

Brief & Guidelines

Company/Brand Overview	About Ajaib Alpha Ajaib Alpha (formerly known as <i>Ajaib Kripto</i>) is one of Indonesia's investment application, specializing in Crypto, Crypto Futures, and U.S. Stocks. With the mission “Global Investment Without Borders,” Ajaib Alpha embodies a brand personality of excitement, offering a platform suitable for both beginner investors and advanced traders to access global markets easily and securely. Featuring an enhanced user interface, advanced trading tools, and up-to-date news, Ajaib Alpha empowers investors to conveniently buy and sell crypto assets and U.S. stocks. We are committed to continuous innovation to remain a trusted platform for investing in crypto assets and U.S. stocks for all Indonesians. User Journey on Ajaib Alpha Crypto Asset Investment (Spot): Install → Register → KYC/Account Verification (ID) → Top Up Account → Trade Crypto Assets. U.S. Stock Investment: Install → Register → KYC/Account Verification (ID) → Secondary KYC/Verification → Top Up Account → Trade U.S. Stocks. The primary objective of our content is to encourage users to do a <u>First Top Up Account on Ajaib Alpha</u>, while the KYC/Verification process serves as a secondary goal. Unique Selling Points (USPs) of Ajaib Alpha 1. A platform suitable for both beginners and professional traders, with a simple and fast 100% online registration process. 2. One-time registration to access multiple investment instruments (Crypto Assets, Crypto Futures, U.S. Stocks). 3. Comprehensive features to enhance your trading experience. 4. Seamless trading experience — faster and more reliable. 5. Low transaction fees to maximize your profits. 6. Access to over 500+ Crypto Assets and 600+ U.S. Stocks. 7. Trade U.S. Stocks directly in Rupiah, without the need to purchase U.S. Dollars beforehand.
Campaign Objective	First Top Up (Performance)
Call To Action	Yuk, mulai investasi Aset Kripto pertama kamu di Ajaib Alpha!
Promotions (if	Will update later for tactical promo. Promotional related contents will be

any)	updated later.
# of Contents Expected/Creator quantity	5 contents including: - Ajaib Earn - 1 video - Ajaib Alpha Features - 1 video - Magic Carpet - 1 video - Educating audience on buying their first Crypto in Ajaib Alpha - 2 video
Creator Reference & Why	Creators who have knowledge of and passion for financial investment applications, with experience in reviewing financial apps, particularly in the crypto space. References: Theresa Learns (https://www.tiktok.com/@theresalearns) Felicia (https://www.tiktok.com/@ainrukaicilef_) Jurnal Bitcoin (https://www.tiktok.com/@jurnalbitcoin) Nichodemus (https://www.tiktok.com/@nicho_demus14)
Viewers Demography	Age 18-35
Expected Storyline	Example 1 Hook (0–3 seconds) Choose one: “Mau dapat Bitcoin gratis?👀💡” “Ngga mau ketinggalan punya aset kripto yang lagi hype?🚀” Intro (3-7 seconds) Tenang... sekarang kamu bisa mulai punya aset kripto lewat aplikasi Ajaib Alpha. Caranya gampang banget! Verifikasi akun kamu, dan langsung dapet Bonus Bitcoin! Isi / Step by Step (7–45 seconds) • Pertama, download aplikasi Ajaib Alpha • Daftar dan isi data diri kayak biasa • Pas verifikasi akun, masukan kode “BONUSBTC” • Kalau akun kamu sudah aktif, kamu langsung dapet bonus Bitcoin senilai Rp20.000! • Promo ini cuma buat pengguna baru ya—yang belum pernah punya akun Ajaib Alpha sebelumnya! Penutup + CTA (45–60 seconds) Gampang banget, kan? Mulai langkah pertama punya bitcoin sekarang bareng Ajaib Alpha Jangan lupa kode: BONUSBTC 💰💡 —

Example 2: Ajaib Earn

Hook (0–3s)

“Mau investasi aset kripto tapi nggak mau ribet trading tiap hari? 🙄”

“Bisa dapat imbal hasil sampai dengan 16% APY dari aset kripto kamu! 🚀”

Intro (3–7s)

“Kenalin, ini Ajaib Earn, fitur di Ajaib Alpha buat kamu yang pengen investasi aset kripto dengan risiko lebih rendah, mirip kayak nabung.”

Step-by-Step (7–45s)

1. Pilih Ajaib Earn di aplikasi Ajaib Alpha
2. Setor aset kripto kamu
3. Dapat imbal hasil APY hingga 16% (di atas rata-rata pasar)
4. Imbal hasil dibagikan setiap hari otomatis
5. Bisa dicairkan kapan aja, fleksibel banget!

Closing + CTA (45–60s)

“Coba Ajaib Earn sekarang, biar aset kripto kamu kerja setiap hari 💰✨”

“Download Ajaib Alpha dan mulai investasi aset kripto lebih aman & fleksibel!”

Example 3: Ajaib Alpha Features (Tools + News + Feeds)

Hook (0–3s)

“Trading kripto bingung mulai dari mana? 😞”

“Pengen trading lebih pintar dengan fitur lengkap? 🔥”

Intro (3–7s)

“Tenang, semua ada di aplikasi Ajaib Alpha. Cocok banget buat pemula sampai trader pro.”

