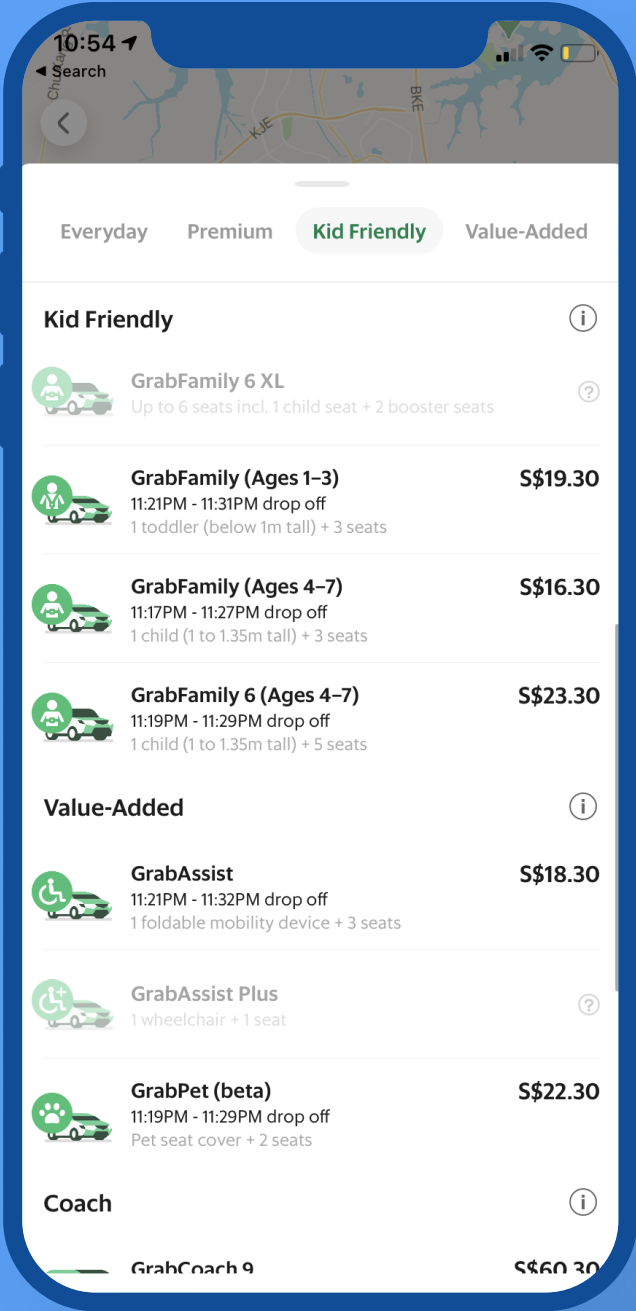
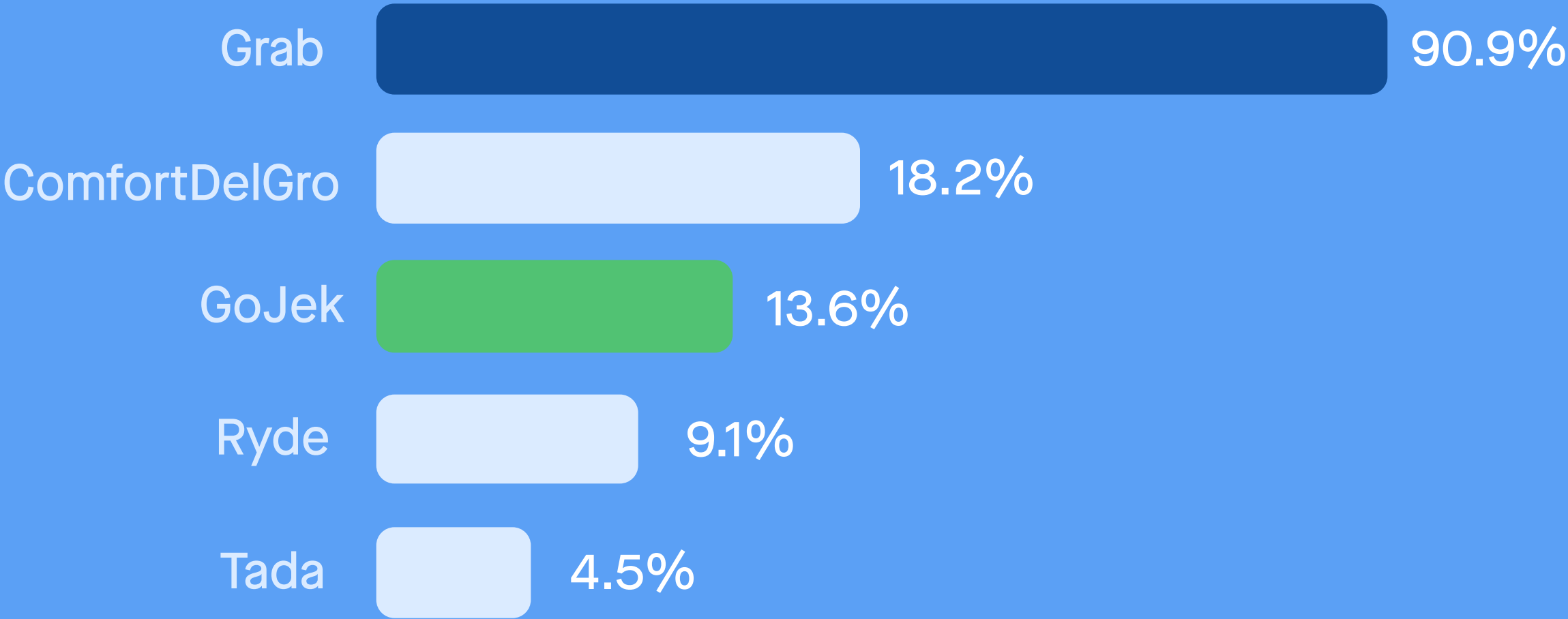




