

2017

Creating Content for Millennials and Gen Z

IDN MEDIA



**A MULTI-PLATFORM
DIGITAL MEDIA company
for MILLENNIALS and Gen Z in INDONESIA ✓**

IDN MEDIA

A network of digital channels built around Millennials and Gen-Z passions. IDN Media organizes these interests into categories, anchored by the IDN Media verticals.

News & Entertainment

Portal

- News
- Hype
- Business
- Travel
- Sport
- Health
- Food
- Community

IDN TIMES

POPBELA.com

Female-focused Portal

- Fashion
- Beauty
- Career
- Relationship

POPMAMA.com

Millennial Mom Portal

- Pregnancy
- Baby
- Toddler
- Parenting
- Lifestyle

Yummy

Food-focused Portal

- Recipe
- Cooking Tutorial
- Culinary Exploration

NOW

60s News Video Channel

- Breaking News
- Unique News

IDN CREATOR NETWORK

Creator Marketing Agency

- Fashion
- Music
- Lifestyle
- Travel
- Beauty
- Comedy
- Food
- Parenthood

IDN [TV]

Video Production House

- Short-form News Video
- Food Tutorial
- Social Experiment
- Custom Video

IDN CREATIVE

Digital Agency

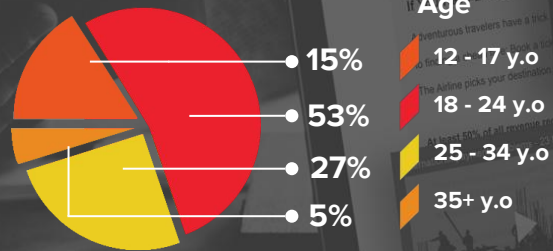
- Portal Management
- Online Activation (Competition)
- Content Creation
- Social Media Management

IDN EVENT

Event Agency

- BeautyFest Asia
- IDN CreativeFest
- IDN Soundscape
- Yummy Culinary Festival
- Custom Event

THE VOICE OF MILLENNIALS AND GEN-Z



IDN MEDIA

Made for and by
Millennials and Gen-Z

45
million

Monthly unique audience
across all IDN Media
operated channels

900
million

Monthly content views across all
IDN Media operated channels

125
million

Monthly website pageviews
for IDN Times
and Popbela.com

30
million

Monthly content
shares/engagement

55
million

Monthly video views for IDN TV

37k

IDN Times Community
members/writers

A person wearing a dark jacket, blue jeans, and brown shoes stands on a large white arrow painted on a paved surface. The arrow points downwards. The person is carrying a camera bag and a camera. The background shows a paved area with white lines, possibly a parking lot or a road. The text "The Future of Media" is overlaid in white on the arrow.

The Future of Media

A hand is holding a smartphone. The screen displays the 'My G Suite' app drawer. At the top, it says 'My G Suite'. Below that, there are several app icons arranged in a grid. The icons include Drive, Docs, Sheets, Google Keep, Translate, and Google Maps. The Google Maps icon has a red notification badge with the number '2'. The background of the phone screen is a colorful, abstract pattern. The phone is held in a hand, and the background is a blurred outdoor scene.

1. Mobile-only

2. Multi platform





3. Interactive



**“A viral content is a combination
between art and science”**

How to Create a Viral Content?

