

# CAMPAIGN REPORT



**CTVT – SETIABUDI**

# CAMPAIGN OVERVIEW

Total Campaign Impression

4.375.492

Frequency

5,7x

Total Campaign Reach

767.630

## Surrounding Profile

### POINT OF INTEREST

Hangout Hub	24.4%
Commercial Center	10.6%
Business District	7.1%
Family Meeting Point	5.7%
BUSINESS	2.8%
SERVICE	2.8%

FINANCIAL	21.6%
ACCOMODATION	8.1%
COMMERCIAL	5.7%
High Income Residences	3.9%
Leisure & Recreation	2.8%
EDUCATION	2.1%

### COMPETITIVE LANDSCAPE

Financial Services	30.0%
Media & Entertainment	11.1%
Fmcg	6.7%
Residences	3.2%
Retail	2.7%
Others	2.1%

Beauty	12.4%
Government Organisation	10.8%
Technology & Digital	5.9%
Private Entity	3.2%
Automotive	2.1%
Consumer Electronics	1.9%

# IMPRESSION

## Daily Performance Impression

09 Aug– 07 Sept 2025

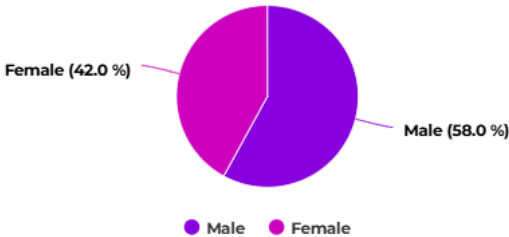


Highest impression per day during the campaign on Tuesday, 19 Aug 2025. With a total of 218.871

No	Date	Traffic per Day
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18	Tuesday, 26 Aug 2025	190.655
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# OOH PROFILING

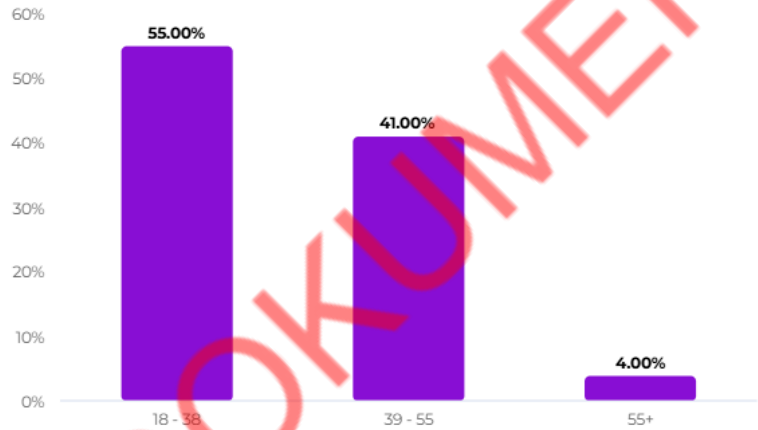
Gender



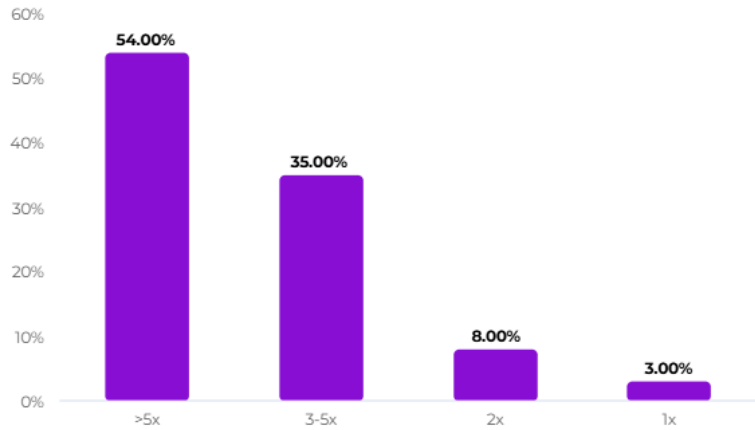
Socio-Economic group



Age group



Weekly Frequency





# OOH DOCUMENTATION

Placing OOH ads at CTVT offers high exposure to professionals and urban audiences, making it ideal for building brand visibility and awareness in a premium, high-traffic environment.

