



KOL Brief:
Gojek PLUS
Q2 2026



Do & Don't

DO'S

Using words: Pake Gojek, pergi pake GoCar, pergi pake GoRide, beli pake GoFood, beli pake GoMart, kirim pake GoSend

- Wear Gojek attire or/and **show green ornament** on the surrounding.
- **Follow and mention @gojekindonesia**, use #DiskonTerusTerusan as hashtags. You're allowed to use general hashtags to boost your content.
- Tag Instagram or TikTok @gojekindonesia
- KOL to follow the guideline and create the content based on their persona and in natural way.
- Follow the timeline provided by Gojek.
- Share the storyline for approval by Gojek team before producing the content.
- Invite your followers to check the link on bio or CTA.
- Post the content once approved by Gojek Team.
- Add UI journey when needed (must use screen recording)
- Must use GoPay for payment (in real action or UI)

DON'T(S)

Using words: Pesan, order, pesanan or pemesanan, "Beli di / Beli [Gojek Product]", "Dianter [Gojek Product]"

- Show SARA/ Pornography.
- Show competitor or other brand logo/attributes.
- Mention competitor.
- Be affiliated with competitor's challenge or campaign.
- KOL are not able to collaborate or have an agreement with competitor in the period of their collaboration with Gojek.
- Competitors list should be avoided: Grab, Green SM, Indriver, Maxim, Shopee, Bukalapak, JD.ID, Ovo, Dana
- Create blurry photo or video
- Backlighting image
- Visibility of plastic
- Write a wrong writing/spelling of the product (GoJek, goJek, Go-jek, Go-JEK, GOJEK)
The correct spellings: Gojek, GoRide, GoCar, GoFood, GoSend, GoMart, Gojek PLUS
- Scripted and unnatural content.
- Show other competitor's campaign hashtags.
- Use other competitor's campaign music/background.

SOCIAL MEDIA
Communication
Framework

The Everyday Reality

What's happening

People spend on small things every day, commute, food, sending items, without thinking much about it.

The problem

Because it feels small, people don't realize how much it adds up over time.

The opportunity

These habits are unavoidable, but they can be made more efficient and valuable.

→ PASTI ADA JALAN to get more out of what you already do daily.



How Gojek PLUS Should Show Up on Social Media



FEEL

- Smart & Effortless
- Like discovering a useful life hack
- Regret not using it sooner



THINK

- *“This is actually worth it”*
- *“I can save more just by using Gojek as usual”*
- *“Small cost, but adds up over time”*



LOOK & SOUND

- Personal and relatable
- Real daily usage moments
- Not overly promotional

Gojek PLUS Functional Message

The smarter way to use Gojek - for users who want guaranteed/ smarter savings across all services

Tangible

Emotional

**Guaranteed Savings/
Pasti Diskon**

Discount on every order, no surprises



Multi-Service Benefits

One subscription, all services cheaper



Peace of Mind

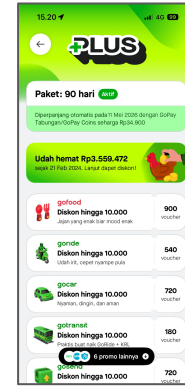
No need to hunt for deals, savings are automatic

KOL BRIEF

Functional Message

Category	Macro & Mega KOL
Objective	Drive awareness by making Gojek PLUS feel like a smart life hack everyone is already using
Key message	<i>With just a small monthly fee, you can save effortlessly on your daily Gojek needs using Gojek PLUS, and see those savings grow over time</i>
Proof points	<ol style="list-style-type: none">1. Subscription price: start from Rp6.300/month2. Benefit: save up to Rp10K/transaction3. Long-term savings from continuous Gojek PLUS usage <p><i>*Please communicate these points with your own style</i></p>
Angle	Edutainment
Must-have element	Logo Gojek PLUS, logo Gojek services, coin visualisation, UI savings

Video Treatment Formula



Emphasize this banner

Hook

Start with an engaging, scroll-stopping hook that immediately captures attention (avoid casual openings). Adapt it to your own style.

Insight

Share a relatable insight around daily habits, spending, or saving, and connect it to making smarter decisions over time. *For example:*

- saving small amounts consistently over time
- optimizing daily expenses to get more value
- making smarter spending choices for long-term benefits

Show habit

Bring up relatable everyday routines (e.g. commute, meals, sending items) in a natural way.

Note: These moments should reflect usage of Gojek services, but do not explicitly mention or highlight Gojek yet.

Reveal Gojek PLUS

Mention how those everyday routines are supported by Gojek services (GoCar, GoRide, GoFood, GoSend) (→ inject [logo for Gojek services](#) here)

Introduce Gojek PLUS as a way to save more from these daily routines (→ inject [logo](#) here)

Highlight our subscription price: start from Rp6.300/month

Highlight key benefit: save up to Rp10K/transaction with Gojek PLUS. (→ Inject [coin visualisation](#) here)

E.g. (please adjust to your own tone and wording):
 "Dia bisa kasih potongan up to 10rb di tiap transaksi gojek, walaupun langganannya cuma 6ribuan per bulan"

Prove savings

Highlight the total savings shown in the Gojek PLUS UI to demonstrate the value.

E.g. (please adjust to your own tone and wording):
 "Gue udah hemat segini selama langganan Gojek PLUS, lumayan kan"

Close with payoff

Close by sharing how Gojek PLUS helps you save more over time and get better value from daily spending.

Content Reference

Click Here



Edutainment Videos

Educational videos featuring a host who breaks down financial concepts and shares practical, everyday tips to help viewers become more financially savvy.

Must-have Creative Asets

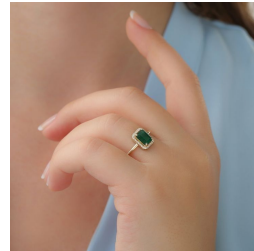
Gojek PLUS logo	Here
Font	Here
Coin	Here
Gojek services logo	Here
UI Gojek PLUS page	Will be shared further

Dresscode



A hint of green, modest and not overly revealing.

Green can also be translated to accessories.



TIMELINE

Posting Timeline

	Q2 2026
KOL	Mega KOL (collab)
Target Live	April 20th

THANK YOU!