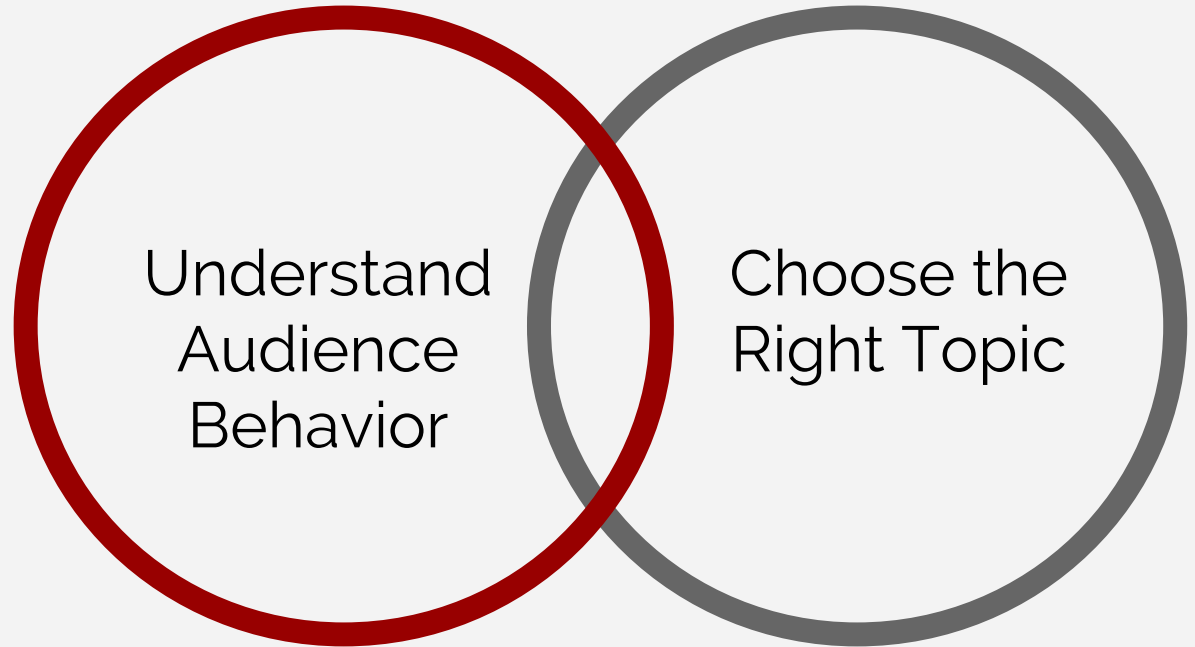


How to Create a Viral Content?

Pre-Writing ▶

Writing

Post-Writing



How to Create a Viral Content?

Pre-Writing ▶

Writing

Post-Writing



What drives people to share content?



ENTERTAINMENT



USEFULNESS



INVOLVEMENT



PERSONAL
BRANDING



IDENTITY
(IT'S SO ME!)



What's Hot



Masuk Nominasi Bareng Ayu Ting Ting Dan Raffi Ahmad, Deddy Corbuzier: Jangan Pilih Saya

Ayahku Tercinta ▾

Read
2:52 PM

Ayah, aku hari ini izin pergi ya. Ini selesai kelas aku langsung pergi dan bakal balik maleman. Makasih, yah.

Read
2:52 PM

Ayah

Read
2:52 PM

Ayah



Sumber Gambar: idntimes.com

Hype / Fun Fact

14 Tipe Ayah Berdasarkan Chat dengan Putrinya: Ayahmu yang Mana?

▶ ENTERTAINMENT

TRENDING



20 September 2016 / ERINA WARDOYO
Gaya Pacaran Anya Geraldine Ini Bakal Bikin Kamu Miris, Ada Apa Dengan Generasi Muda Sekarang?



22 September 2016 / RIZAL ADITYA
Tukarkan Uang Kalian: Ini

What's Hot



8 Cara Untuk Mengetahui Kamu Lagi Dibohongi Seseorang Atau Tidak



Sumber Gambar: mehlvillemedia.com

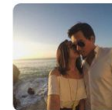
Life / Education

Pernah Suka Sama Kakak Kelas? 9 Hal Ini Pasti Pernah Kamu Rasakan!

▶ **IDENTITY**



TRENDING



20 September 2016 / ERINA WARDOYO
Gaya Pacaran Anya Geraldine Ini Bakal Bikin Kamu Miris, Ada Apa Dengan Generasi Muda Sekarang?



22 September 2016 / RIZAL ADITYA
Teknologi Hanyut, Kalian Ini...

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How to Create a Viral Content?

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Post-Writing



What is the process of a person sharing an article?