## CTVT - SETIABUDI



**CTVT - BHI**

DOKUMEN MILIK BNPRT

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Total Campaign Impression

3.655.638

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5,5x

Total Campaign Reach

664.661

## Surrounding Profile

### POINT OF INTEREST

ACCOMODATION	27.7%
Commercial Center	16.0%
COMMERCIAL	6.7%
Business District	4.0%
BUSINESS	2.5%
EDUCATION	1.4%

Hangout Hub	18.0%
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Leisure & Recreation	4.1%
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SERVICE	2.0%
ENTERTAINMENT	1.1%

### COMPETITIVE LANDSCAPE

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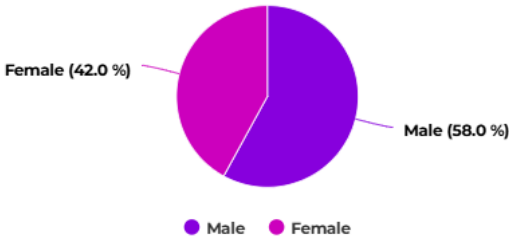


Highest impression per day during the campaign on Saturday 16 Aug 2025. With a total of 204.753

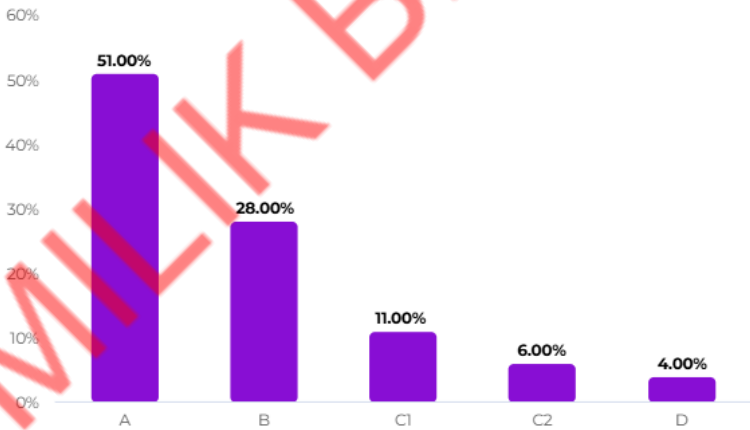
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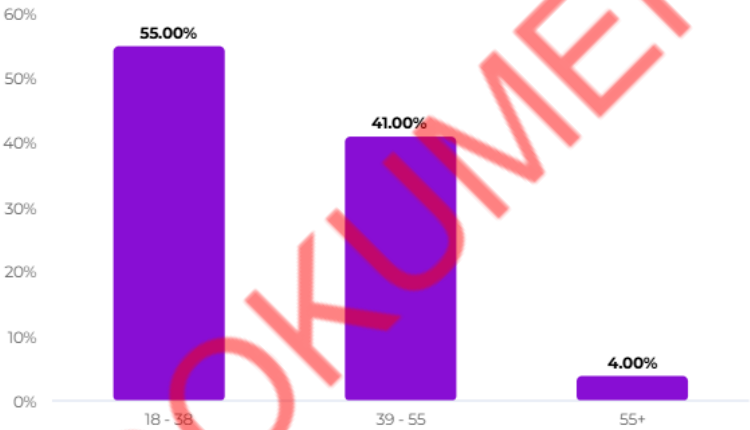
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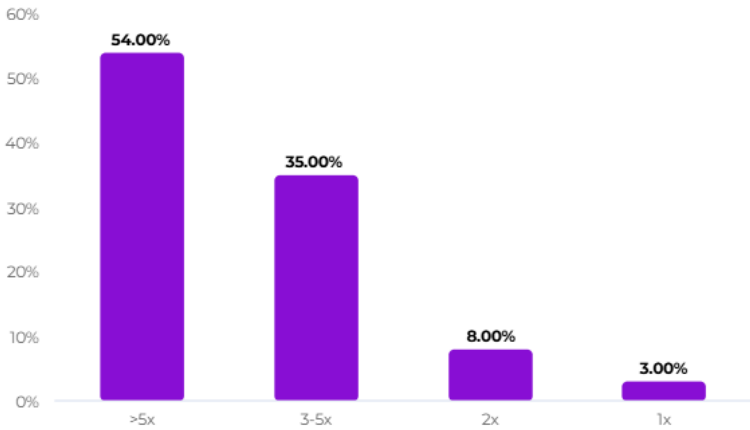
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Age group



