

# PROJECT CONCRETE

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MY/SG

CREATIVELAB

# Hello, this is Project Concrete

Let's go back to laying the foundations...



# Why do we need this?

Being a challenger brand to big names like Singapore Airlines and other longstanding travel agents who already have the loyalty and support of Singaporeans, Traveloka has some groundwork to do to continue laying the foundations of **brand awareness, gaining trust** and most importantly communicating our **quality propositions**.

We aim to build the elements of reliability and value that will further cement our positioning as a *lifestyle superapp*.

# What's stopping them from trusting us?

Difficult to change flight plan or get cancellations

had heard of cases booking went thru but when arrive at airport, ticket was not valid.

If there is any delay or issues very difficult to solve if we use online app. I have lot of experience before. Especially during starting covid time I have book flight tickets via online app in the end I lost my cash

Cos there's no real person can solve some of the question.

Heard of difficulty to cancel if booked via a third party website. Airlines can provides refunds directly.

Sometimes I do use it. But using apps from direct gives me the miles points for airlines like Singapore Airlines

No doubt the response to flight reschedule/refund has been tainted during the pandemic, we are here to acknowledge the pain points and showcase a variety of (new) intuitive features to ease and facilitate their travel comebacks.



# And the foundational pillars of reliability and value are:

Easy Refund  
& Refund  
Promise

Easy  
Reschedule

Complete  
Flight  
Options &  
Routes

Deals &  
Discounts

Cashless Refund

Premium Reschedule

# Creative Key Deliverables

1. Campaign Key Visual
2. Offline Activation (OOH, Ambient)
3. Digital Activation (Main video, Socmed engagement content, AR/VR ideas)



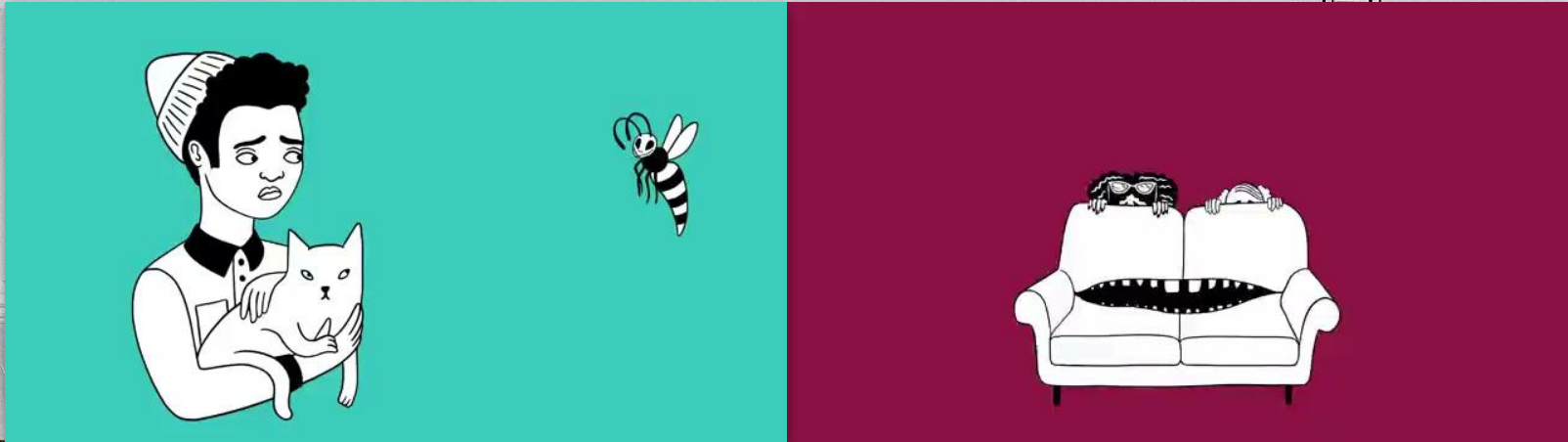


## Sh\*t happens

Life is full of surprises and unpredictable events. Sometimes bad things happen when we least expect them, but Traveloka understands. You can always make flexible flight bookings with us as there's Easy Reschedule and refund promise to save you from more troubles.

## Direction 1: Video reference

15s series with quirky illustrations of sticky situations that might happen in your daily life.



Feature	Key Message	Important Mentions	Must Not Mention	Reference	Orientation	Duration
<b>Easy Reschedule</b>	Traveloka's here for you even when the unexpected happens: Change bookings worry-free with Easy Reschedule.	<ul style="list-style-type: none"> <li>- No need to contact airlines, you can easily do your own reschedule independently on the Traveloka App</li> <li>- Easy step-by-step (for 15s version):                             <ol style="list-style-type: none"> <li>1. Choose the flight you want to reschedule</li> <li>2. Pick your new schedule</li> <li>3. Complete details and remaining payment (if any)</li> </ol>                             Can simplify the 1-2-3 step in a catchy way, e.g. "Start your reschedule, <i>select</i> your new flight, done!"                         </li> </ul>	<ul style="list-style-type: none"> <li>- That rescheduling is free</li> <li>- That all flights are eligible for reschedule</li> </ul>	<a href="https://www.traveloka.com/en-sg/reschedule/flight">https://www.traveloka.com/en-sg/reschedule/flight</a>	Horizontal (16:9) Vertical (9:16) Square (1:1)	15s, 30s
<b>Refund Procedure (no official name for this feature yet)</b>	Change of plans? No need to go through a huge hassle; submit and track the status of eligible refundable flights all on the Traveloka App.	<ul style="list-style-type: none"> <li>- No need to contact airlines, you can easily do your own reschedule independently on the Traveloka App</li> <li>- Easy step-by-step (for 15s version):                             <ol style="list-style-type: none"> <li>1. Choose the booking you want to refund</li> <li>2. Complete your refund details and documents</li> <li>3. Submit and monitor progress all on the app</li> </ol>                             Can simplify the 1-2-3 step in a catchy way, e.g. "Start, submit, keep track!"                         </li> </ul>	<ul style="list-style-type: none"> <li>- That all flights are eligible for refund</li> <li>- That refund duration is the same for all cases</li> </ul>	<a href="https://www.traveloka.com/en-sg/refund">https://www.traveloka.com/en-sg/refund</a>	Horizontal (16:9) Vertical (9:16) Square (1:1)	15s, 30s
<b>Traveloka Refund Promise</b>	Book with peace of mind: With Traveloka Refund Promise, even from booking, know how long it will take for you to get your refund if you need to change your plans.	<ul style="list-style-type: none"> <li>- When browsing for your flight, you can check "Refund Info" to find out what will happen if you have to change your plans</li> <li>- Your favorite airlines may be eligible for our 14- or 30-Day Refund Promise, which means we ensure your refund will arrive on time</li> <li>- Have transparency even before you book your flight</li> </ul>	<ul style="list-style-type: none"> <li>- That all airlines adopt the refund promise</li> </ul>	<a href="https://www.traveloka.com/en-sg/help/v2/flight/flight-managing-booking/flight-changes/refund/traveloka-refund-promise">https://www.traveloka.com/en-sg/help/v2/flight/flight-managing-booking/flight-changes/refund/traveloka-refund-promise</a>	Horizontal (16:9) Vertical (9:16) Square (1:1)	15s, 30s