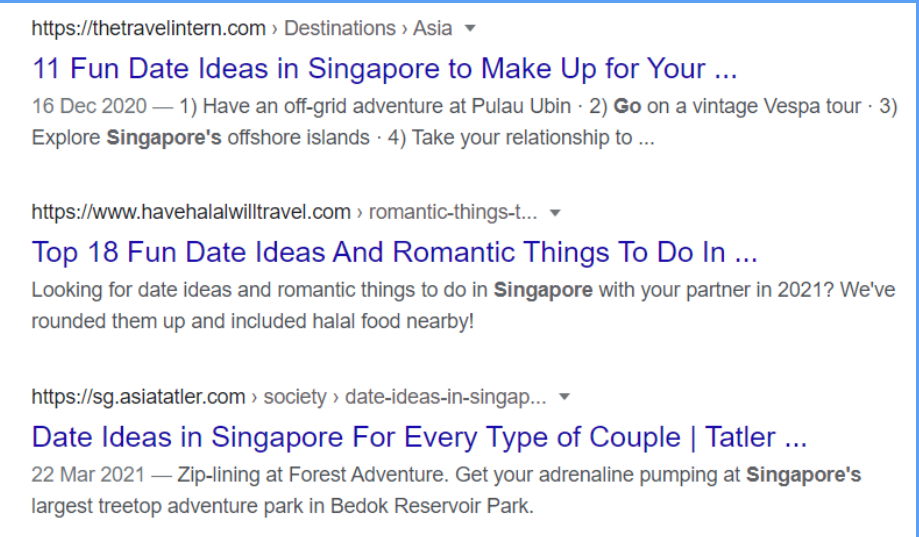
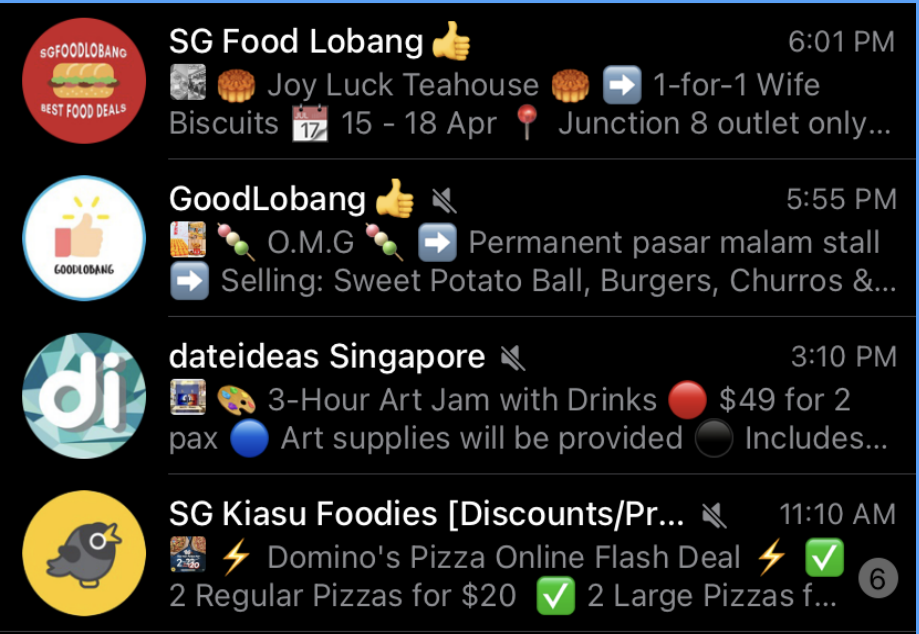