Weekly Frequency



# OOH DOCUMENTATION

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## CTVT - BHI



**THANK  
YOU**

**----**

DOKUMEN MILIK BNPPT



**PT. FALAH EKA CAHYA**

# REPORT

**Jasa Lainnya**

***Pemanfaatan Media Luar Ruang***

**Dalam Publikasi Kampanye Siap Jaga Indonesia**



**CTVT - SETIABUDI**





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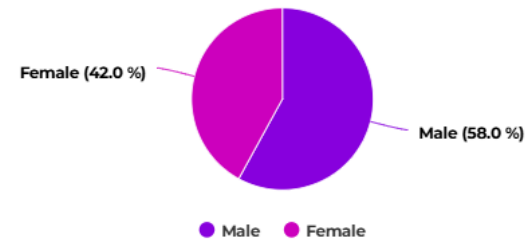


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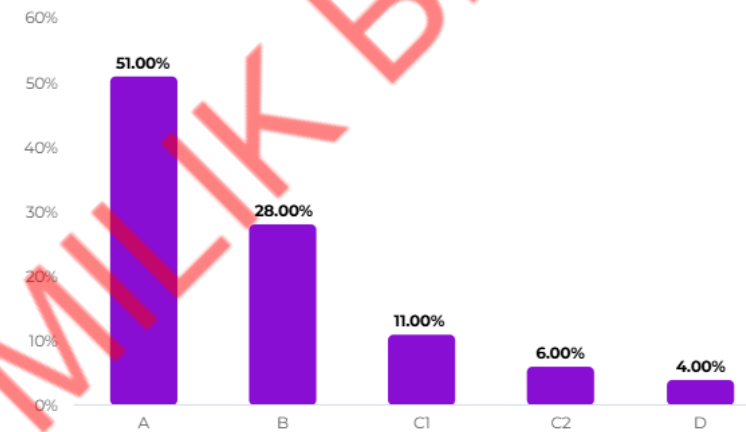
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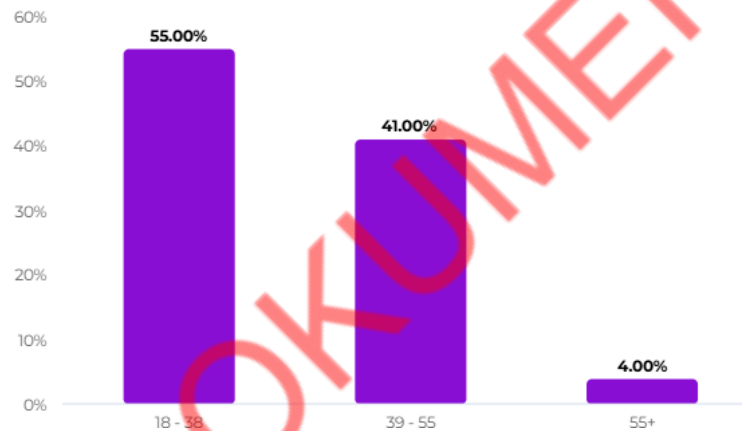
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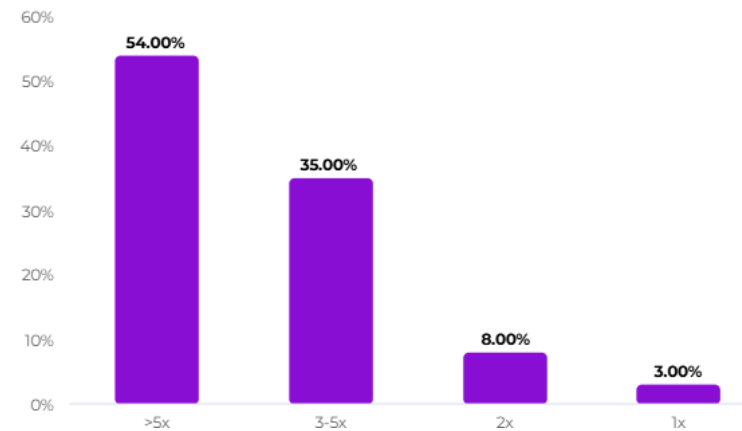
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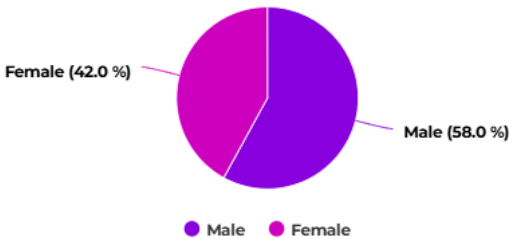
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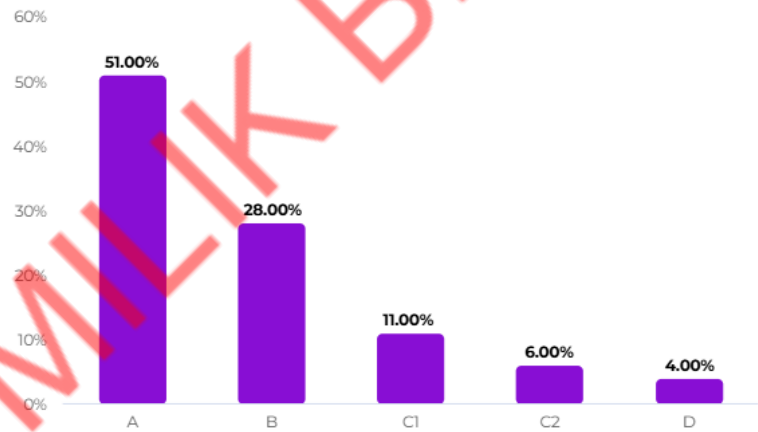