Step-by-Step (7–45s)

1. Stop Loss & Take Profit: atur otomatis biar cuan aman dan risiko terkendali
2. Order Book: pantau langsung harga beli dan jual di market
3. Indicator Analysis: pakai indikator teknikal buat strategi trading
4. News Update: dapat berita terbaru biar selalu up-to-date
5. Feeds/Community: diskusi bareng komunitas investor & trader lain di aplikasi Ajaib Alpha

Closing + CTA (45–60s)

“Lengkap banget, kan? Semua fitur ada di Ajaib Alpha 🚀”

“Download sekarang, mulai trading lebih smart & lebih aman.”

	— Example 4: Magic Carpet Hook (0–3s) “Ajak teman Daftar Ajaib Alpha bisa dapet hadiah aset kripto? 🎮⚡” “Cobain fitur seru Magic Carpet di Ajaib Alpha!” Intro (3–7s) “Dengan Magic Carpet, kamu bisa kumpulkan chip tiap hari, terus main untuk kesempatan menang aset kripto.” Step-by-Step (7–45s) 1. Login ke aplikasi Ajaib Alpha 2. Kumpulin chip dari referral ke teman 3. Tuker chip buat main Magic Carpet 4. Mainkan gamenya, menangkan hadiah kripto (misalnya BTC/ETH/DOGE) 5. Ikutin challenge & share pengalaman biar dapet chip tambahan Closing + CTA (45–60s) “Seru banget, kan? Main Magic Carpet tiap hari & menangkan aset kripto 🚀” “Download Ajaib Alpha dan mulai kumpulin chip sekarang!”	
Deadline	Expected to live by early October	
Do's & Dont's	Do's / Must Include 1. Always mention the product name in full as “Ajaib Alpha”, not just “Ajaib.” 2. Display the company name at the end of the video or at the bottom of the image: “PT Kagum Teknologi Indonesia berizin dan diawasi oleh Otoritas Jasa Keuangan” 3. Include the following footer disclaimer during the video: “Disclaimer: Investasi aset	Don'ts / Must Avoid 1. Making negative remarks about any crypto asset and/or third parties (including other platforms). 2. Comparisons between crypto assets must be based on factual data and should never be intended to disparage or discredit. 3. Recommending the purchase of a specific crypto asset/coin while implying guaranteed profit.

	kripto mengandung risiko. Harap berinvestasi sesuai profil risiko pribadi” 4. The Ajaib Alpha logo must be included in the video. 5. Use language that is simple and easy to understand for general audiences and prospective consumers. 6. If performance data is presented, it is mandatory to include: - The date the data was collected. - The source of the data (e.g., a link). 7. Talents are encouraged to register and open an account on Ajaib Alpha to experience the user journey and gain a deeper understanding of the product being advertised.	Example: “ETH is dropping, buy now to get big profits.” 4. Suggesting that users will incur losses if they do not purchase a specific digital financial asset. Example: “If you don’t buy Bitcoin now, you’ll definitely lose big.” 5. Using superlative claims to describe Ajaib Alpha. Example: “Ajaib Alpha has the safest and most profitable trading features.” 6. Encouraging consumers to transact in an unreasonable or aggressive manner. Example: “Top up as much as possible now — the bigger your capital, the more guaranteed your profit.” 7. Providing misleading, false, or incomplete information, including fake price charts, fabricated testimonials, or inaccurate claims about asset performance. 8. Promising guaranteed, excessive, or risk-free profits without supporting data or disclaimers. Examples: “guaranteed profit” – “risk-free” – “100% success” – “sure win” – “get rich quick”.
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		9. Using unclear, inaccurate, or false data sources. Example: “Over 10,000 successful investors have joined us.” 10. Referring to crypto assets only as Assets, Digital Assets, Digital Financial Assets, or Financial Assets. 11. Do not use terms such as cryptocurrency, digital money, currency, or similar. 12. Mentioning or promoting Ajaib Alpha’s competitors. 13. Using the official OJK (Financial Services Authority) logo. 14. Only written reference is allowed, as specified in Do’s / Must Include No. 2. 15. Making comments containing hate speech, discriminatory language, or references to sensitive issues related to ethnicity, religion, race, or societal groups.
Product Knowledge	1. Ajaib Earn Encourage users to transact with Ajaib Earn. This product is designed for investors who wish to invest in crypto with relatively	

lower risk — similar to saving crypto assets. Ajaib Alpha offers returns of up to 16% APY, which is above the market average. Returns are distributed automatically on a daily basis, and deposited assets are flexible, as they can be withdrawn at any time.

More details: <https://kripto.ajaib.co.id/earn/>

2. Ajaib Alpha Features

Trading Tools

- **Stop Loss & Take Profit:**
Allows users to set automatic buy/sell limits to manage risk and secure profits efficiently.
- **Order Book:**
Displays real-time market activity, helping users monitor buy/sell volumes and make informed trading decisions.
- **Indicator Analysis:**
Provides advanced charting tools and technical indicators to support smarter trading strategies.

Others

- **News (Berita):**
Delivers the latest market updates and crypto/stock news directly in the app, so investors can stay informed.
- **Feeds (Community Discussion):**
A social feature where users can join discussions, share insights, and learn from the Ajaib Alpha community.

3. Magic Carpet

Magic Carpet is a campaign / feature by Ajaib Alpha where users can collect “Magic Carpet” in-app to win rewards (including free crypto coins).

It's intended as an engagement & loyalty mechanism to encourage users to invite more people to join Ajaib Alpha..

Key Mechanics / How It Works

- Users collect Magic Carpet chips every day by referring people to join Ajaib Alpha
- Once enough chips are collected, the user can redeem/exchange 1 chip to play the Magic Carpet game inside the app.

By playing, users have a chance to win free crypto coins (examples: BTC / ETH / DOGE) up to a certain value.