The background is a textured, mottled grey surface, possibly a wall or floor, with a dark shadow of a hand on the right side. The shadow is cast from the right, showing the outline of a hand with fingers spread. The overall tone is muted and industrial.

## **Video 1 - Easy Reschedule**

# ‘Didn’t see that coming’ (30s) - Easy Reschedule

Catching a flight...



1. From a front POV, we see a girl driving — she’s sprinting on the road when suddenly she hits the brakes abruptly 🚗💥👮

[SFX - Fast car, car brake]

[Supers: **Catching a flight...**]



1a. We see a group of otters crossing the road, looking very chill. Most of them are bounding happily, but 1 old otter left behind is walking slowly.

[SFX - Otters squealing]

Can't make it on time?



1b. As the old otter is walking slowly, we see a blurb pops out from the driver to indicate lateness ( ! ⌚💨 )

[Supers: **but can't make it on time?**]

[SFX - Otters squealing, short honk]

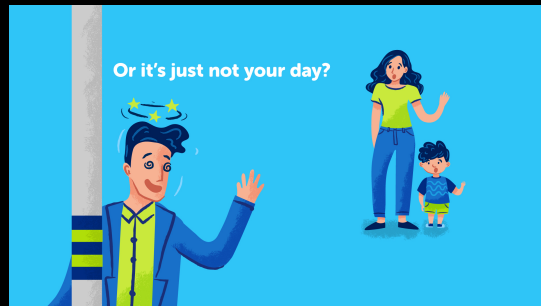
VO: **WALAO SIAN!**

# ‘Didn’t see that coming’ (30s) - Easy Reschedule



2. [Transition to next scene] With his travel bags, a guy is walking away while waving to his wife & kid, when suddenly he knocks himself on a pole.

[SFX - Toing!]



2a. The guy fell down (out of frame). We see his family members looking shocked. A dizzy cartoon VFX appears at the bottom.

[Supers: Or it's just not your day?]

[SFX - Dizzy]

VO: **WALAO SIAN!**



3. [Supers + Product frame] + VO

[Supers: **When things go WALAO SIAN, just <Easy Reschedule logo>**]

VO: **Unexpected things can happen before you take off.**

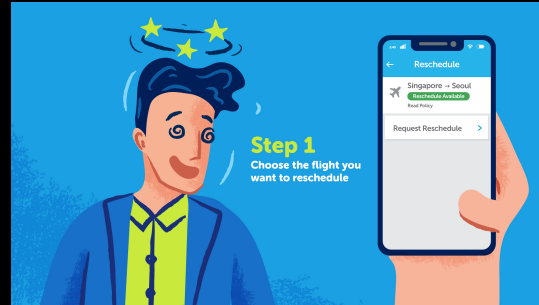
# 'Didn't see that coming' (30s) - Easy Reschedule



4. [Conti] Phone interface slides to the right. We see the dizzy man appears in frame while tapping on his phone.

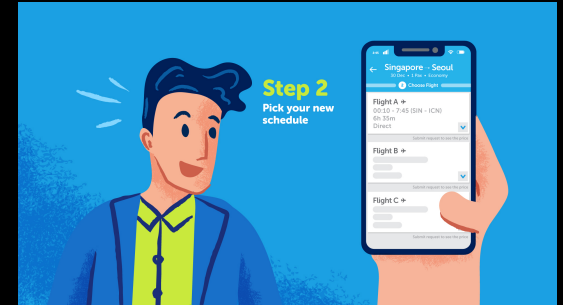
[SFX - Troll music [SFX](#)]

**VO: Save the hassle with Traveloka's Easy Reschedule!**



4a. [Dynamic steps in mobile interface] - Step 1. Choose the flight you want to reschedule

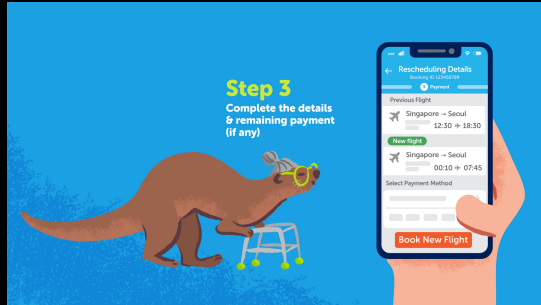
**VO: Simply select your flight booking,**



4b. [Dynamic steps in mobile interface] - Step 2. Pick your new schedule

**VO: ... find a new schedule,**

# ‘Didn’t see that coming’ (30s) - Easy Reschedule



4c. [Dynamic steps in mobile interface] - Step 3.  
Complete the details and remaining payment (if any)

**VO: ... and you're done!**

traveloka  
your *lifestyle* superapp

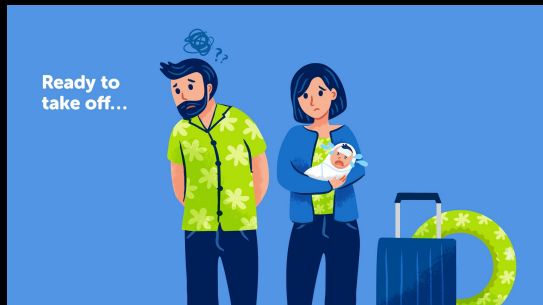
5. Closing frame + end tune

**VO: It's that easy with Traveloka, your lifestyle superapp!**

The background is a textured, mottled grey surface, possibly a wall or floor, with a dark shadow cast on the right side.