- Social Currency
- Trigger
- Emotion
- Public
- Practical Values
- Story



What is the process of a person sharing an article?

- Social Currency - Will this make me look good?
- Trigger - Is it relevant to me?
- Emotion - Why should I care?
- Public - Are others sharing as well? (Conformity)
- Practical Values - Will it be useful to others?
- Story - Is the content interesting enough to share?

How to Create a Viral Content?

Pre-Writing ▶

Writing

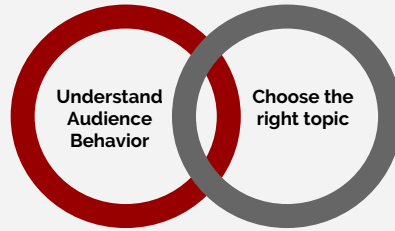
Post-Writing

How to Create a Viral Content?

Pre-Writing ▶

Writing

Post-Writing



Who are you writing for?

- Age group
- Gender
- Location
- Education
- Interest
- Social status
- Behavior
- Income
- Occupation



**“Never say that
you are writing for everyone.
Always pick a specific audience”**

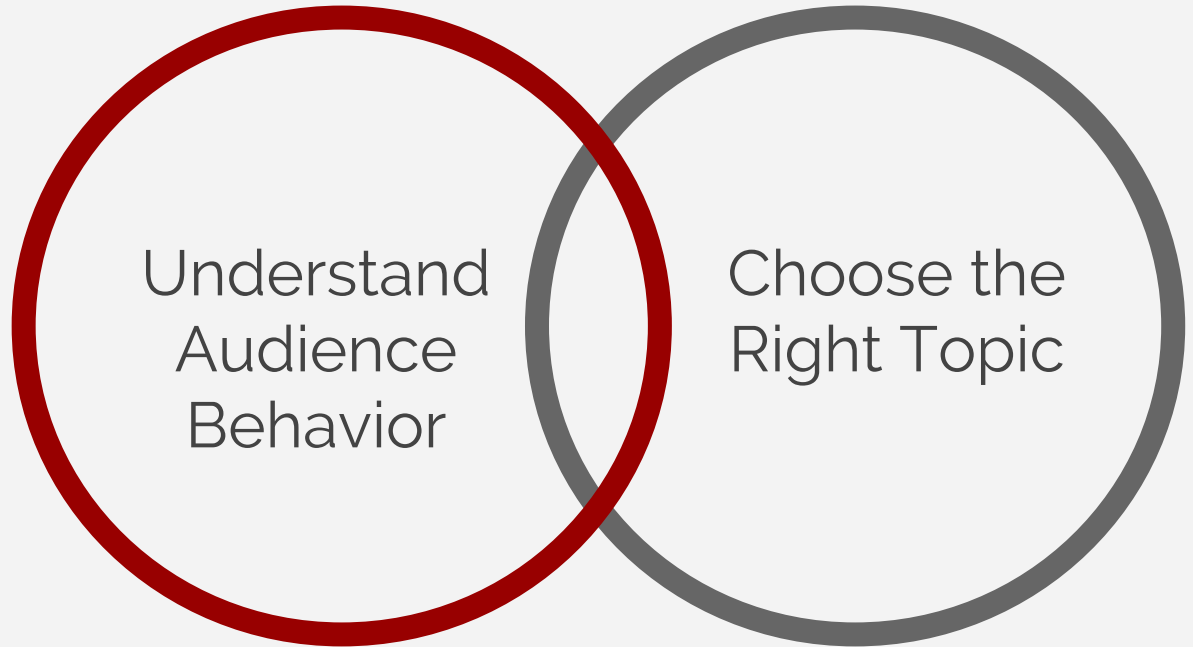
How to Create a Viral Content?

