



## Brief INDODAX Saham AS + Kripto Influencer Campaign

PLATFORM UPDATE	1. INSTAGRAM 2. TIKTOK
DURATION	60 Sec (Maximum)
OBJECTIVES	<ul style="list-style-type: none"><li>• To inform your audience about the newest product on INDODAX called <b>“Saham AS”</b> which helps people who are seeking other investment products other than crypto on INDODAX.</li><li>• To encourage your audience to trade foreign stocks from a curated list of 55+ (*tbc) top US stocks on INDODAX.</li><li>• 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.</li></ul>
IMPORTANT NOTES	<ul style="list-style-type: none"><li>• Pronunciation INDODAX adalah persis seperti namanya, bukan <b>‘INDODEX’</b> tapi <b>‘INDODAX’</b></li><li>• Be informative, but at the same time be casual, fun, and not too patronizing.</li><li>• 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</li><li>• You have to be interactive to your audience if your audience asks about INDODAX matters, especially on comments.</li><li>• <b>NO HARDELL</b>, we want the video to appear as organic as it can be.</li></ul>
KEY MESSAGE	<ul style="list-style-type: none"><li>• <b>“Diversify your Investment Portfolio”</b></li></ul>