## **Video 2 - Refund Procedure**

# ‘That wasn’t the plan’ (30s) - Refund Procedure

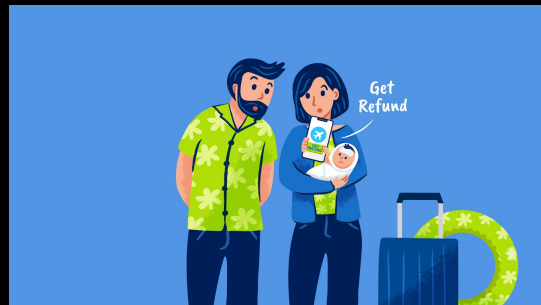


1. We see a couple ready to go in a holiday outfit. The wife is trying to comfort their sick crying baby in her arms, the husband seems restless, walking back and forth while thinking of a solution.

[Graphic popups for the guy] Scribbles & question marks

[SFX - Baby crying]

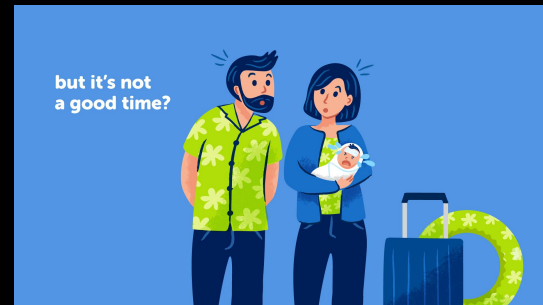
[Supers: Taking off soon...]



1a. Suddenly the baby burst into tears. 🤒🔥 We see a pop up graphics of a red thermometer with supers: FEVER 38°C. The husband stops and stares at the baby.

[Graphic popup text] **FEVER 38°C**

[SFX - Click, click]



1b. The continues crying again. Both couple looks surprised at each other.

[Supers: **but it's not a good time?**]

[SFX - Baby crying]

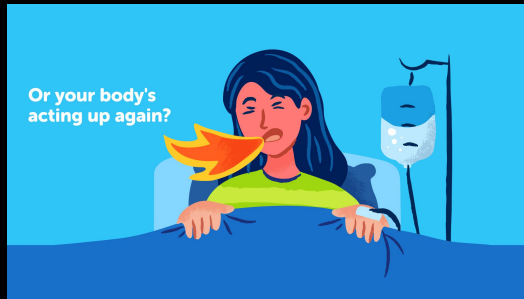
VO: **WALAO SIAN!**

## 'That wasn't the plan' (30s) - Refund Procedure



2. [Transition to next scene] A starving woman is adding more chili flakes into her spicy cup noodles when suddenly, her face turns red and she's spitting fire 🌶️🔥

[SFX - Omnomnom, Screaming]



3. Next, the woman is touching her stomach in pain at a hospital bed while opening the Traveloka App 🤒📱

[Supers: Or your body's acting up again?]

[SFX - Stomach grumbling]

VO: **WALAO SIAN!**

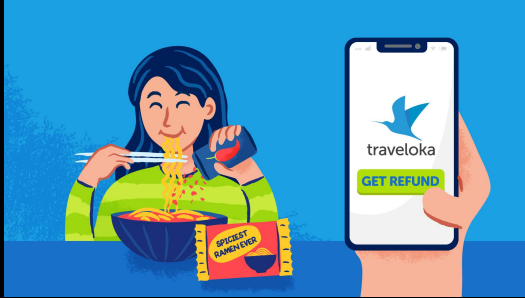


4. [Supers + Product frame] + VO

Supers: **When things go WALAO SIAN, get a REFUND.**

VO: **The good news is,**

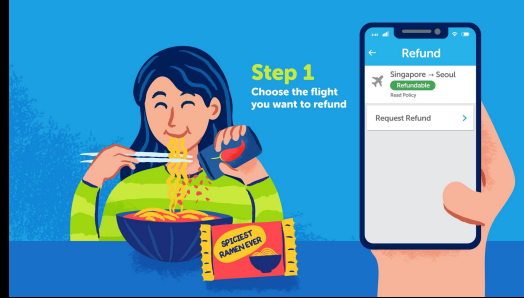
# ‘That wasn’t the plan’ (30s) - Refund Procedure



4. [Conti] Phone interface slides to the right. We see the woman appears in frame, spitting fire while tapping on her phone.

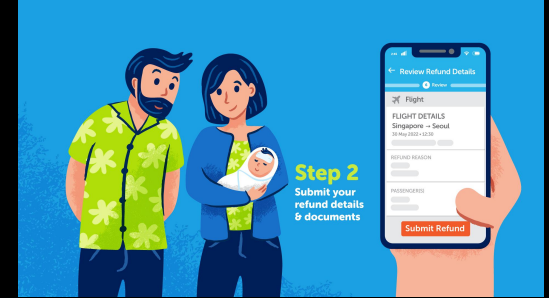
[SFX - Troll music [SFX](#)]

VO: ... **Traveloka offers easy refund!**



4a. [Dynamic steps in mobile interface] - Step 1.  
Choose the flight you want to refund

VO: **Simply select your flight booking,**



4b. [Dynamic steps in mobile interface] - Step 2.  
Complete your refund details and documents

VO: ... **submit your details**

# 'That wasn't the plan' (30s) - Refund Procedure



4c. [Dynamic steps in mobile interface] - Step 3.  
Submit and monitor progress all on the app

**VO: ... and you're done!**

traveloka  
your lifestyle superapp

5. Closing frame + end tune

**VO: It's that easy with Traveloka, your  
lifestyle superapp!**

The background of the image is a high-resolution, textured grey surface, resembling concrete or stone. It has a mottled appearance with various shades of grey and white, giving it a weathered or aged look. On the right side, there is a dark, shadowy shape that looks like a hand or a similar figure pressed against the wall. The lighting is soft, creating subtle gradients and shadows across the surface.