Pre-Writing ▶

Writing

Post-Writing

Pre-Writing Summary

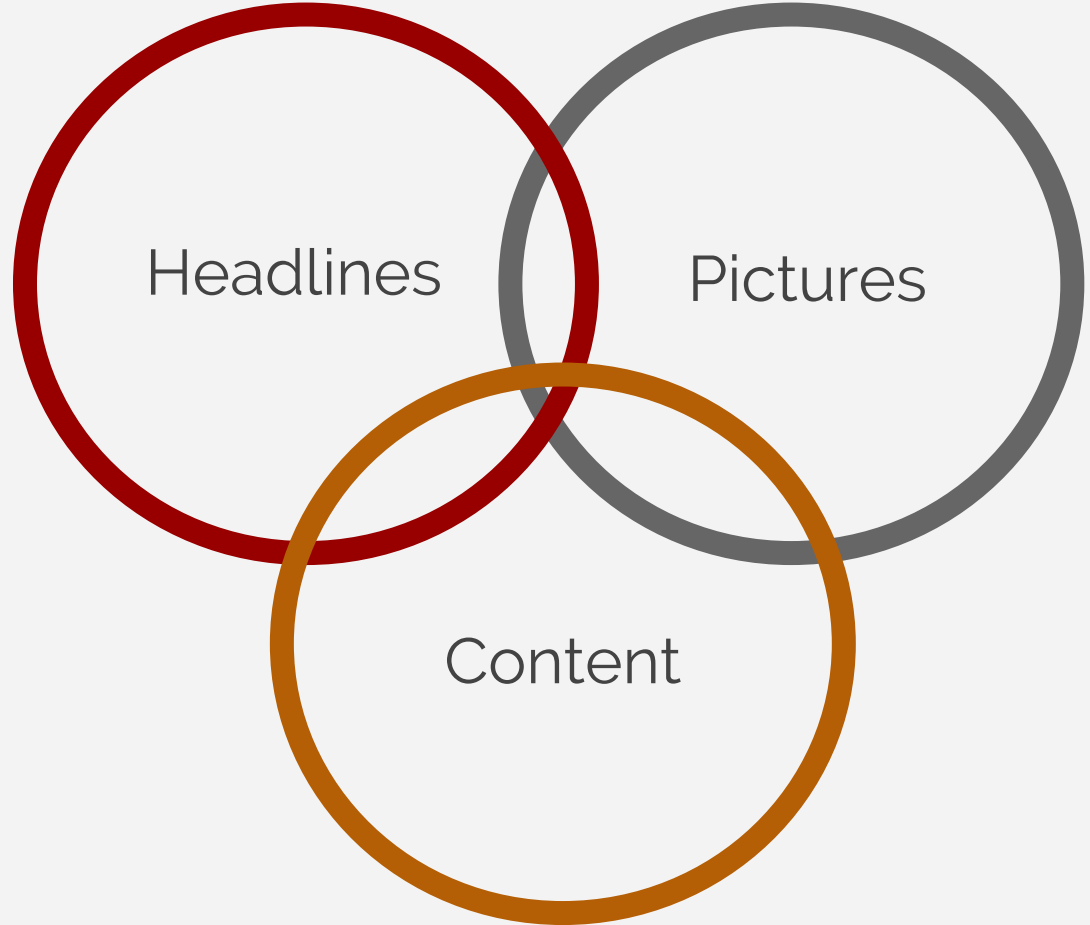


How to Create a Viral Content?

Pre-Writing

Writing ▶

Post-Writing





What makes a viral headline?



Smith Side Tweets

@SmithSideBoys

[Follow](#)

[@GordonRamsay](#) how do you like my breakfast??

1:15 AM - Feb 20, 2017

6 6 44



Gordon Ramsay ✓

@GordonRamsay

[Follow](#)

I'm more worried about the person who's just eaten this.....

[twitter.com/smithsideboys/...](https://twitter.com/smithsideboys/)

1:19 AM - Feb 20, 2017

34 2,156 5,022



cameron
@Cameronicole07

 Follow

@GordonRamsay how do my empanadas look

9:12 AM - Feb 17, 2017

 22  48  350



Gordon Ramsay 
@GordonRamsay

 Follow

Sad [twitter.com/cameronicole0...](https://twitter.com/cameronicole07)

9:18 AM - Feb 17, 2017

 129  20,936  43,353





How to Create a Viral Content?

