

BRIEF CLIPPER

Grab World Cup

Nonton Bola,
**Makan
Lah!**



CLIPPER 3
Podcast
Tirta x Koci

KOL HERO

@TirtaPengPengPeng

SOW : 1x Podcast build in
dedicated for brand

Aiming Post: 27 June



LINK :

<https://www.youtube.com/watch?v=pLRRbPkXD7Q>

APPROVED



**Amplify Hero Video HIGHLIGHT best moment of brand
GrabFood & GrabMart WORLD CUP**



CONTENT OBJECTIVE:

Generate viral, clip-worthy content from authentic debates, running jokes, and food-centric conversations between Dr. Tirta and Coach Justin, creating repeated exposure and strong recall for GrabFood, GrabMart, and Grab Dine Out throughout the football season.

Objective: Brand highlight (agar orang recall dengan Grab)

- Selama Pildun Coach Justin live streaming dan tapping tiap tengah malam dan Subuh, terus pesen Grabfood (14:28-15:10)
- Dr. Tirta bahas makan martabak pakai nasi, tapi Coach Justin gak bisa (16:03-16:33)
- Dr. Tirta dan Coach Justin gak suka salad (42:43-43:51)
- Coach Justin pertama kali makan Chiki (30:19-31:51)
- Coach Justin suka makan gado-gado (44:03-45:25)
- Coach Justin ternyata makan sehat (55:56 seterusnya)
- Makanan2 Indonesia fav Coach Justin (59:13-1:00:09)
- Coach Justin suka makan brokoli (1:03:43-1:04:00)

Objective: Podcast highlight (agar orang menonton full version di podcast)

- Coach Justin membahas Ronaldo dan menganggap Ronaldo sudah tidak jago
- Saat membahas Messi di Pildun tahun ini
- Coach Justin menganggap negara Asia gak kompeten di Pildun
- Coach Justin full nonton 30 match

Concept exploration: POV ketika..., Top 5 moment, "Dr. Tirta vs Coach Justin core", dll



SAMPLE CLIPPERS

SOW : 1x VIDEO TIKTOK

PODCAST Dr Tirta x Koci

Aiming Post: 30 juni - 4 July
2026

Angle 1: Membahas Messi di Pildun tahun ini

Content Sample



Angle 2: Coach Justin ternyata makan sehat

Content Sample



*Note: untuk treatment dan angle akan lebih di-explore oleh clipper

NEED APPROVAL SAMPLE CONTENT

A wide-angle night photograph of a large sports stadium. The foreground is a lush green field with white yard lines. The stadium seating is visible in the background, illuminated by bright lights. The sky above is dark and filled with stars.

THANK YOU