## **Video 3 - Refund Promise**

# 'This we promise you' (30s) - Refund Promise

Want the  
real deal...



1. At a desk, we see an excited guy holding a card, written with:



[SFX - Happy music]

[Supers: Want the real deal...]



1a. The guy pulls out a coin and starts scratching the card. Suddenly, we see him frowning

[SFX - Scratching card, failed SFX]

but tired of  
being played?



1b. We see the scratched card is written with: . We see the guy screaming and tearing the card angrily with a censored mouth.

[SFX - screaming]

[Supers: but tired of being played?]

VO: **WALAO SIAN!**

## 'This we promise you' (30s) - Refund Promise



2. [Transition to next scene] We see 5 people queueing in front of an empty hawker stall and a desk signage written with ‘

[SFX - Happy music]



2a. The first person in line looks at her watch ticking quickly to 20 minutes later (showing this in close up through a speech bubble popup). She looks starving and sighed.

[SFX - Clock ticking, sighing]



2b. Suddenly we see the desk signage flips quickly. This time it's written with ‘  
We see the girl screaming angrily with a censored mouth as the people behind her starts to disperse.

[SFX - Swoosh, failed ending [SFX](#)]

[Supers: Or just so done waiting?]

VO: **WALAO SIAN!**

# 'This we promise you' (30s) - Refund Promise



3. [Supers + Product frame] + VO

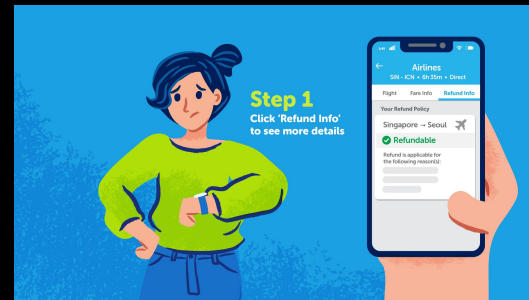
**[Supers: When things go WALAO SIAN, count on our REFUND PROMISE]**

**VO: If anything, you CAN count on us.**



4. [Conti] Phone interface slides to the right. We see the girl screaming angrily with a censored mouth.

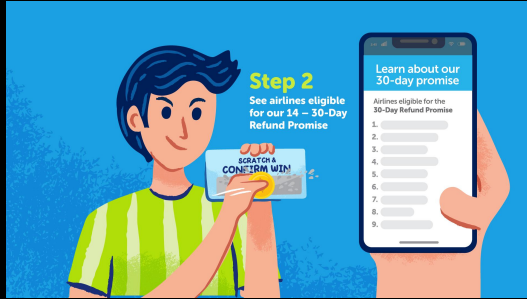
**VO: Enjoy a guaranteed Refund Promise up to 30 days for flight bookings on Traveloka!**



4a. [Dynamic steps in mobile interface] - Step 1. Click 'Refund Info' to see more details

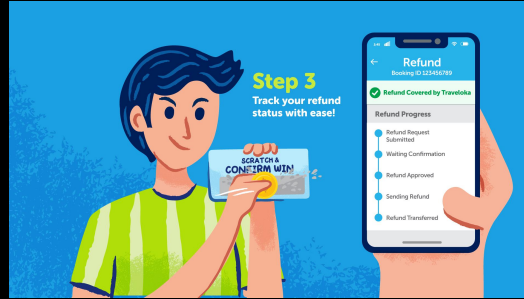
**VO: Before you book, check the Refund Info.**

# ‘This we promise you’ (30s) - Refund Promise



4b. [Dynamic steps in mobile interface] - Step 2.  
See airlines eligible for our 14 – 30-Day Refund Promise

**VO: If your preferred airline is listed**



4c. [Dynamic steps in mobile interface] - Step 3.  
Be sure to check the details before you book!

**VO: ... your refund will arrive on time!**



5. Closing frame + end tune

**VO: We keep our promises on Traveloka,  
your lifestyle superapp!**

# Direction 1: Key Visual



# Direction 1: OOH series Easy Reschedule

traveloka  
your Lifestyle superapp

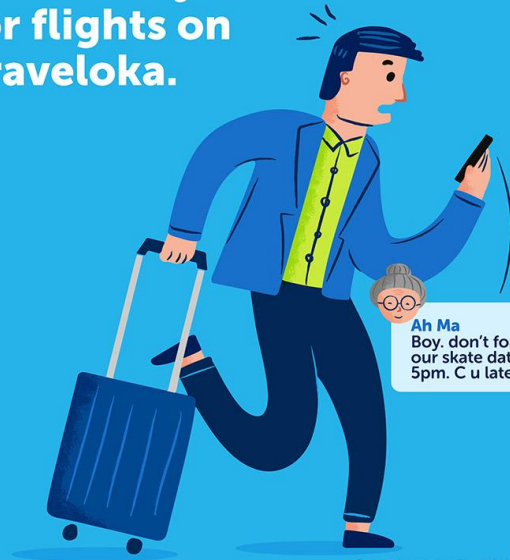
easy  
Reschedule



Forgot your plans with Ah Ma?

# WALAO 'SIAN!!

Get an Easy Reschedule  
for flights on  
Traveloka.



Download the Traveloka App



traveloka  
your Lifestyle superapp

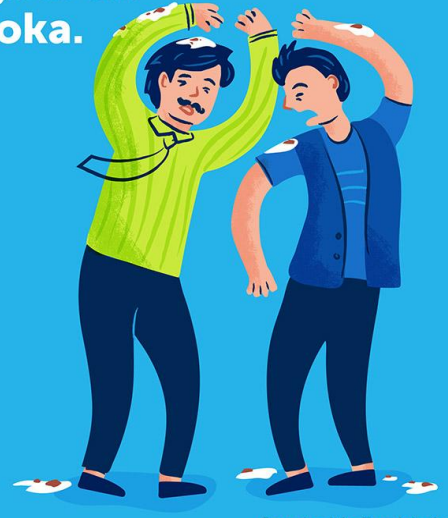
easy  
Reschedule



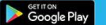
Caught up in a mess?