Pre-Writing

Writing ▶

Post-Writing



Viral Headlines

EMOTION

- Amusing
- Surprising
- Heartwarming
- Inspiring
- Shocking
- Warning



FORMAT

- List post
- Quiz
- Story
- Curated
- Research Report



PROMISE

- How to..
- "Complete Guide To"
- Practical Tips
- Improve Your



TOPIC

- Trending Topic
- Health
- Animals
- Love
- Babies
- Health

+ 90% Rule



What's Hot



Jawabanmu Terhadap Beberapa Pertanyaan Ini Dapat Menunjukkan IQ-mu!



Sumber Gambar: magnetreleasing.com

Life / Inspiration

Pergilah Merantau, Supaya Kamu Dapat Merasakan 12 Hal Ini

TRENDING



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Gaya Pacaran Anya Geraldine Ini Bakal Bikin Kamu Miris, Ada Apa Dengan Generasi Muda Sekarang?

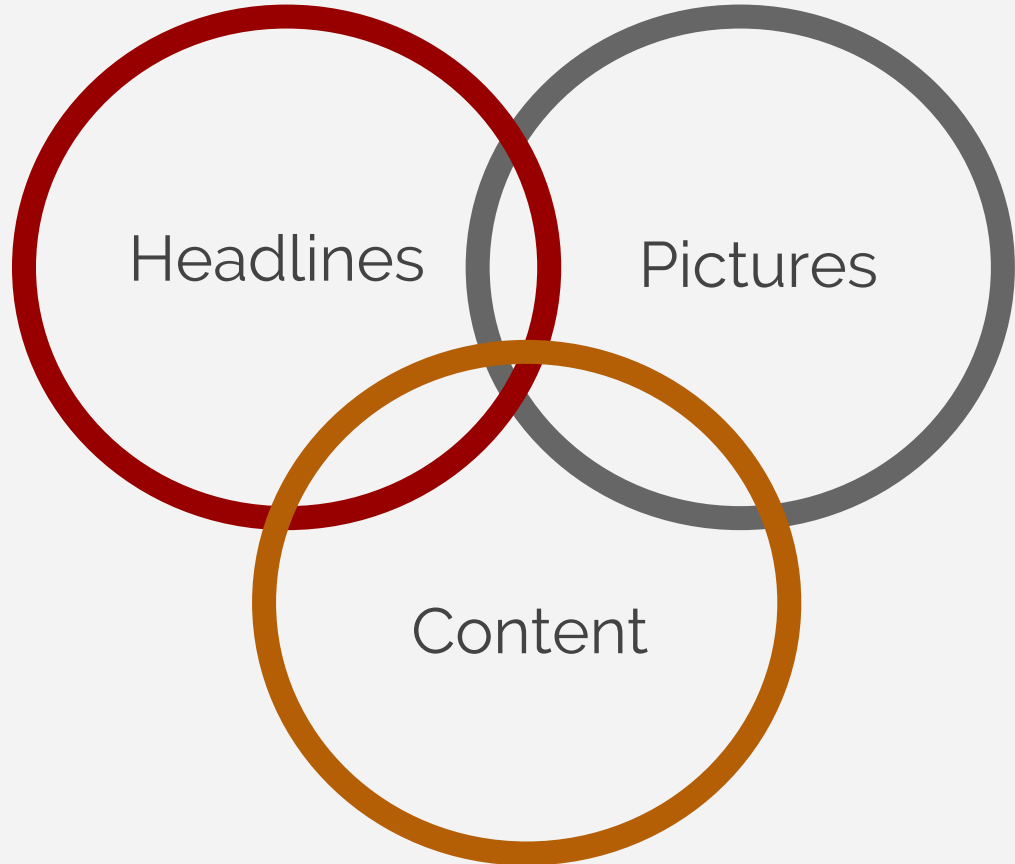


22 September 2016 / RIZAL ADITYA
Tukarkan Uang Kalian: Ini



▶ **FORMAT - EMOTION - PROMISE - TOPIC - 90%**

Writing Summary



How to Create a Viral Content?

