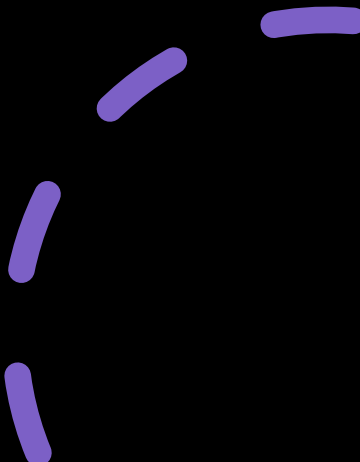




Publish Phase

Sosmed Content, Gimmick & Activation

Talent: Lipstick Riders & The Prediksi



ZARA



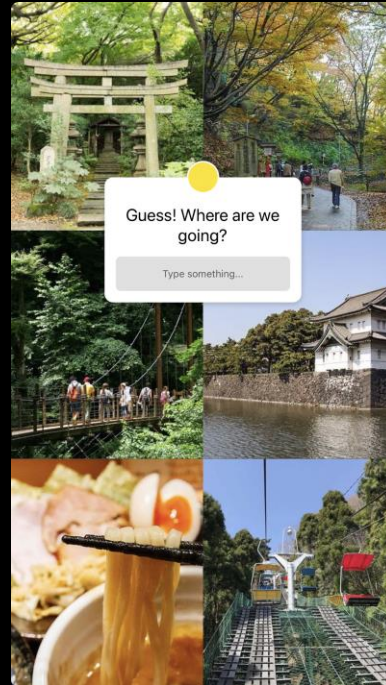
ts
Media.

Teaser



Zara Store Jkt

Time to shop for the destination of the season, talent boleh playfully pilih2 outfit for each other/try-on. Coba2 baju, aksesoris, etc.



Question Sticker Engagement

Menggunakan fitur Q&A supaya audience bisa menebak destinasi dari moodboard



Reveal

Reveal answer dengan responses audience yang benar



My Travel Essentials

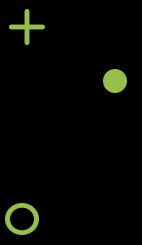
Menunjukkan proses packing, highlight essential pieces Zara dengan nama2 produk nya, juga kasih komen2 seperti "ini warna kesukaanku" atau "ini benar2 must-have untuk season ini"

Group Photo (Tergantung Musim)

Sample Captions:

- Japan, we're ready!
- Bring it on Japan!
- Japan state of mind
- Japan winter wanderers
- Japan summer seekers

Group Photo (Tergantung Musim)



Lipstick Riders



VDOG

Platform	Day 1 Culinary & Zara Store	Day 2 Explore Yokohama	Day 3 Cup noodles museum	Day 4 Mt. Takao	Day 5 Shrine
TS Media	IGS JWT POSTER (Jepang With Uniqlo) Zara Store Activity Dinner: Ginza Shabutsu Yoshinosasa Transition Content (JKT - JPN) Recap Reels day 1	POSTER (Jepang With Zara) Catwalks Yokohama Station Yokohama Cosmo World Activity Dice Challenge Recap Reels day 2	Challenge POSTER (Jepang With Zara) Cek Lockscreen HP LR X PREDIKSI (JKT - JPN) Dice Challenge Recap Reels day 3	Challenge POSTER (Jepang With Zara) How to travel smartly? Dice Challenge Recap Reels day 4	Challenge POSTER (Jepang With Zara) OOTDs day 5 = 10 pose @Showa Memorial Park Dice Challenge Recap Reels day 5
Lipstick Riders	Group Lipstick Riders - Ke Jepang Yuk! Zara Store Activity Dinner: Ginza Shabutsu Yoshinos asa Transition Content (JKT - JPN) Outfit recap day 1	Daily Outfit Idea 10 pose Yokohama Cosmo World Activity Dice Challenge Outfit recap day 2	Daily Outfit Idea 10 pose Yokohama Cosmo World Activity Dice Challenge Outfit recap day 3	Warm-ups @Mt. Takao Dice Challenge Outfit recap day 4	Catwalk @Showa Memorial Park Admiring sights @tokyo Outfit recap day 5