# WALAO 'SIAN!!

Get an Easy Reschedule  
for flights on  
Traveloka.



Download the Traveloka App



Direction 2:  
OOH series  
Easy Refund

traveloka  
your Lifestyle superapp



Your cat made a double booking?

**WALAO "SIAN!!"**

Get an Easy Refund  
for flights on  
Traveloka.



Download the Traveloka App



traveloka  
your Lifestyle superapp



Had too much spicy food again?

**WALAO "SIAN!!"**

Get an Easy Refund  
for flights on  
Traveloka.



Download the Traveloka App



traveloka  
your Lifestyle superapp

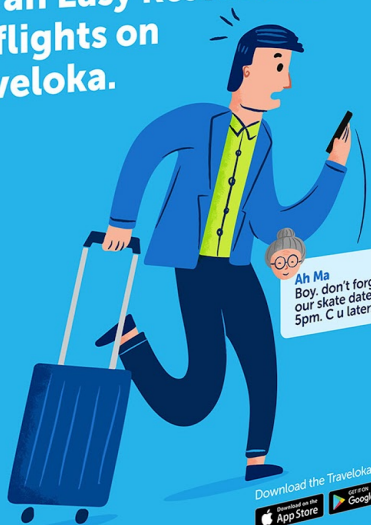
easy  
Reschedule



Forgot your plans with Ah Ma?

# WALAO'SIAN!!

Get an Easy Reschedule  
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Traveloka.



Download the Traveloka App  
Available on the  
App Store | Get it on  
Google Play

traveloka  
your Lifestyle superapp

easy  
Reschedule



Caught up in a mess?

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Your cat made a double booking?

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Had too much spicy food again?

# WALAO'SIAN!!

Get an Easy Refund  
for flights on  
Traveloka.

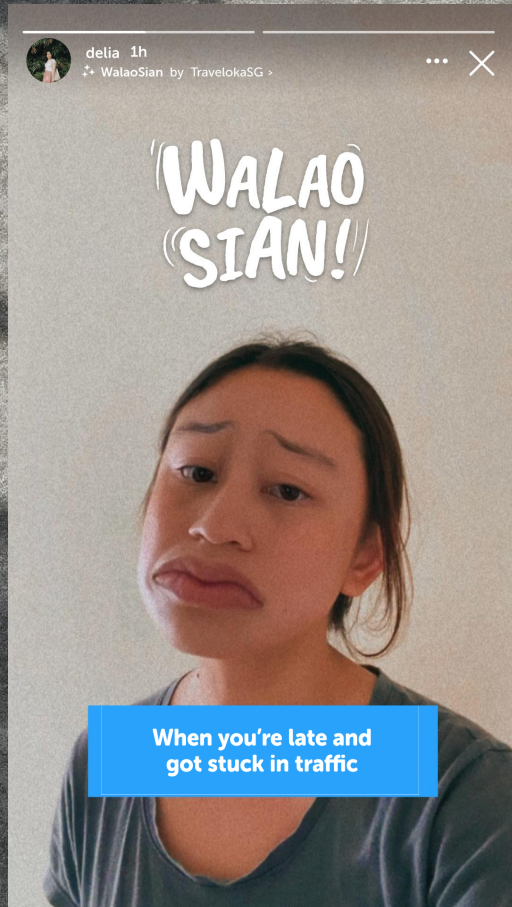


Download the Traveloka App  
Available on the  
App Store | Get it on  
Google Play



# Digital activation ideas

Socmed | AR/VR ideas | In-app gamification



- 1. IG Filter - Make a SIAN face (Option 1)**  
To gain more awareness and audience engagement, we can create an IG Filter for users to pose with funny expressions based 'sian' situations that make them reschedule a trip. This can also be turned into a contest to create more hype.

e.g.

- When you're late and got stuck in traffic
- When your cat ransacked the house before you leave
- When you fall sick right before your trip





## 1. IG Filter - Make a SIAN face (Option 2)

- An IG Filter for users to pose according to the sian faces they land on. Once they land on a sian face, the SFX "WALAO SIAN" appears along with the masthead and nominate list.

The illustrated sian faces are portrayed through the characters from the campaign video.





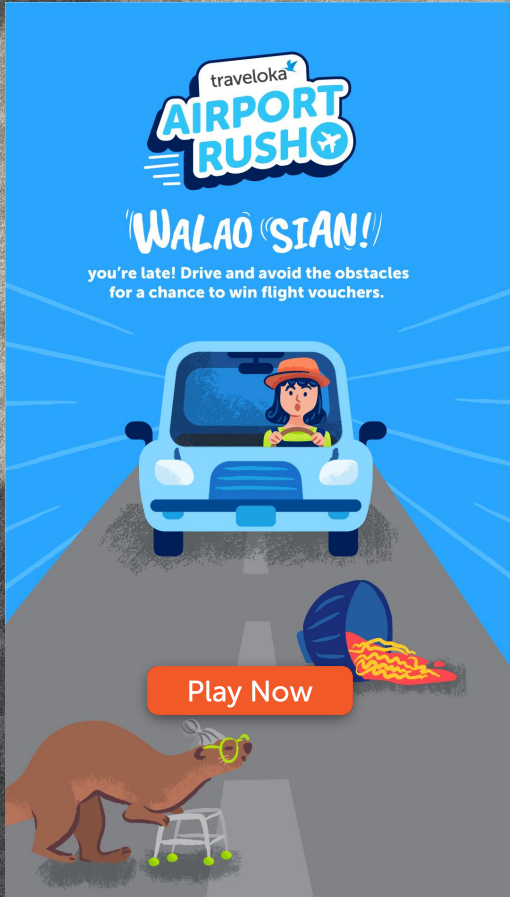
Contest announcement post - Telegram



Winner announcement - IG Story

## 2. Contest idea - Funniest reschedule story ever

- During sustenance period, we can ask audience to share some of their funniest experiences that made them reschedule their flights to turn them into an illustration. We'll have the real screenshots from the user's response shown in it too.
- We can run the contest on Telegram and repost the winners' responses on IG Story. Winners will receive Traveloka vouchers.