Pre-Writing

Writing ▶

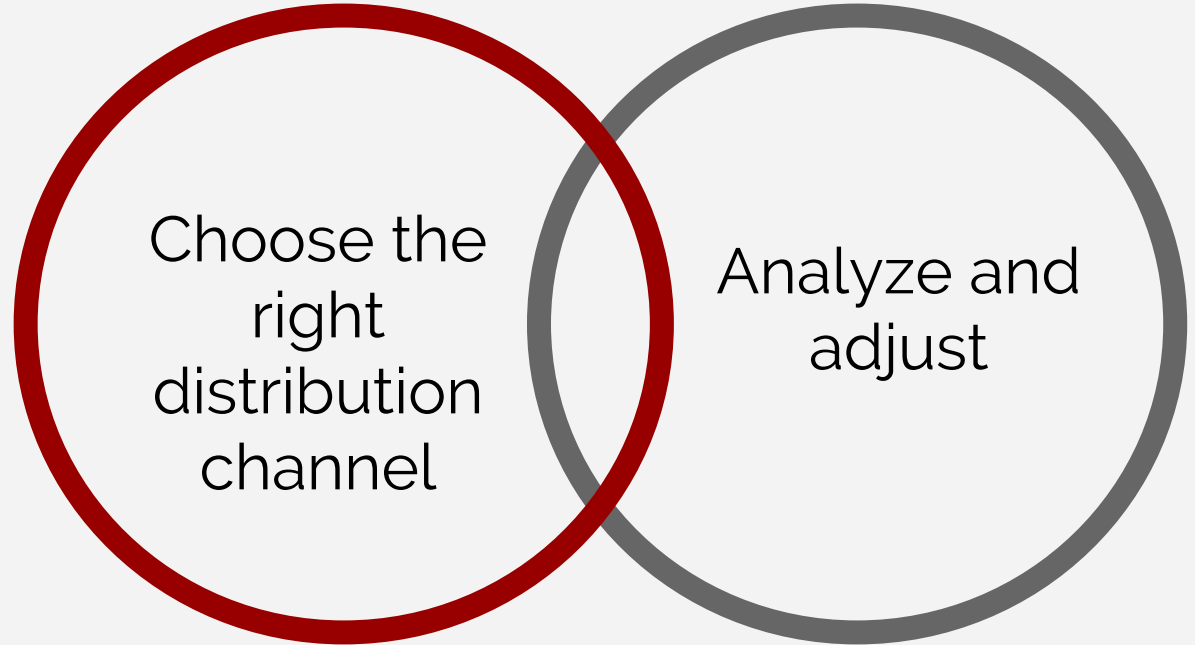
Post-Writing

How to Create a Viral Content?

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Writing

Post-Writing ▶

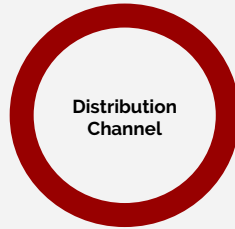


How to Create a Viral Content?

