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Glance Into the Future

How Indonesian Marketers Can Win in the Age of AI

IN COLLABORATION WITH

WPP Media

FOREWORD

Indonesia is at an interesting intersection of technology, culture, and creativity.

With AI and multi-screen behavior redefining content consumption in the country, consumers are leading the charge for a new digital age. For advertisers, this presents an incredible opportunity to engage their audiences in moments that truly matter.

At Glance, we are witnessing how these evolving trends have transformed the way consumers and brands interact with one another.

This report captures Indonesia's vibrant digital pulse and offers insights for brands looking to build meaningful, data-driven, and authentic connections in one of the world's most dynamic digital economies.

FOREWORD

Indonesia's digital velocity, driven by its young population, calls for a new way of operating. Partnering with both platforms and strategic marketers, WPP Media believes that AI will unlock faster creation and disciplined asset versioning—brand-aligned, consistent, and upheld to the highest quality standards.

By harnessing rich data signals and deep local insights, we can truly understand our consumers and translate that understanding into sharper, faster offerings. This is how brands can own cultural moments like Ramadan, stay consistently ahead in relevance, and ultimately win in the market.

Entertaining is **retaining**

67.7%

of consumers completed videos with character-driven storytelling

Source: Glance, 2025

15.7%

higher completion rate on comedy videos

Source: Glance, 2025

Entertaining Indonesians demands local flavor and unique characters: like Jahe, the fat ginger cat that went viral on Glance!

Pro-tip for 2026:
Elevate storytelling in the AI-powered entertainment age with local IPs

(Surprisingly)

All-in for AI

64.7%

of Indonesian consumers use AI
Source: Katadata Insight Centre via PT TRICRUISE MARKETING INDONESIA Survey, 2025

3x

more comfortable with AI-generated content than consumers in developed markets
Source: Digital News Report, 2025

Indonesian consumers are not only comfortable with AI-generated content but also want to be involved in the ideation of such content.

Example: Jahe went to Tokyo because Glance consumers gave that idea

Pro-tip for 2026:
Develop AI-generated content that encourages active participation from your target audience

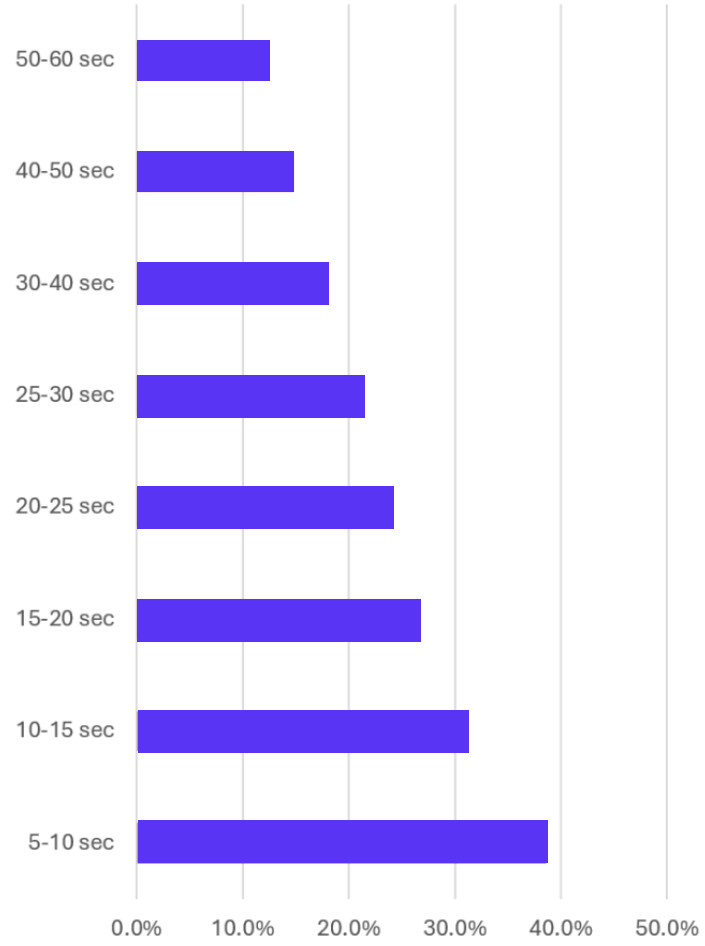
(Not surprisingly)

Shorter is better

2x **higher completion and engagement rates on short videos (5–15 seconds) than longer formats**

Source: Glance, 2025

Pro-tip for 2026:
Let your comms be quick.
Keep it crisp.



