

**Company:** PT Bank Central Asia, Tbk, Jakarta

**Company Description:** Bank Central Asia (BCA) is the largest private bank in Indonesia with the core business of transaction banking. At the end of March 2025, BCA has served more than 41 million customer accounts & processed more than 110 million daily transactions through a network of 1,264 branches; 19,681 ATMs as well as the 24-hour internet & mobile banking systems; supported by 24/7 Halo BCA contact center

**Nomination Category:** Marketing Campaign Categories - Industry

**Nomination Sub Category:** Marketing Campaign of the Year - Financial Products & Services

**Nomination Title:** BCA's Anti-Fraud Campaign - Don't Know? Kasih No!

1. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

The campaign "**Don't Know? Kasih No!**" (Don't Know? Say No) was launched on **December 8th, 2023**.

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

**Total 247 words used.**

With the alarming rise of financial fraud in Indonesia, especially in the forms of fake advertisement/links/files, the "Don't Know? Kasih No!" campaign was set out with one altruist goal: to protect innocent people from phishing.

Based on reports collected through the contact center, BCA identified that phishing fraud attacked the customers and the wider public regardless the age demographics. While millennials and boomers have been the victims of digital fraud like fake advertisement or applications, gen-Z is especially vulnerable to scams involving fake links, job offers, and websites.

Fraudsters use different methods to steal sensitive and personal information, resulted in rippling negative impacts. These increasing threats cause financial losses to BCA customers and Indonesian society in general. For BCA, it would mean the risk of reputation, operation, and occasionally financial to support the victims. Therefore, as one of Indonesia's largest banks, BCA aims to keep the customers and Indonesian society safe from fraud. This aligns with BCA's tagline to **Always by Your Side**.

BCA chose the campaign "**Don't Know, Kasih No**" since it had homophonic play between the names of comedians **Dono** (1950-1997 with "Don't Know" and **Kasino** (1950-1997) with "Kasih No" which is translated into 'say no'. They were once a legendary Indonesian comedy trio called Warkop DKI together with **Indro**, the only surviving member. Thus, with this campaign line, BCA raises awareness, so that if customers 'Don't Know' the origin of the suspicious links/chats/files, they should "Kasih No!". This creates a memorable phrase.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

**Total 247 words used.**

The campaign process started in October 2023 by marketing communication teams to identify the rampant fraud problems. Results showed low public awareness of personal data protection was the cause. Indro, the talent of this campaign, was selected to communicate "Don't Know, Kasih No". Besides of the tag having familiar-sounding expression with the names of his comrades in Warkop DKI, the campaign can target all ages as Indro remains popular among older or younger audiences.

In November 2023, the teams collaborated with creative agency partners to execute the video campaign. A visual analogy of the talent doing "fishing" activity was selected to make it easier to recall because it is pronounced similarly to "phishing". Fraudsters are depicted as fishermen who easily lure individuals through various tactics to get sensitive information using fishing baits. The creative strategy is to communicate "**Slow down and Rethink**" to suspicious attachments or links. This campaign also uses comedy approach to make the message more memorable because Indro is a comedian.

The campaign is 4.45 minutes long although long video formats have not been widely used by other companies. BCA believes longer videos make a strong narrative and emotionally engage the audiences.

In this campaign, cross-functional teams from corporate communication, product, contact center were involved. Press conferences, the launching events, and amplification on TV media were prepared. To further spread awareness, budget allocation was spent on YouTube's ads, other platforms (Meta, TikTok, X, Google platforms) and BCA official Website [www.bca.co.id/awasmodus](http://www.bca.co.id/awasmodus).

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

**Total 248 words used.**

"Don't Know, Kasih No" generated significant organic conversations, giving credits to BCA's initiative to protect not only BCA customers, but also the wider public. Additionally, many major media outlets wrote organic articles, when measured in PR value, boosted brand value with PR value equivalent to USD 82 million. **Interestingly, the campaign focused solely on education and did not directly promote any BCA products or services.** Other achievements are:

- o **45,7 million viewers** on YouTube in 3 weeks after the campaign launch. At the 30-second mark, **53% of viewers remain engaged**, indicating a higher retention rate compared to typical YouTube videos.

- o Gained **423 million impressions, 1,71 million clicks**, and a **40,75% View Thru Rate (VTR)** (average across all media platforms).

- o Gained over **9.300 new YouTube subscribers, 10,4K myBCA mobile application new installs & 743 online account openings** from the Digital Ads campaign.

- o Sparked conversation by **9.9K organic buzz** with 25% of the audience giving high appreciation to the campaign and 75% willingly recommending others to see the video campaign.

- o Increased visitors of the #AwasModus website page by **64,6%**, page views by **62,5%** and website visitors increase by **41,4%** from YouTube ads

- o Significant decline of **38% in fraud-related complaints** and a **41% reduction in total fraud losses compared to previous year**

- o Social experiments at offline events (BCA Expo 2024 and BCA Expo 2024) revealed that 98.67% of participants are now aware of various fraud tactics.

- o National & international recognitions (see attachment)

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 23 words used.**

The attachment includes the detailed campaign timeline, campaign report, media coverage,

national and international recognitions, as well as links to the campaign video.

## Attachments/Videos/Links:

[BCA's Anti-Fraud Campaign - Don't Know? Kasih No!](#)



[REDACTED FOR PUBLICATION]