1. Raise the brand awareness of GoJek with a **public** relation driven idea.
2. Encourage consumers to **consider GoJek** as an option when booking for a ride.

Among those we surveyed,



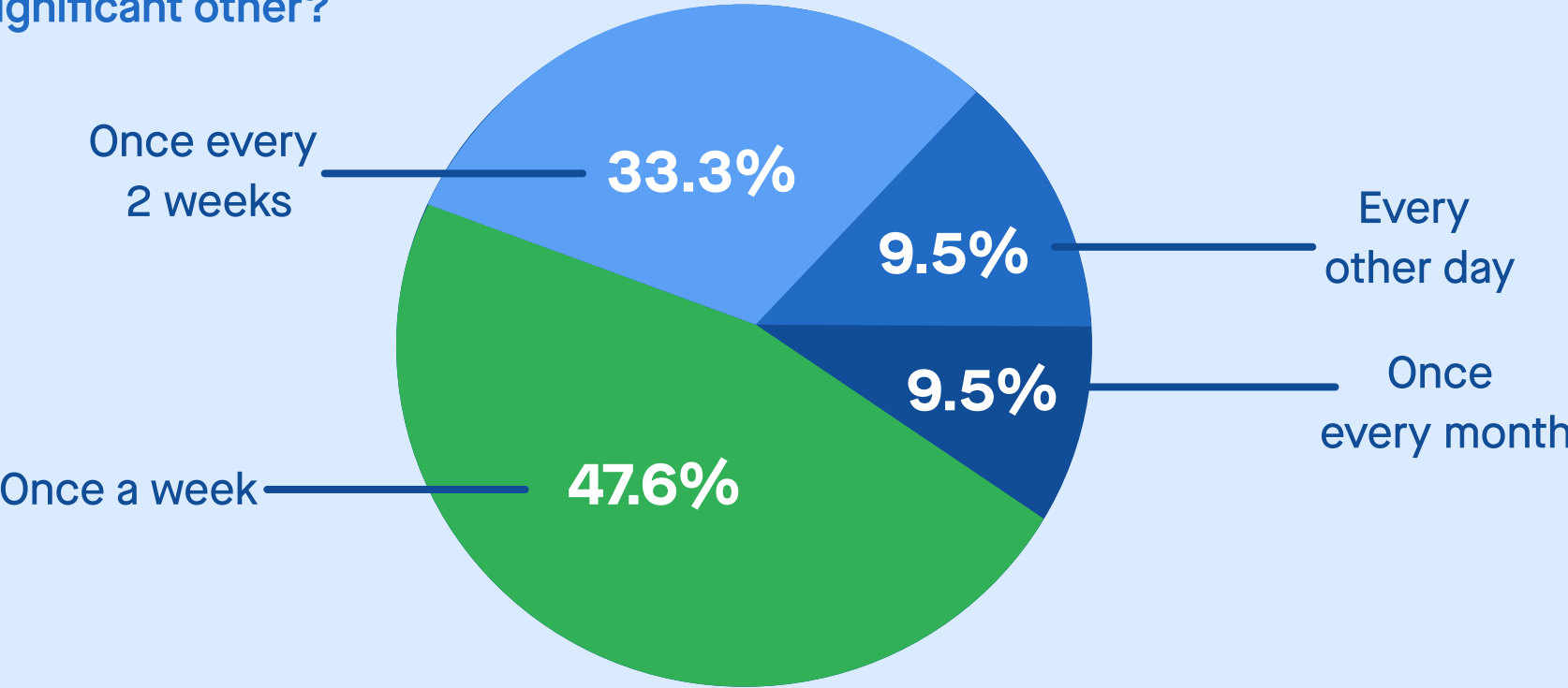
“Grab works fine.”