Get **Ramadan-ready**

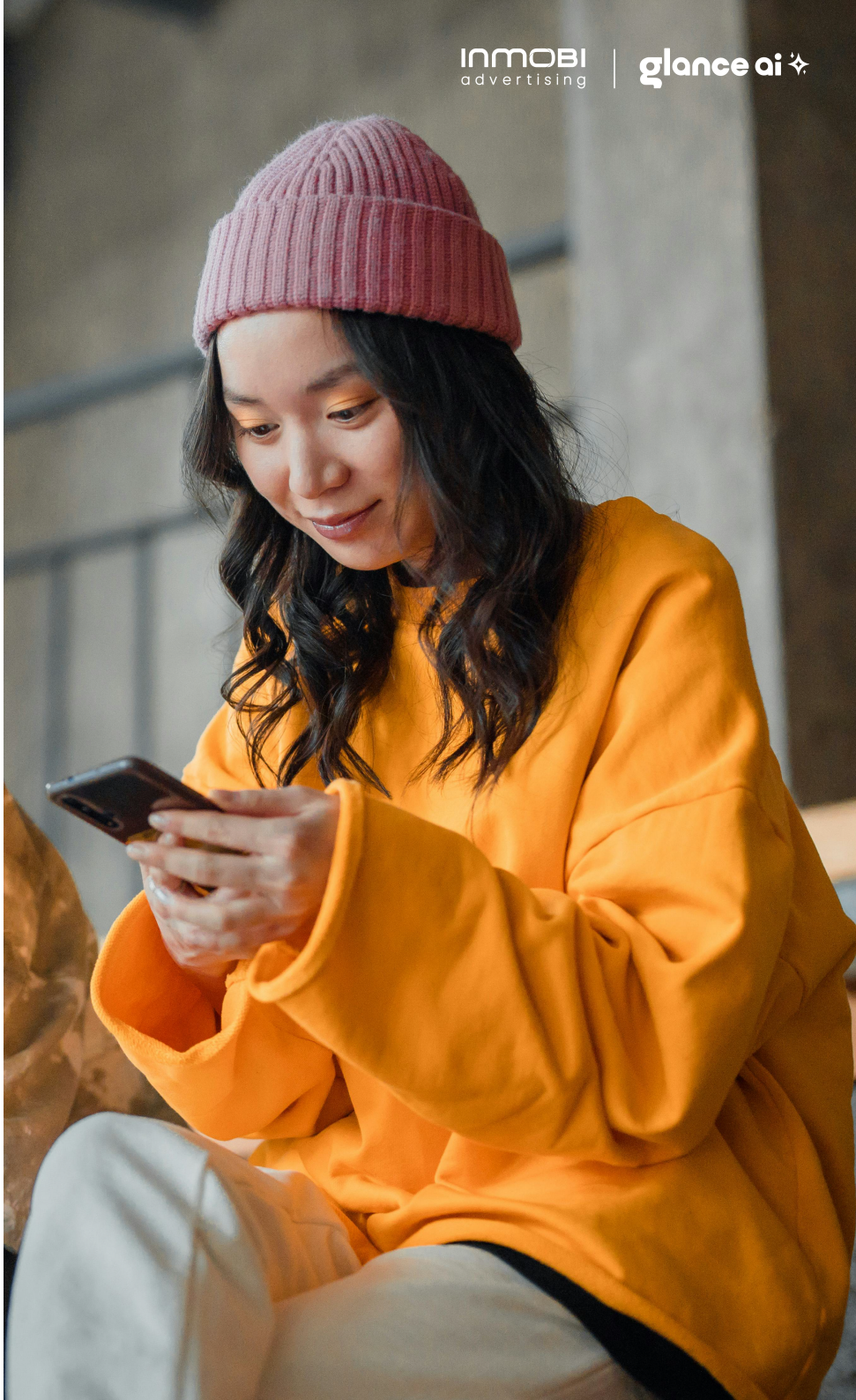
Tap into the mindful **spending sentiment**

Money and beauty content stand out with the highest engagement, showing that audiences seek both financial confidence and self-care balance during Ramadan.

Pro-tip for 2026:
Make sure your comms emphasize value, savings, and practical benefits over aspiration, basis audience preference.

Money saw the highest CTR

compared to other interest categories during Ramadan
Source: Glance, 2025



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Feasts and **fitness** go together

Top 2

interests this Ramadan were fritters (Gorengan) and fat reduction (Lemak)

Source: Glance, 2025

Audiences are no longer choosing between indulgence and health, they want both.

Pro-tip for 2026:
Position your brand around “mindful enjoyment”. Promote lighter, nutritious versions of traditional foods, comfort that cares.

Join the **moment**

Let your IP be contextual and speak to occasion-specific moments that strike a chord with consumers.

Example: Jahe tries Ramadan fasting

Pro-tip for 2026:
Create character-led stories around Ramadan moments that consumers will find relatable, and seamlessly integrate your brand into it.