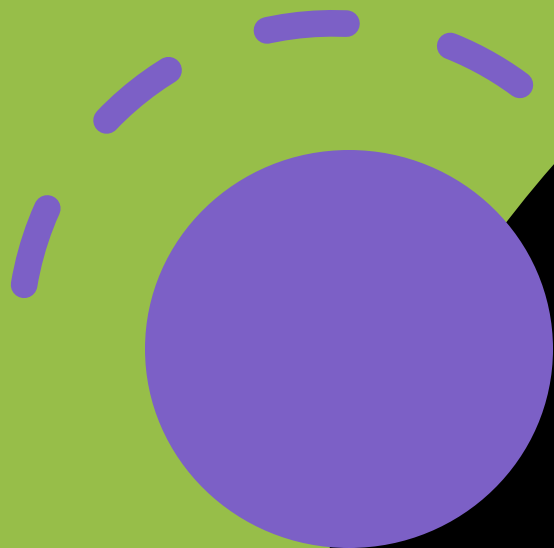
Original Content & Talent

Social Media Content, Gimmicks & Activation

Talents: Lipstick Riders & The Prediksi

Konten Tiktok

Location	Content	Talent
Culinary spots berbeda (kombinasi street food & restaurants)	Must-Eat Guide	Luna & Marianne
Gardens & Outdoor Spots	Transition Content	Luna & Marianne
Tokyo National Museum/temple	Trending video	Luna & Marianne
Imperial Palace	1-take-pose photo	Luna & Marianne



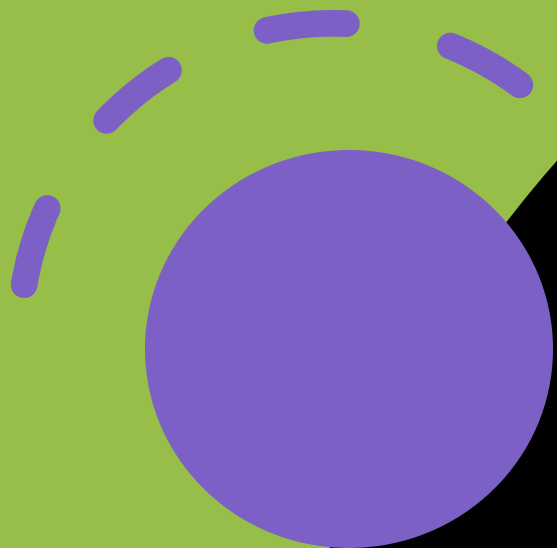
Tiktok

Titipan Konten Tiktok

Place	Content	Talent
Restoran Ramen/soba/udon	Coba mie jepang – terserah varian hangat/dingin, kering/sup, etc. Diperbandingkan dengan mie jepang di Jakarta	All
Dimana aja	Stock shoot jalanan/nice views	Footage
Dimana aja	OOTD	Footage
Dimana aja	Review restoran/tempat makanan	Footage

Titipan Konten Tiktok

Place	Stock Shoot
Dimana aja	Stock Shoot Jalanan/Nice Views
Dimana aja	OOTD All Talents
Dimana aja	Review Restoran/Tempat Makan



Instagram

Titipan Konten Instagram TS Media

Place	Content	Talent	Platform
Bebas	Zodiak dan travel habits mereka	All	IG Reels
Bebas	Cek Lockscreen Lipstick Riders & the Prediksi	All	IG Reels
Bebas	Fashion shots of talents for original fashion content	All	IG Feed
Bebas	Foto2 visited destinations	All	IG Feed Rekomendasi

Titipan Konten Instagram TS Media

Place	Content	Talent	Platform
Bebas	Two truths, one lie: bergiliran mengatakan dua kebenaran dan satu kebohongan (tema nya Jepang/apa pun yang cocok), satu orang harus menebakkan dua kebenaran nya dan dua kebohongan nya apa. Note: Yang salah tebak dapat tantangan	Lipstick Riders	IG Reels
Bebas	Would you rather?: bergiliran menanyakan apa yang mereka lebih sukai atau mending lakukan (tema nya Jepang atau/apa pun yang cocok)	Prediksi vs Lipstick Riders	IG Reels