



Brief INDODAX Saham AS + Kripto Influencer Campaign

PLATFORM UPDATE	1. INSTAGRAM 2. TIKTOK
DURATION	60 Sec (Maximum)
OBJECTIVES	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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 HARDSELL, we want the video to appear as organic as it can be.
KEY MESSAGE	<ul style="list-style-type: none">• “Diversify your Investment Portfolio”