### 3. In-app gamification - Airport Rush

- Develop an in-app game based on our video situations/ elements: Drive and avoid the otters to reach the airport in time for your flight. Collect a minimum of 100 points to receive a combinable flight voucher via MyInbox
- Example of obstacles to avoid — otters crossing the road, random pole appears, flying chilli on fire, spilled noodles



- *Opt 2: Turn this into an AR game where users can be seen as the driver in the game*



# Offline activation ideas

AR booth | Ambient ads

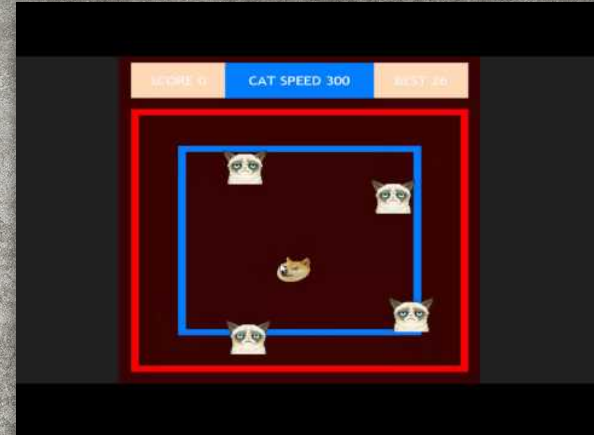
# Interactive AR Booth

1. Avoid Grumpy Cat on your way to the airport
  - Place this AR booth in high footfall areas (train stations, malls) to encourage people to learn about the product feature while have fun winning coupon codes.
  - How it works:

Use hand and body gestures to avoid grumpy cat and other obstacles in order to win free flight vouchers.

If grumpy cat/obstacle crashes into you, a message pops up:

***Oh no, you're hit! Use Traveloka's Easy Reschedule for your flight!***



# Ambient advertising

## 2. Giant umbrella installation for shelter

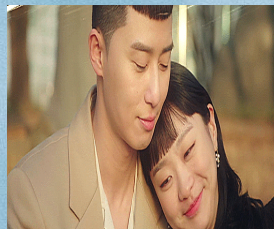
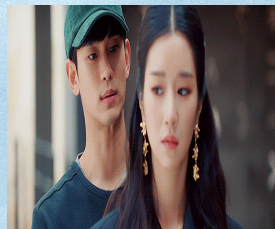
- *Messaging: We've got you covered for unavoidable changes with Easy Reschedule & Refund on Traveloka*
- Concept: Painted umbrella with bird poop and mural background of mishaps
- Socmed Contest: Snap & Win





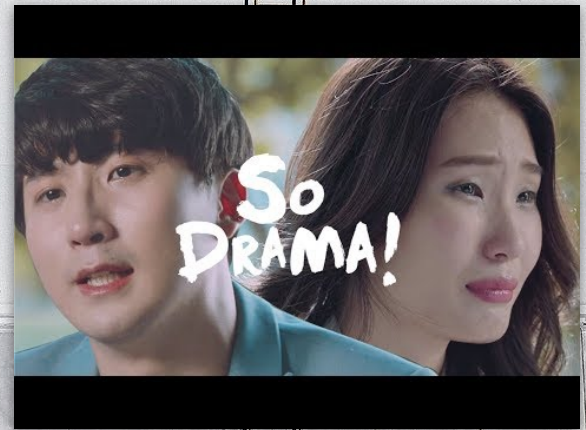
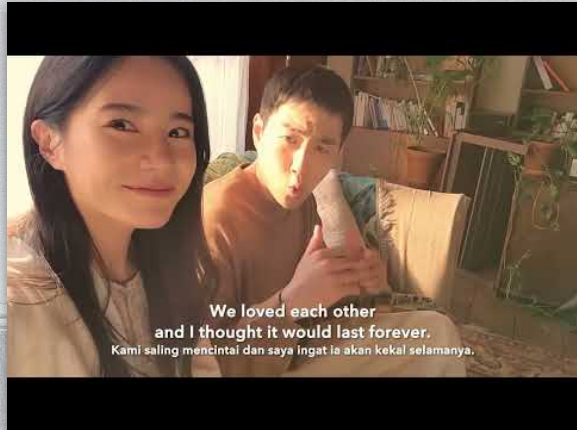
## Drama for what?

When your well-prepared plan goes down the drain, you don't need to be so dramatic about it. With a single click, Traveloka's Easy Reschedule and Refund Promise can help to solve your problems. Less stress, zero drama.



## Direction 2: Video reference

15s series following typical K-drama scenes to communicate the campaign messaging.



## 'The breakup' 15s - Easy Reschedule

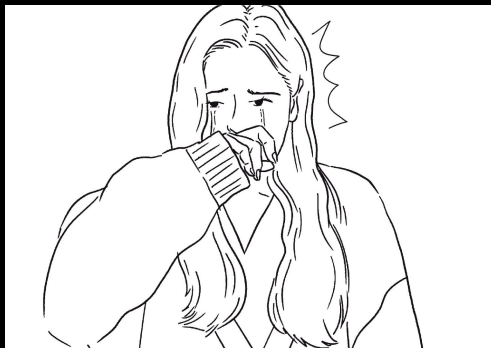


1a. [MCU] A teary eyed couple is breaking up. The girl storms away crying, but she is held back by the guy.

Guy: **Gajima! Saranghae...**

Girl: **STAP.**

[SFX - Squeak]



1b. [CU] The girl stopped. She looks upset but she's still persistent

Girl: **Let me go! I need to cancel our flight tomorrow**



2. [Camera pans out] It is revealed the guy isn't even grabbing her wrist. Her clothes got stuck to the door and she's trying to get it out

[SFX - Pop]

## 'The breakup' 15s - Easy Reschedule



3. The guy dries his eyes and showed the girl that he has already rescheduled the flight.

[SFX - Sobbing]  
Guy: .... **Oiredi.**



3b. The guy sobs dramatically. We see the typical K-drama visual effects in this frame with bokeh and SFX.