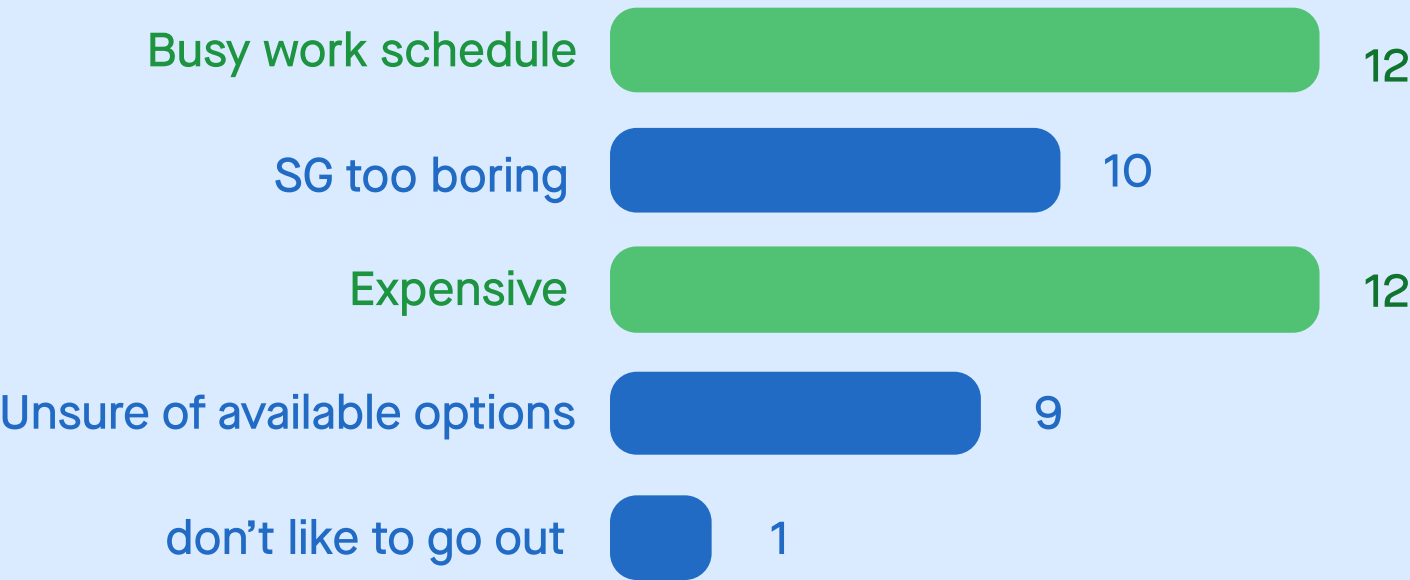
Insights

- “Where to go?”
- High frequency of date nights, indicating a sizable market
- Singaporeans lack time, money and information to plan dates

How often do you go on date nights with your significant other?