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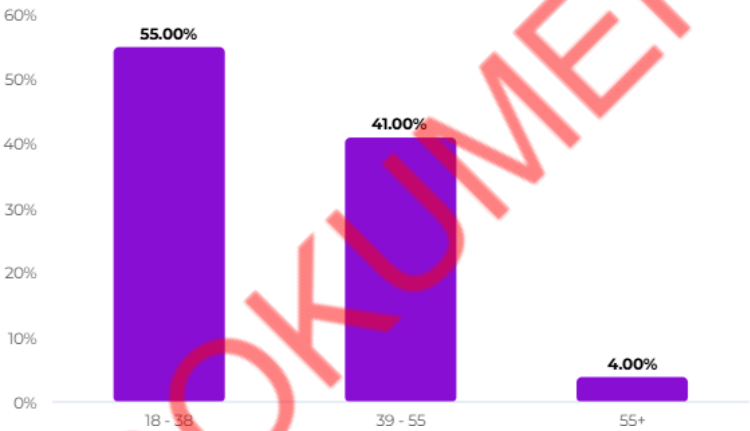
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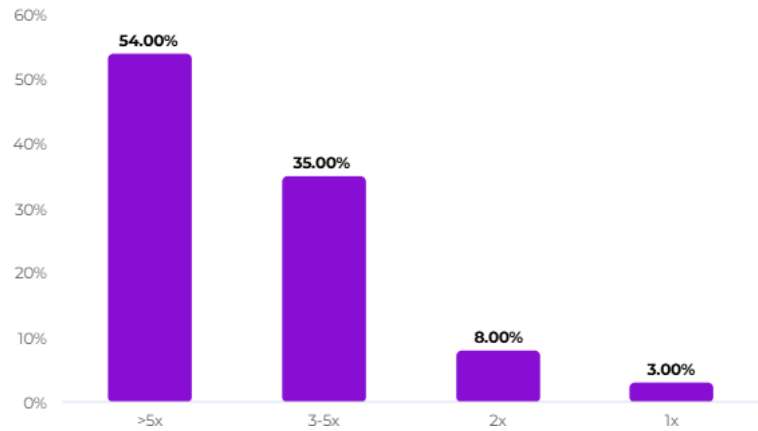
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