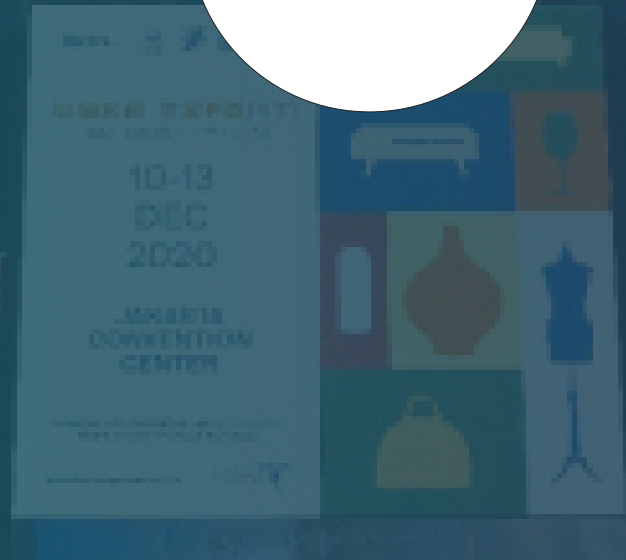


BANK RAKYAT INDONESIA Raises Global Awareness with PR Newswire's Communications Strategy Services



Bank BRI
Celebrates The
Revival of
Indonesia's MSME



About Bank Rakyat Indonesia

Bank Rakyat Indonesia (BRI) is one of the largest state-owned banks in Indonesia, with more than 7,000 branches across the country. The bank was established by Raden Bei Aria Wirjaatmadja in 1895 in Purwokerto, Central Java. BRI's mission is to conduct the best banking practices with a priority to serve Micro, Small and Medium Enterprises.

The Challenge

The [BRI UMKM EXPO\[RT\] BRILIANPRENEUR 2020](#) is an annual business event that connected Micro, Small and Medium Enterprises (MSMEs) in Indonesia to international buyers from various industries from fashion, home decor and craft, accessories and beauty to food and beverage.

The event, like many others held during the pandemic, had to pivot to a hybrid format for the first time. Held in December 2020, the event comprised a mix of physical and virtual business matching activities that included live-stream talk shows and online coaching clinics.

Transitioning to a hybrid event allowed BRI to showcase its brand on a global stage and increase international exposure for homegrown MSMEs. However, the BRI team, which is based in Jakarta, needed help to promote the event to its target audience globally to **gain overseas brand awareness and increase the number of overseas buyers.**

Results at a Glance

- The BRI UMKM EXPO[RT] BRILIANPRENEUR 2020 received a **record 116,000 international visitors**. A total of 74 business contracts were signed at the event, yielding **USD 57.5 million in revenue**.
- BRI gained brand awareness from the **12.9 million+ impressions** from the global multichannel communications campaign.
- **Prominent earned media coverage** on the event by international and local media outlets were secured.

“

What we like most about working with PR Newswire is its flexibility and ability to provide supporting data that can assist BRI in making decisions before placing communications materials on various media.

- Mr Sunarso,
President Director,
Bank Rakyat Indonesia

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The Solutions & Results

BRI turned to PR Newswire's Communications Strategy team for its expertise in crafting **a multichannel communications plan** to promote the BRI UMKM EXPO[RT] BRILIANPRENEUR 2020 event globally. Our team led a campaign that had a two-pronged approach - **harnessing the power of earned and paid media**.

1. Securing Earned Media Coverage

PR Newswire crafted **2 newsworthy press releases**, [UMKM EXPO\[RT\] Brilianpreneur 2020 Provides Global Stage to Over 400 Leading Indonesia's MSMEs](#) and [BRI UMKM EXPO\[RT\] BRILIANPRENEUR 2020 Goes Virtual to Connect Indonesia's Leading MSMEs with International Buyers](#) in the lead up to the event.

The releases highlight details of the event's new virtual business ecosystem and showcased the business impact by including the value of business deals from the 2019 event. BRI also tapped on PR Newswire's extensive **global news distribution network to amplify the reach of the press release**, which included a call-to-action link for potential buyers to register for the event.