[SFX - Emotional k-drama music]



4. Blurred background with the girl still struggling with her clothes stuck to the door. [Supers + Product frame] + VO

Supers: **Easy Reschedule saves the day.**

VO: ***Drama for what? With Traveloka, rescheduling your flight has never been easier.***

## 'The breakup' 15s - Easy Reschedule



5. Closing frame + End tune

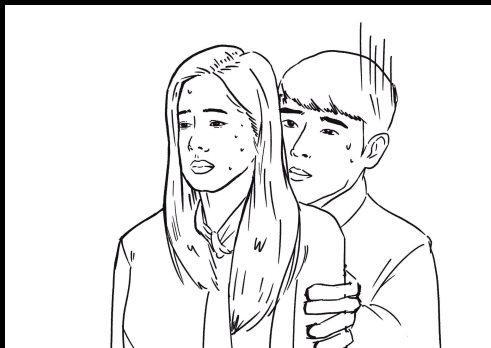
# ‘The shocking reveal’ 15s - Easy Refund



1a. [CU] Evil mother-in-law splashes a glass of water on the protagonist's face.

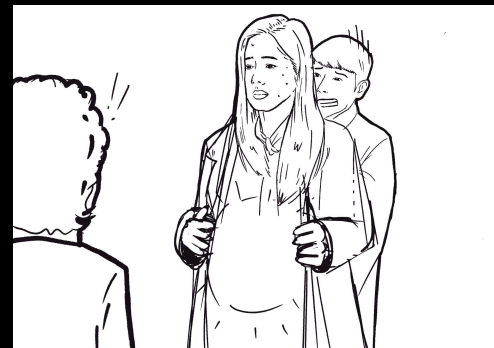
[SFX - Splash]

**MIL: MWO?! How dare you say no to me!**



1b. [MCU] The husband is hiding behind the wife, who's drenched in water.

**Girl: Wae yoooo!? I can't gooo!**



2. [Camera pans out] She pulls open her trench coat to reveal her baby bump.

**Girl: I'm pregnant.**

# ‘The shocking reveal’ 15s - Easy Refund



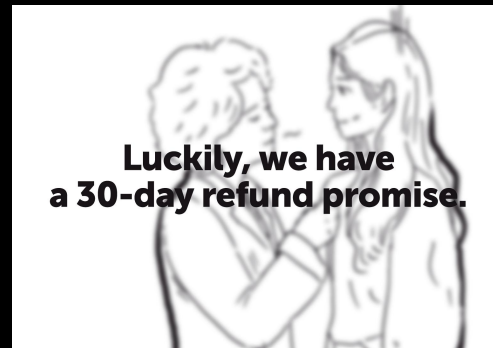
3. Suddenly, the mother-in-law's stoic angry face softens. She smiles politely to the girl and picks up her mobile phone.

**MIL: Dwaee-sseo, dwaee-sseo. Let me ask for flight refund.**



3b. The mother-in-law smiles acceptingly. We see the typical K-drama visual effects in this frame with bokeh and SFX.

**[SFX - Happy k-drama music]**



**Luckily, we have a 30-day refund promise.**

4. Blurred background with the mother-in-law wiping the girl's face with a towel. [Supers + Product frame] + VO

**Supers: Luckily, we have a 30-day refund promise.**

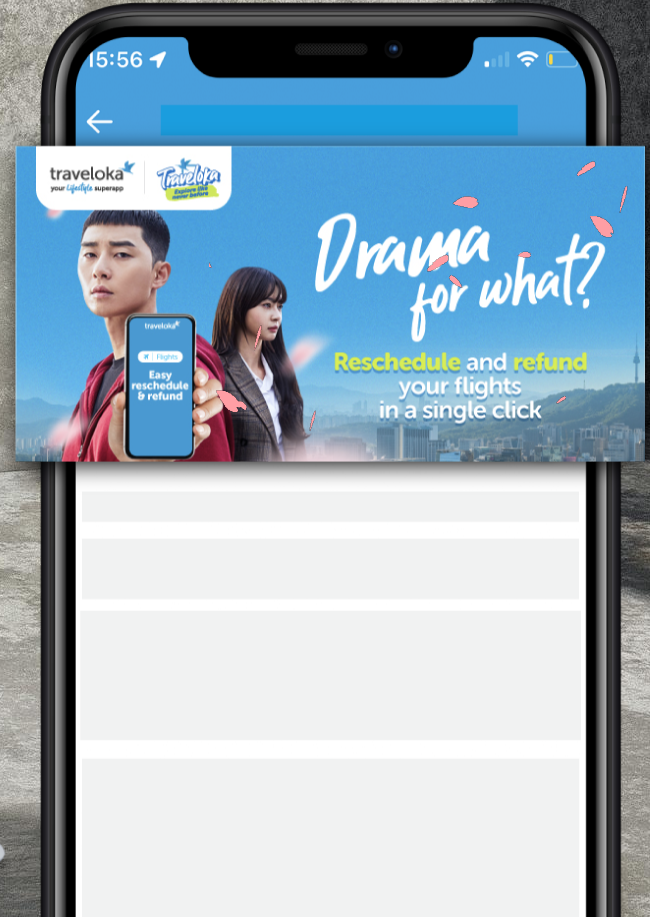
**VO: Drama for what? With Traveloka, getting a flight refund has never been easier.**