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Pepsodent x WPP Media x glance ai

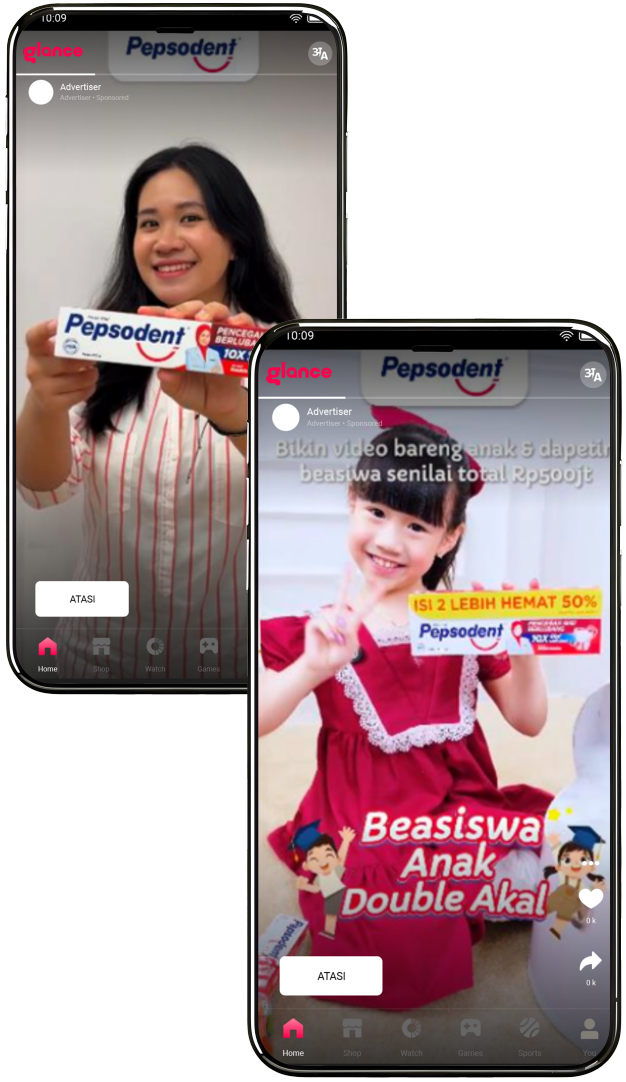
Case in point: Pepsodent's "Beasiswa Anak Double Akal" campaign for education

79%
Awareness achieved with a video-first approach and AI optimization

4 in 5
ad viewers showed strong awareness, claiming they were aware of the campaign

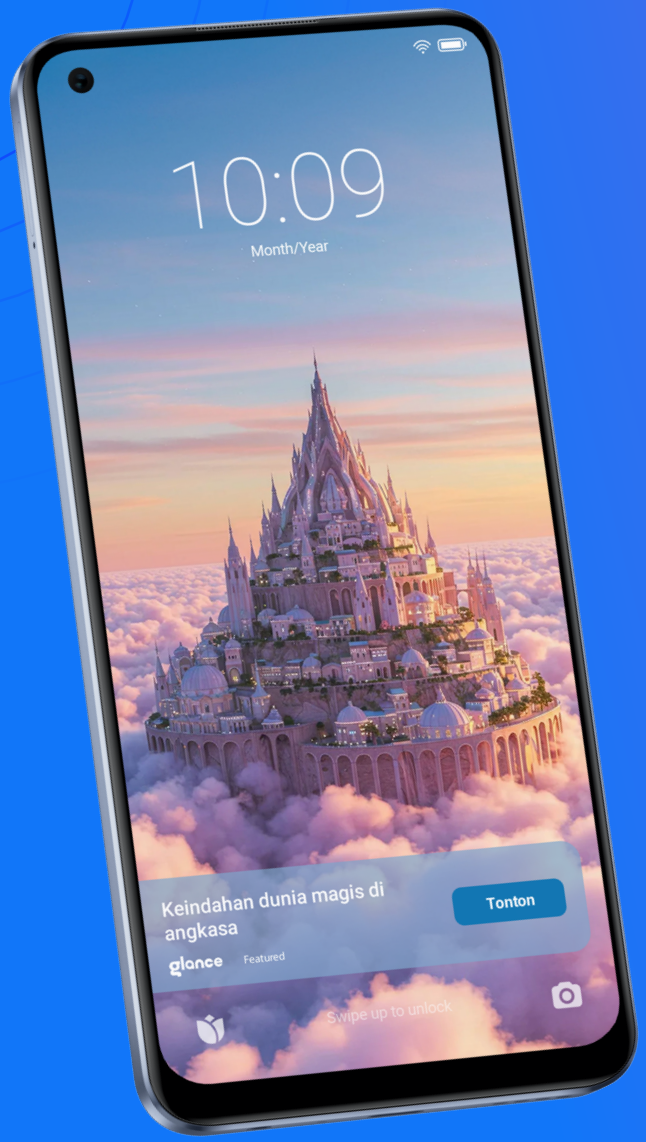
16%
ift in association as a socially responsible brand

18%
lift in association as a brand that supports families in achieving their goals



The campaign strengthened brand favorability, contest participation intent, and contest recommendation among those who saw the ad. It also led to significant increase in the perception of Pepsodent as a 'Socially responsible, Caring and Supportive brand'

Source: Brand Lift Study with Nielsen, 2025



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We just gave fuel for your Ramadan 2026 strategy!

Stay tuned for the full report