Reasons why it's difficult to plan a date

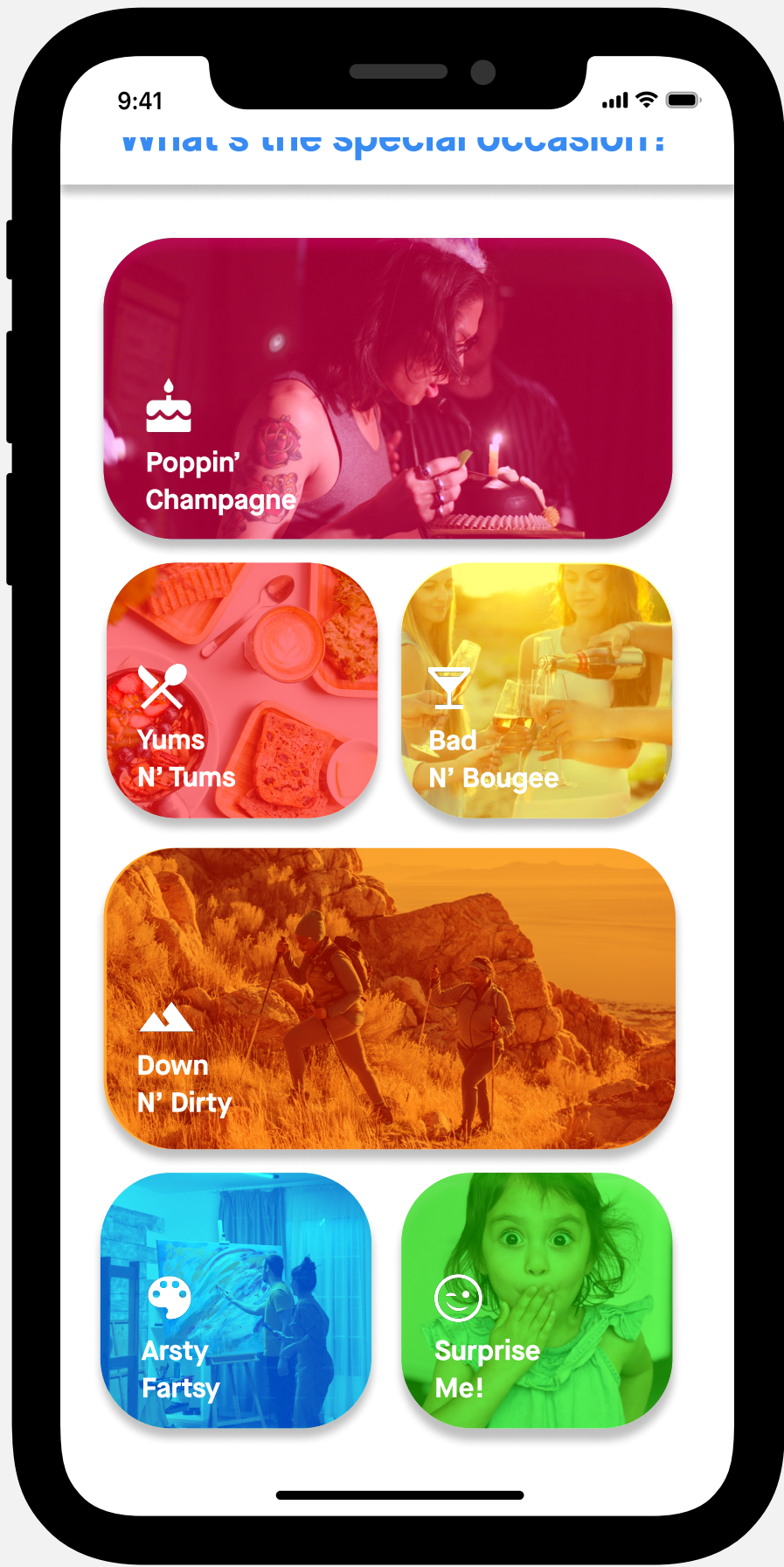


Target Audience: Working class couples who have disposable income but are too busy to plan dates