# ‘The shocking reveal’ 15s - Easy Refund

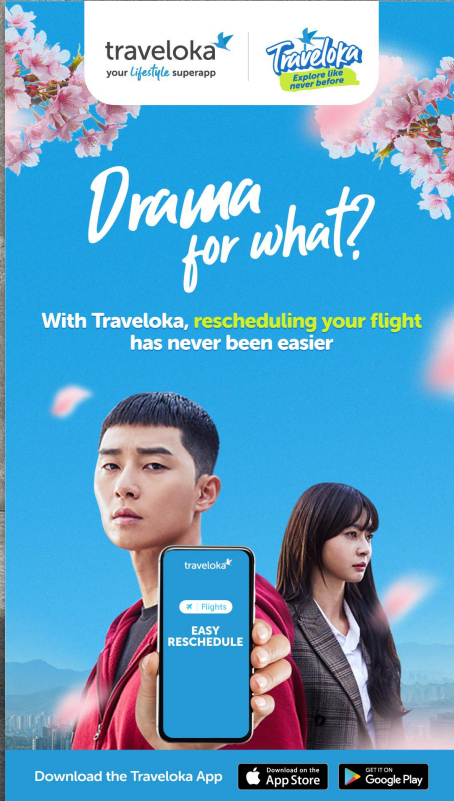


5. Closing frame + End tune

# Direction 2: Key Visual



## Direction 2: OOH series



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The billboard features three actors: a man on the left, a woman in the center holding a smartphone displaying the Traveloka app, and another woman on the right. The background is a bright blue sky with a cityscape, a plane, and cherry blossoms. The Traveloka logo and 'EASY REFUND' are prominently displayed.

MIDPOINT  
ORCHARD

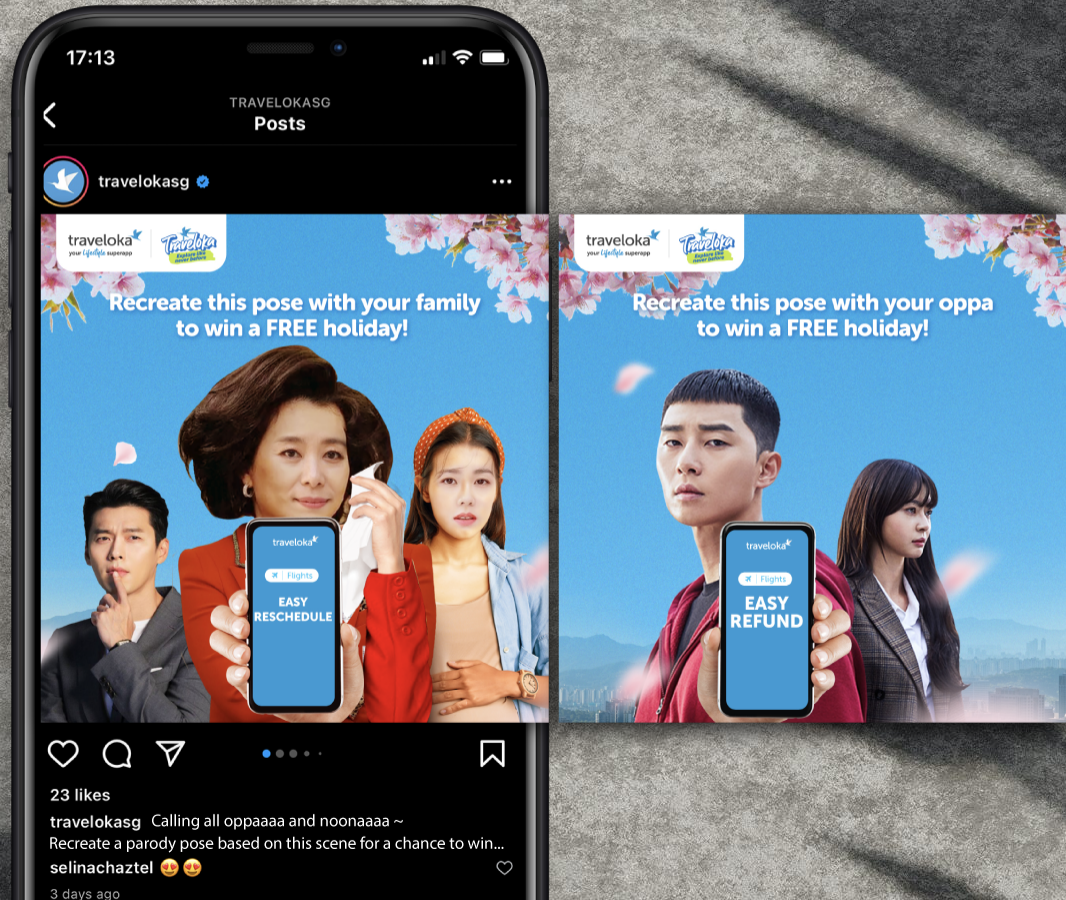


# Digital Activation Ideas

Socmed | AR/VR ideas | In-app gamification

## Social Media Ideas

1. Contest idea - Pose & copy our OOH K-drama posters
  - Users need to upload their parody version of our OOH poster along with the shown Traveloka App interface (with refund/reschedule features)
  - The funniest/most creative expression wins a free VTL holiday to Seoul
  - To give awareness on both flight features



## Social Media Ideas

### IGS filter (Destination-based)

Oppa is asking your for a date with him. Find out where he will take you!

#### How it works?

Fun quiz to give users a travel plan. The answers will suggest them a destination pick. Users can share results and lucky winners will have a chance to win flight tickets.





# Offline Activation Ideas

Socmed | AR/VR ideas | In-app gamification

# Digital/Offline Activation Ideas

## Bus wrap

To build more awareness on Easy Reschedule & Refund features on the App, we can create a bus wrap for placements around the city. The vehicle's body can be wrapped with our KV design and we can add a 3D phone interface behind the bus for it to be easily noticed.



# Digital/Offline Activation Ideas



## Cinema Poster Hijack

Place our OOH in one of the cinema halls, or alternatively a street OOH that looks like a movie poster.



# AR/VR Ideas - Offline

## 1. OOH Poster prank

- Place our OOH poster at a bus stop with hidden cameras to capture people's faces
- How it works: A designer makes real-time editing to replace our OOH characters with the people's faces as a prank



## 1. Scan to watch

- Scan the character's scan faces in our billboard/KV to watch the full video series
- How it works: User scans any of the faces > Watch full video > Leads user to our campaign LP with more info about easy reschedule & refund

REF: Tic Tac AR (0:13 - 0:30)





# Thank You !

