRST IMPRESSION MOMENTS

Her first day at the weekend job that she took to improve her skills

The cute teacher who she hopes will notice her and help with her assignments

Taking special classes after school presents a chance to meet boys and hang out with new friends and discuss career goals.

POSSIBLE ROLE OF CITRA

She would need Citra for overall moisturising as she tends to forget her beauty regime in the midst of her study regime.

Teen 2

Maura
aka
Champ



TOP
TO
TOE



TUNES



DO



MAURA CHARACTER

She is into all sorts of sports, outdoor activities and a free spirit at heart. Always the one to come up with some adventurous plans with her friends, she is full of fun and energy. An outdoor lover, she is very passionate about conserving the environment.

POSSIBLE FIRST IMPRESSION MOMENTS

Joining a sports club/activity and training with a mixed group.

Taking a science trip to explore nature, enjoy outdoor activities with friends in nature.

Participating in environment issues, like raising funds for charity event, where looking good and charming helps her approach random strangers.

POSSIBLE ROLE OF CITRA

Due to her outdoor lifestyle, she would need Citra to make her fairer/prevent tanning and dryness.

Teen 3

Keisha
aka
Coco



TOP
TO
TOE



DO



TUNES



KEISHA CHARACTER

She has a keen sense of style and is always well turned out. When it comes to planning a party or prom night, she is the one who the team will turn to for fashion/makeup advice. She is the team guru when it comes to shopping.

POSSIBLE FIRST IMPRESSION MOMENTS

Girls night out/ Prom night

The cute fashion designer guy at the weekend market shop

Joining a new class, where her peers check out her style statement

POSSIBLE ROLE OF CITRA

Since she is well turned out always, she would need Citra for overall fairness and moisturising.

Creative work: Key Visual
(designed like a DVD cover, to generate some hype)

NEW RELEASE

Cathy aka MC² Keisha aka Coco Maura aka Champ

"TWO THUMBS UP!"
— *Indonesian* —

"OUR KIND OF MOVIE!"
It's a must see for every teenager!
— *CheckUp* —

"SUPER FUN!"
A movie about us, friendship and our wonderful world!
— *SuperStar Movies* —

Citra presents **The Chikitas**

Help the Chikitas to make a great first impression on
www.kesanpertama.net
and you can land a role on the next Citra TV commercial!

1st on air TVC: Introducing Cathy





Consumer Hook

Your chance to make a great first impression on TV

Land yourself a role on our next TVC by helping our Chikitas make a great first impression by logging onto kesanpertama.net and playing the online game.



Tell a friend

LOG IN

Citra

Citra presents **The Chikitas**

Skip

Home

The Chikitas

Help them!

Your stories

Great first impressions

Updates



YOU and the Chikitas
Help them and star in
their commercial!



Bengkoang
For natural white skin with
double sunscreen!



First impression tips
Featured topic: New friends

On Line Engagement Seamlessly Starts From Where the TVC left off
- Strategic Integration of Channels around the Campaign Idea

Tell a friend

LOG IN

Citra



Keisha
aka
Coco



Cathy
aka
MC²



Maura
aka
Champ

Skip

Home

The Chikitas

Help them!

Your stories

Great first impressions

Updates



YOU and the Chikitas
Help them and star in
their commercial!



Bengkoang
For natural white skin with
double sunscreen!



First impression tips
Featured topic: New friends

English | Bahasa

Renee Cosmetics
Citra

Unilever

Transformation of The Chikitas Into Animated Avatars Not Only Drives On Line Engagement, But Enables Cost Savings

Tell a friend

LOG IN

Citra



Home

The Chikitas

Help them!

Your stories

Great first impressions

Updates



YOU and the Chikitas
Help them and star in
their commercial!



Bengkoang
For natural white skin with
double sunscreen!



First impression tips
Featured topic: New friends

Campaign Progresses with Unresolved TVC seeking On-Line Resolution From Direct Participation of Target Audience



Tell a friend

LOG IN

Citra



It's time for YOU to join the Chikitas!
You've seen their TVC, right? Join them and help them – you could WIN fantastic prizes and star in a Citra TV commercial with them!

Find out more

Home

The Chikitas

Help them!

Your stories

Great first impressions

Updates



YOU and the Chikitas
Help them and star in their commercial!



Bengkoang
For natural white skin with double sunscreen!



First impression tips
Featured topic: New friends

Participation Commences With On Line Registration from Target Audience (this personal info serves as an invaluable teen data base)

Tell a friend

LOG IN

Citra

Register here

To participate in the exciting activities on this website, all you have to do is provide your details below in 2 simple steps.

X CLOSE

Step I

Step II

Username (6-10 characters)

tarabkk

Password (6-10 characters)

Name

Tara

Confirm password

Date of birth

23

09

1985

Gender

Male

Female

Next

Clear Communication of the Incentives for Participation including The 'Hook': Grand Prize of Wining A Role In A Citra Commercial !

Tell a friend

Welcome Tara [LOG OUT](#)



The Chikitas need you!

Cathy, Maura and Ketsha are faced with exciting opportunities – and so are YOU. Help them make great first impressions and you could star in a Citra TV commercial with the Chikitas!

Are you ready?

Grand Prize

WIN a role in a Citra TV commercial that will air in front of millions! You'll experience being on the set getting prepped by dressers, make-up artists and hairstylists, and basking in the limelight in front of cameras!