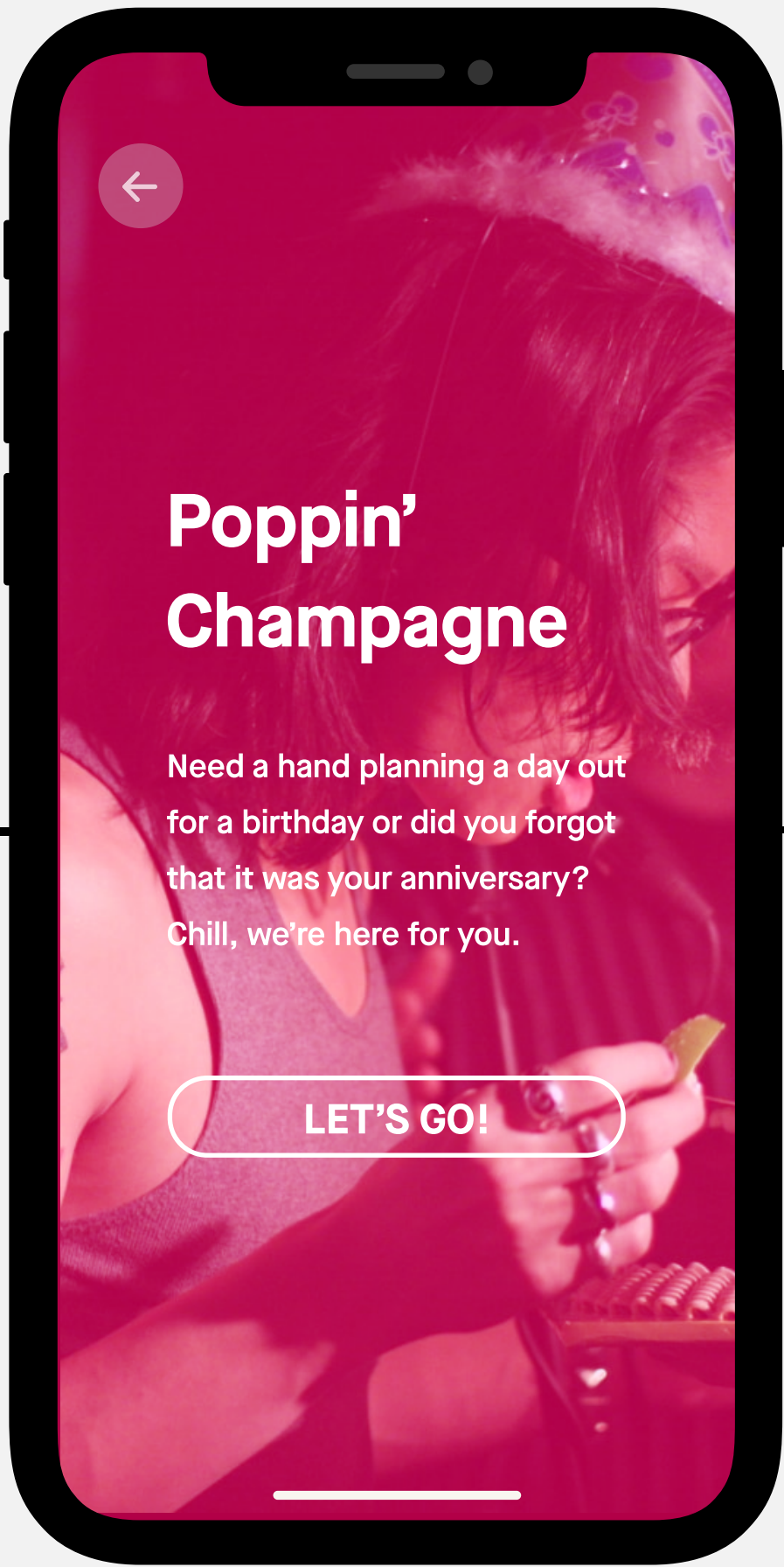
Idea: To make date planning easy and convenient!

