

ResepKoki



Indonesia's leading F&B Lifestyle Platform

Introduction

Media Statistics (May 2020)

Visitors: 6 Million

Pageviews: 12 Million

Visits: 10 Million

About Resepkoki.id



Resepkoki.id is the largest Indonesian F&B online media platform that serves a wide range of articles focusing on cooking tips, food recipes and food culture community for the Indonesian people. It is the perfect platform for FMCG F&B brands to reach out to very niche target audience at large scale

Our content is focused on home methods of cooking and ingredients for traditional and contemporary Indonesian cuisine and trends in Indonesian food cultural scene

*ComScore ranking

Highlights



- 6 million monthly users
- 11 million monthly pageviews
- 60 million monthly ads impressions
- 4:37min average time spent per session
- 96% of users traffic from mobile web
- Launched FMCG and F&B campaigns with leading local and international ads agencies



i-dac



OmnicomMediaGroup



Why Resepkoki.id?

- We primarily serve housewives, young mothers and food hobbyists who are mostly millennials and Gen Z
- We are the leading online source for F&B content, especially popular food recipes and food trends in Indonesia
- We are a highly niche platform that is perfect for promoting FMCG F&B brands



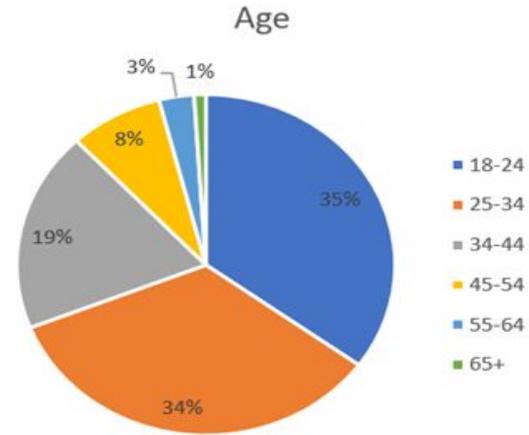
Demographics



78%



22%



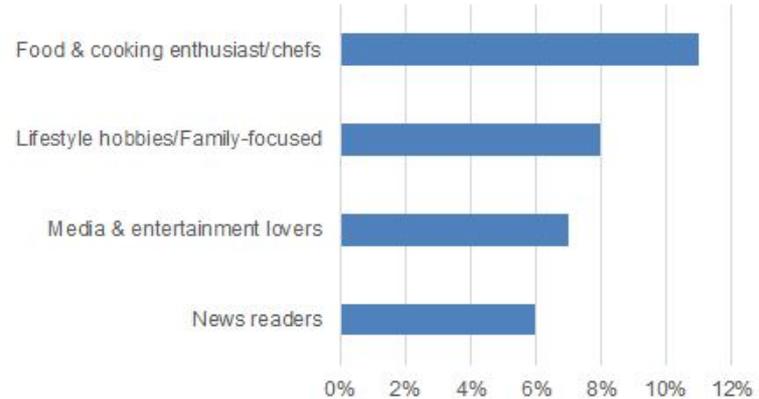
Resepkoki.id main demographics is millennials, young women and housewives. This is very niche demographics best suited for FMCG, F&B, Beauty categories. No other local content publisher targets the housewives/young mothers market segment at such scale

Demographics



Location	
Jakarta	32%
Surabaya	15%
Bandung	7%
Batam	5%
Makassar	4%
Others	37%

Top Interests



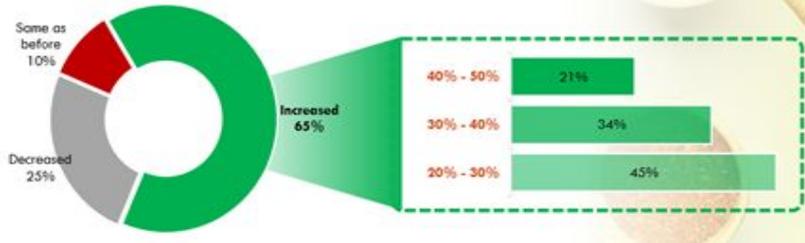
Resepkoki.id's main demographics is currently located in Indonesia's big cities, with rapid growth in smaller-tier cities due to increasing Internet penetration