Pre-Writing

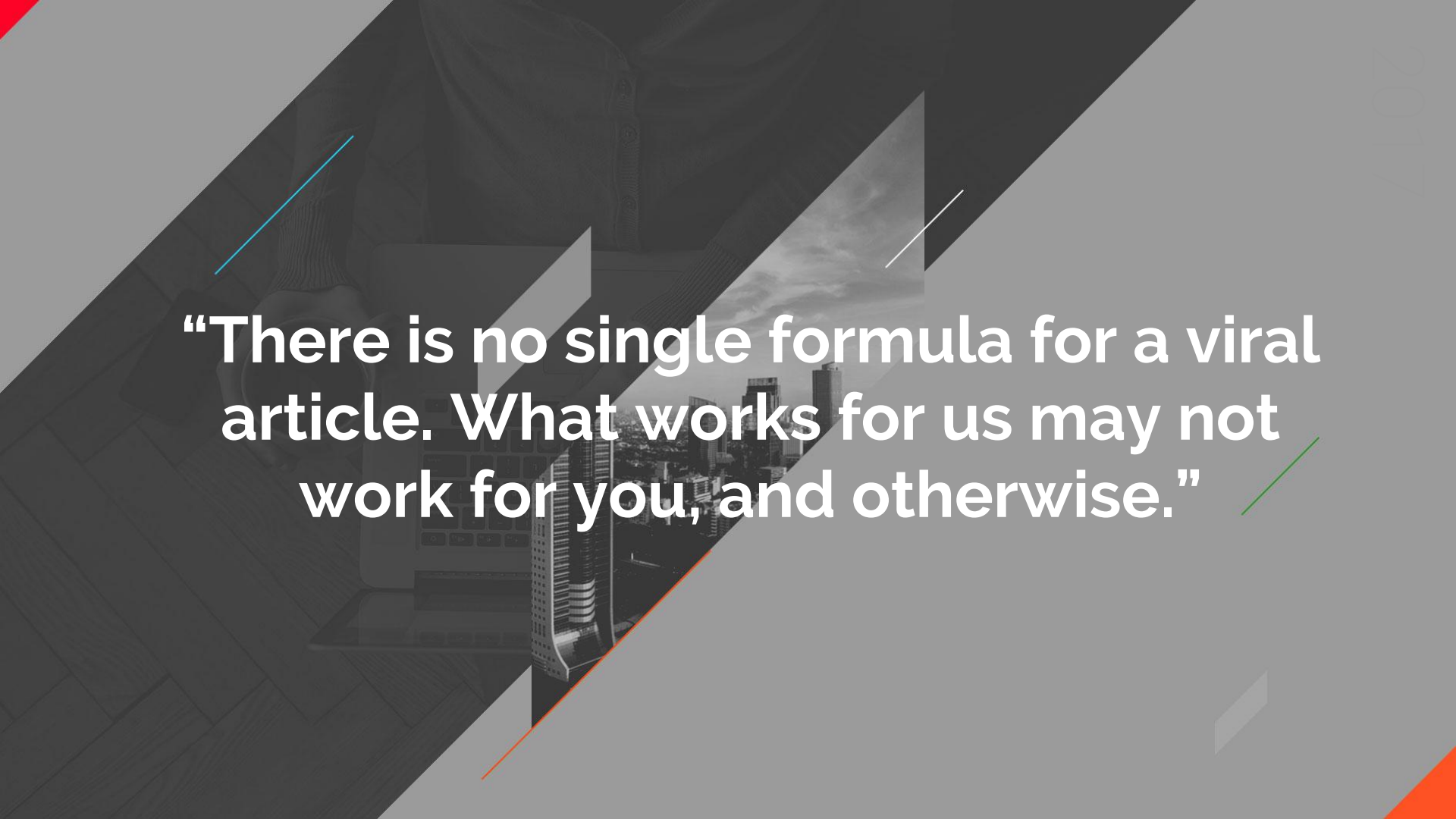
Writing

Post-Writing ▶



Every distribution channel is different, and should be treated differently

- Website
- Apps
- Facebook
- Messaging Apps (LINE, Whatsapp)
- Email
- SEO
- News Aggregator
- Instagram



“There is no single formula for a viral article. What works for us may not work for you, and otherwise.”

A group of people are gathered around a table, engaged in a collaborative work session. One person is pointing at a laptop screen, while another holds a pen over a document. The scene is dimly lit, with the primary light source coming from the laptop and other screens, creating a focused and professional atmosphere. The text is overlaid in the center of the image in a clean, white, sans-serif font.

**“Never stop testing,
never stop experimenting,
and never stop learning.”**

IDN MEDIA

THANK YOU