

# Taco Bell Indonesia Smooth Landing in Jakarta



## Our services:

Digital &  
Social Media

Illustration

Strategic &  
Planner

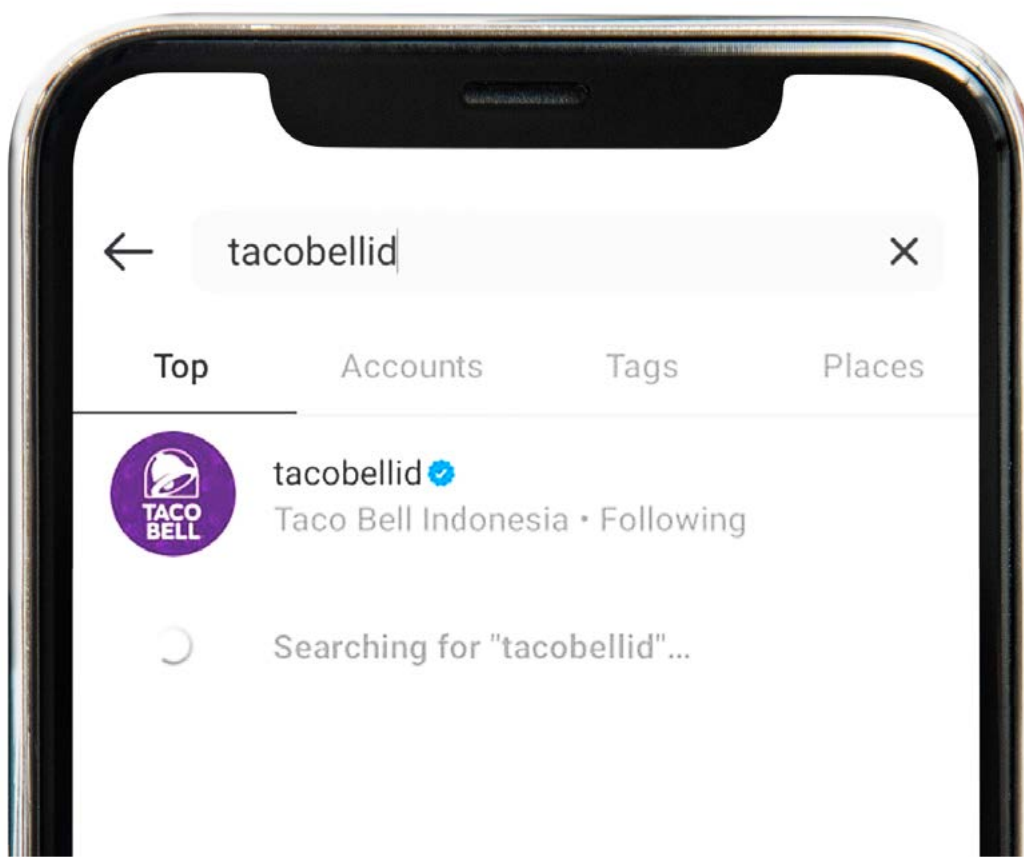


For those of you who don't know yet, Taco Bell finally arrived here in Jakarta and we are appointed to handle their digital!

Obviously handling Taco Bell's digital here in Indonesia comes with its own unique challenge, yes, the elephant in the room;

## The enormous cultural gap.

Right from the start, we knew that the rumors of the brand's arrival will generate a lot of word of mouth and buzz, so, many people will start to search for our official Instagram account to check for themselves.



As we start with a blank Instagram page, we decide to make a slow revelation of the brand's launching with the taco's journey to Jakarta and how it bonds with the local culture!

This turned out to be a successful move as our [collective media planning](#) and [creative effort](#) gathered:



947.053

reach

52.524

total engagement

2.399

save

1.439

comments



48.686

likes


Performance 12 post Taco Journey

 from Unithree


And public excitement  
for the brand:

 [Redacted] I swear. Saya blm pernah makan taco, burrito & quesadilla duuuuhhh....  
 Ngomong<sup>2</sup> rencannya tempatnya dmn? Klo di selatan Jakarta, saya bisa kesana dan saya tinggal di Tangsel


3w 7 likes Reply

 [Redacted] Info alamat outlet nya please... 🙏


3w Reply

 [Redacted] Elaaaah bikin org ngilerrrr cepetan buka doooong 😍😍😍😍


3w 1 like Reply

 [Redacted] Cepet bukaaaaaa

3w 1 like Reply

 [Redacted] Yey deket rumah 😄

3w Reply

 [Redacted] IM REAY FOR THAT CRUNCH WRAP SUPREMMEEEEEE

3w 5 likes Reply

 [Redacted] KAPAN BUKANYA MIN? GW UDAH LAPER

3w Reply

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