Top interests include food/cooking enthusiasts and hobbyists, best suited for FMCG, F&B targeted ads

Demographics

Shopping Pattern Shift

65% of respondents stated that spending on food during a pandemic increases with the increasing range at 20-50% compared to before the pandemic.



Cooking Pattern Shift

During the pandemic, 83% of respondents said they **COOK MORE** often than before the pandemic.

Habit	Before (%)	After (%)
1 time	57%	21%
2 times	34%	39%
3 times	8%	32%
>3 times	1%	8%
TOTAL	100%	100%

Our users have very high intent, spending more on F&B goods and are also cooking more frequently during the COVID-19 pandemic, based on various market research studies. Resepkoki.id is the perfect platform for F&B brands to instantly and directly engage with their prime target audience

Assets

Value proposition:

- 300k daily pageviews, with highly niche users demographics consisting of young mothers and housewives who shop for daily household goods for their families
- Perfect target audience for FMCG F&B brands
- Our performance for FMCG F&B campaigns is one of the best for Indonesian websites, producing very high CTR and video completion rate



Assets

Display and video ads for campaigns:

- Top leaderboard (Display, 0.4% CTR)
- Sticky bottom (Display, 0.4% CTR)
- In-article (Display, 0.5% CTR)
- Video sticky (Video, 15s with 85% completion rate)

Sponsored articles:

We can create dedicated posts/articles for F&B brands (dedicated pages for brand takeover and customize pages on our platform for premium branding)



Assets

ResepKoki



Leaderboard & Sticky Bottom



In-Article

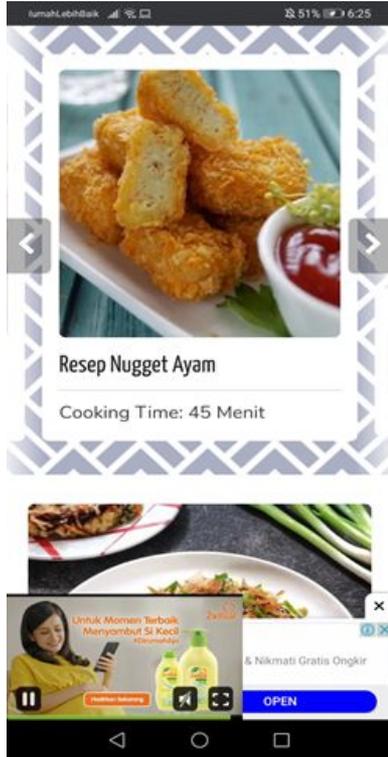


Outstream video

Case Study



Outstream video (Unilever x Mindshare)



ResepKoki 

Objective:

Targeting mothers and housewives audience in 25-40 years old to increase brand engagement of FMCG goods through video ads

Performance:

Launched on-going regular outstream video ads for Unilever FMCG, delivering 6-15 seconds videos with average 80% completion rate

Sponsored Articles (Blibli x Wavemaker)

1. Krokot Makaroni



Camilan berbahan dasar kentang ini garing di luar tapi lembut di dalam. Biasanya krokot tidak hanya berisi sayuran, lho. Bisa juga ditambahkan isian makaroni. Krokot makaroni sangat cocok untuk kudapan buka puasa karena mengenyangkan dan juga enak!

Krokot yang baik punya kulit yang tidak pecah atau retak. Sayangnya banget kan kalau adonan krokot Anda sudah enak, tapi bentuknya kurang cke karena kulitnya retak, bahkan pecah karena meletus ketika digoreng.