You may also win other Featured Prizes!

Cathy's pick
1 x Netbook



Win it 14 Dec 2009 onwards!

[Find out how to win!](#)

[Home](#) [The Chikitas](#) [Help them!](#) [Your stories](#) [Great first impressions](#) [Updates](#)

English | Bahasa

Elmadfa Citra
Unilever

Exciting Stimulus Offered - Creation of Her Own Avatar By The Participant. Linkage To Non-Intrusive Link To Brand Purchase.

 Tell a friend

Welcome Tara [LOG OUT](#)



**The Chikitas
need you!**

Cathy, Maura and Keisha are faced with exciting opportunities – and so are YOU. Help them make great first impressions and you could star in a Citra TV commercial with the Chikitas!

**Are
you
ready?**



How to WIN:

- I. Register your details here and create your avatar.
- II. 3 Citra commercials, each featuring a Chikita and her first impression situation, will air between Dec 2009 – Mar 2010. Log in after watching each and embark on an animated journey.
- III. For each animated journey you complete, key in the bar code from a Citra Hand & Body Lotion pack (sizes 120ml and above) to WIN the Featured Prizes!

Help all 3 Chikitas for a chance to WIN the Grand Prize!

[Create avatar](#)

[Help a Chikita](#)

[Home](#)

[The Chikitas](#)

[Help them!](#)

[Your stories](#)

[Great first impressions](#)

[Updates](#)

Creating an Avatar.

Tell a friend

Welcome Nimmy **LOG OUT**



Customise your avatar

Step I: Customise skin colour, facial features and hair **X Close**



Next



Home The Chikitas Help them! Your stories Great first impressions Updates



English | Bahasa



The Game Begins. A Quick Recap of The Objectives Of The Game, And Introduction To The Facebook Page Of Chikitas.

 Tell a friend

Welcome Tara [LOG OUT](#)

Citra

Presenting The Chikitas

Let us introduce you to Cathy aka MC2, Maura aka Champ and Keisha aka Coco! They each have different personalities and interests but they're best friends. Get to know them and find out how Citra helps them make great first impressions!

 Feel free to visit our Facebook group page!

Hi! I'm Cathy aka MC2.

Did you know that it takes only a few seconds to make a first impression?

[Read more](#)

[Home](#)

[The Chikitas](#)

[Help them!](#)

[Your stories](#)

[Great first impressions](#)

[Updates](#)

Cathy Seeks Help To Make a Great First Impression.



Tell a friend

Welcome Tara [LOG OUT](#)



Which Chikita would you like to help?

X CLOSE

CATHY



Cathy, with preparing for her school quiz

MAURA



Coming soon! Help Maura from 25 Jan 2010 onwards.

KEISHA



Coming soon! Help Keisha from 1 Mar 2010 onwards.

Help a Chikita for a chance to WIN a Featured Prize.
Help all 3 for a chance to star in their commercial!



[Home](#)

[The Chikitas](#)

[Help them!](#)

[Your stories](#)

[Great first impressions](#)

[Updates](#)

English | [Bahasa](#)



Game Begins With Airing of Unresolved TVC – Which Serves to Refresh / Introduce Cathy's Challenge...

Tell a friend

Welcome Tara [LOG OUT](#)



[Download This Video](#)



[Home](#)

[The Chikitas](#)

[Help them!](#)

[Your stories](#)

[Great first impressions](#)

[Updates](#)

English | [Bahasa](#)

 *Always Clean*
Citra
 Unilever

Introduction of the online game

Tell a friend

Welcome Nimmy

LOG OUT

Citra

Cathy has 1 week left to prepare! She's so nervous, she has been cooped up in the library studying. It's up to YOU to help her make the right choices this week, so that she will shine in more ways than one on the big day!

Home

The Chikitas

Help them!

Your stories

Great first impressions

Updates

English | [Bahasa](#)

Ramal Cahil
Citra

U
Unliver

Getting started with the game.



Tell a friend

Welcome Nimmy

LOG OUT



Let's hit the nearest gym.
You can train your
reflexes for the quiz! We
can find it from the Gym
Locator app on your
iPod.

Or we could get you a
fab new haircut. You
need to blow the
competition away, if you
know what I mean! I
know this great place!

Home

The Chikitas

Help them!

Your stories

Great first impressions

Updates



English | Bahasa

Rendy Cahya
Citra



1st on air TVC: Cathy's Resolve



Download TVC

Results: Website (as of March 8 '10)

- Citra site has a total of 136,180 visitors since it's launch over a period of 12 weeks. Of which, 11% (15,308) of visitors have registered as members showing interest in the campaign.
- 20% (2,965) out of registered members have participated in the 1st game and 1,826 submitted barcode. 38% (1,114) of participants have played the 2nd game and 798 submitted barcode. 19% (542) of participants have played the 3rd game and 312 submitted barcode.
- 170 out of total participants have completed all 3 games and submitted barcode, tip and photo.
- Members have submitted 2,933 stories which shows their interest in sharing and creating great impressions. However, only 244 have been approved and published so far.

** The above statistics as of 7 March 2010.*

The Chikitas: Facebook Fan page

- There are about 6,387 members on FB fan page and average of 5 postings a day since the fan page was created. Members continue to be excited and highly interactive as they have created new topics on the discussion board.





Thank you