



“LESS SERIOUS” APPROACH TO SERIOUS PROBLEMS

YouTube Works
AWARDS SOUTHEAST ASIA

WINNER

DON'T KNOW? KASIH NO!
FORCE FOR GOOD
BCA + Dentsu + Flock

BACKGROUND

The rise of sophisticated scams and frauds on digital platforms underscores the need for educational initiatives to raise public awareness and equip users with the knowledge to stay vigilant and safe online.

As one of Indonesia's leading banking institutions, the campaign fits perfectly into BCA's broader initiatives and mission to combat fraud by **empowering consumers to recognise and mitigate potential cybersecurity risks**.

APPROACH

The campaign delivered an **educational message through a well-crafted narrative that blended nostalgia and comedy**. The campaign not only captured the attention of audiences across different generations, but did so in a highly engaging and informative manner.

Each element was carefully considered – from the actor, cinematic delivery, storyline, to call to action.

The strategic use of YouTube's **VVC** and **VRC** boosted **visibility, reach, and engagement** for the campaign, ensuring its core message reached a broad audience.

RESULTS

45.7M **141M**
viewers impressions

9.9k
organic buzz

"The campaign is nostalgic and brilliantly used the name to educate people about fraud. It makes the idea easy to understand."

Kartika Guerrero, SVP for Digital Distribution & Partnership,
Indosat Ooredoo Hutchison



Explore more winning campaigns at yt.be/works/campaigns