Usahakan memilih kentang yang sudah tua. Hindari memilih kentang yang masih muda, karena biasanya kentang yang masih muda memiliki kadar air yang tinggi. Atau jika Anda ingin lebih praktis, Anda bisa menggunakan tepung kentang yang diseduh dengan air secukupnya sampai mendapatkan tekstur yang pas. Tepung kentang bisa Anda beli di BlibliMart!

ResepKoki 

Objective:

Targeting cooking enthusiasts and housewives audience in 25-40 years old to increase brand awareness of Blibli Mart new groceries assortments and sellers

Performance:

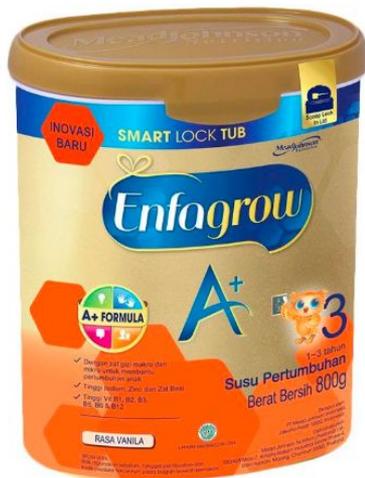
Created and posted brand dedicated articles on homecooked dishes that can be prepared using groceries produces available on Blibli Mart platform, delivering 100k pageviews in a week

<https://resepkoki.id/7-gorengan-takjil-favorit-untuk-buka-puasa/>



Premium Banner Ads (Reckitt Benckiser x AdAsia)

ResepKoki 



Objective:

Targeting young mothers and housewives audience in 25-40 years old to increase e-commerce campaign awareness for Enfagrow infant formula

Performance:

Premium ads inventories dedicated for increased branding and conversion rate for Enfagrow campaign. Maintained average CTR of 0.6% for a week due to precise user audience targeting

Premium Banner Ads (Indomilk x I-DAC)

ResepKoki 



Objective:

Targeting young mothers and housewives audience in 25-40 years old to increase new products awareness for Indomilk kids milk

Performance:

Premium ads inventories dedicated for increased branding and conversion rate for Indomilk monthly campaigns. Maintained average CTR of 0.5% for months due to precise user audience targeting

Sponsored Articles (Sinarmas x Mediatics)

ResepKoki 

Objective:

Targeting cooking enthusiasts and chefs audience in 25-40 years old to have interest in cooking with Filma cooking oil and margarine products for their family household and businesses

Performance:

Created and posted brand dedicated articles on famous Indonesian dishes that are best prepared using Filma branded products, with 50k PV for a week

<https://resepKoki.id/10-aneka-kue-dan-masakan-yang-wajib-anda-masak-saat-bulan-ramadhan/>



Premium Banner Ads (SCJohnson x OMD)

ResepKoki 



scJohnson
A family company
at work for a better world

Objective:

Targeting housewives audience in 25-40 years old to have interest in Baygon brand for their family household

Performance:

Delivered PMP deals for prime spot banner ads for one week, delivering more than 1million impressions, maintaining CTR 0.4% at CPM Rp 7500 in two weeks

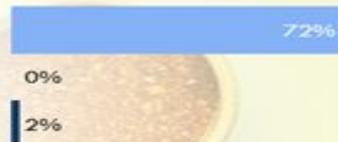
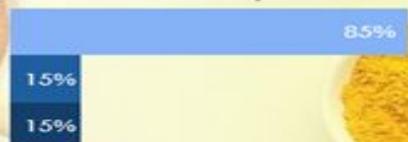
Market Research



With our massive and highly targeted traffic mostly consisting of young women, housewives and cooking enthusiasts/professionals, we offer monthly market research reports for F&B brands to gain insights to current market situations

Preferred Brand – Flavor Enhancers

(June 2020)



Current Use
Top Of Mind
Total Awareness

ResepKoki



Build Your Campaign

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