Results

Press Release Distribution



269,000+
Impressions



207,000+
Views



2,180+
Syndicated Media Pick-ups



170
Countries

Key Earned Media Coverage

Intig Kevaksesan BRI UMKM Expo(RT) Brilianpreneur 2020

Yoko Sunarto
14 Desember 2020, 10:52 WIB

Salah satu kegiatan program dari CNBC Indonesia TV Minggu ini akan

CNBC Indonesia

BRI Hadirkan 400 UMKM dalam Brilian Preneur UMKM Export 2020

Merdeka.com

14 Desember 2020, 10:52 WIB

Merdeka



A panel discussion held as part of BRI UMKM EXPO[RT] BRILIANPRENEUR 2020.

Key syndicated media pick-ups

UMKM EXPO[RT] Brilianpreneur 2020 Provides Global Stage to Over 400 Leading Indonesia's MSMEs

AP News

November 29, 2020

JAKARTA, Indonesia, Nov. 29 (AP) — Indonesia's 400 leading micro, small and medium enterprises (MSMEs) will have a virtual platform to showcase their products and services to international buyers at the annual BRI UMKM EXPO[RT] Brilianpreneur 2020, organized by the Indonesian Ministry of Trade.

AP News

UMKM EXPO[RT] Brilianpreneur 2020 Provides Global Stage to Over 400 Leading Indonesia's MSMEs

Yahoo Finance

November 29, 2020

JAKARTA, Indonesia, Nov. 29 (AP) — Indonesia's 400 leading micro, small and medium enterprises (MSMEs) will have a virtual platform to showcase their products and services to international buyers at the annual BRI UMKM EXPO[RT] Brilianpreneur 2020, organized by the Indonesian Ministry of Trade.

Yahoo Finance



Visitors viewing the products from Indonesian Micro, Small and Medium Enterprises at BRI UMKM EXPO[RT] BRILIANPRENEUR 2020.

The Solutions & Results

2. Attracting Eyeballs through Video Seeding and OOH Advertising

To increase the number of overseas participants, PR Newswire helped BRI embark on a **media placement strategy** to target B2B buyers in the United States, Europe and APAC, especially in mainland China. Our team **provided insights and supporting data on the coverage across the various platforms** to help BRI decide which media platforms to have a presence.

Through PR Newswire's **video seeding service**, the event's promotional video was published on globally renowned websites such as Cnn.com, BusinessInsider.com and Time.com and social media platforms across APAC, which helped attract more eyeballs and expand the reach of the video.

An advertising image on the BRI event was also displayed on the **New York Times Square screen** for 25 days.

Results

Video Seeding Service

 **49,000+**
Impressions

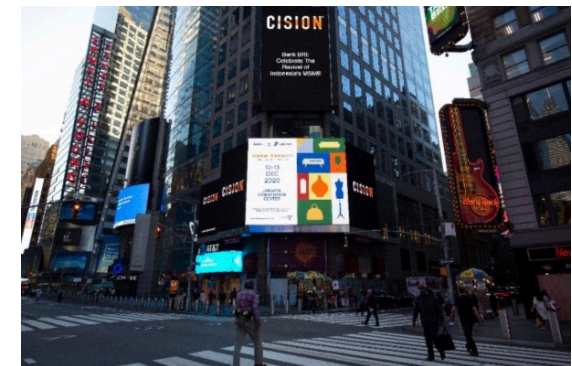
- PR Newswire provided a distribution results report that includes key metrics like impressions, views, click-through rate, retention rate and distribution analytics to evaluate the campaign's results.

OOH Advertising

- Secure a coveted out-of-home display advertising spot at the famed New York Times Square screen. Photos of the display were reported by Kompas, an Indonesian national newspaper.



The BRI promotional video was published on globally renowned websites via video seeding service.



An advertising image on the BRI event was displayed on the New York Times Square screen for 25 days.

The Solutions & Results

3. Targeting mainland Chinese Buyers through WeChat Advertising

PR Newswire launched a **4-day WeChat advertising campaign** in Shanghai, Guangdong, Zhejiang and Fujian to target B2B buyers in mainland China. These locations were selected as they have the highest concentration of international investors and cross-border business.

The WeChat advertisement appeared as a social post from BRI alongside a 30-second promotional video. Once clicked, the social post opens to a landing page that contains the event's details and a contest for the first 100 registrants to win VIP tickets.

Results



- PR Newswire provided a WeChat campaign insights report that summarizes the advertising campaign and includes results like video views, number of impressions by locations and demographics of users who interacted with the advertisement.



The BRI event advertisement on WeChat

Talk to us to learn more!



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