- Plans itinerary for your date based on your **interests** and **budget**
- **Designated driver** for your trip
- **Bookings** and **reservations** done by GoJek

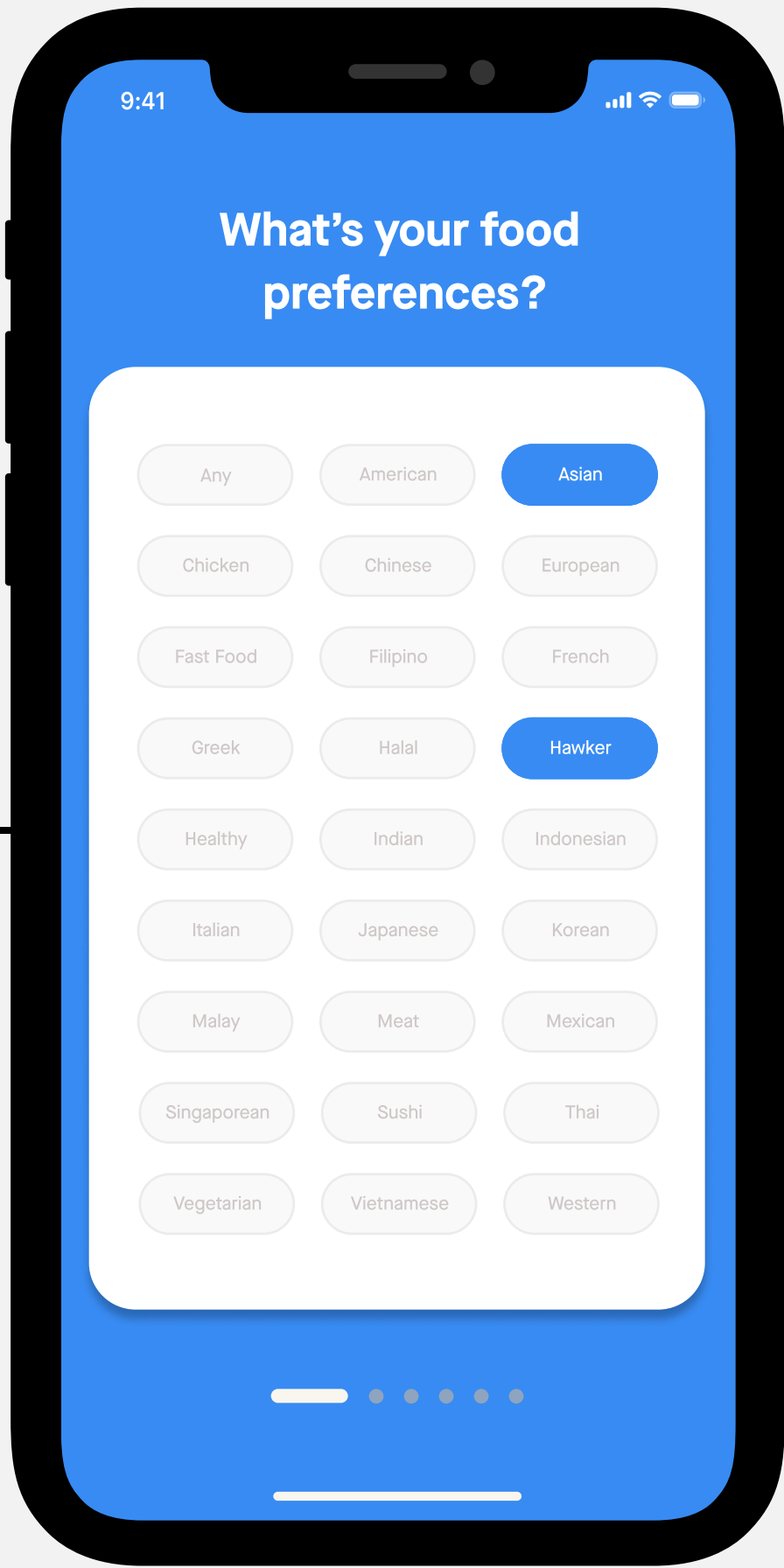




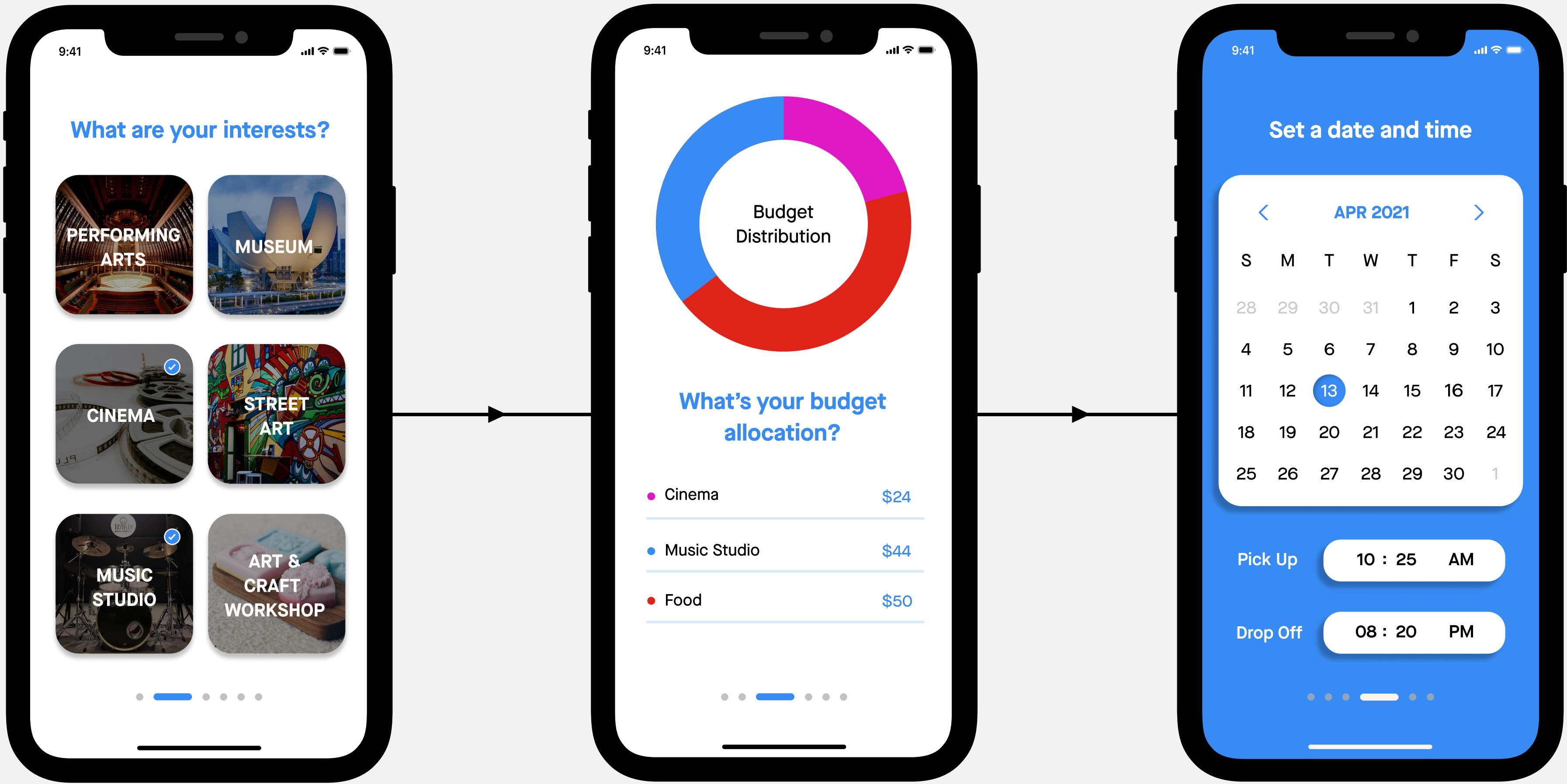
Select your theme



Confirm your theme



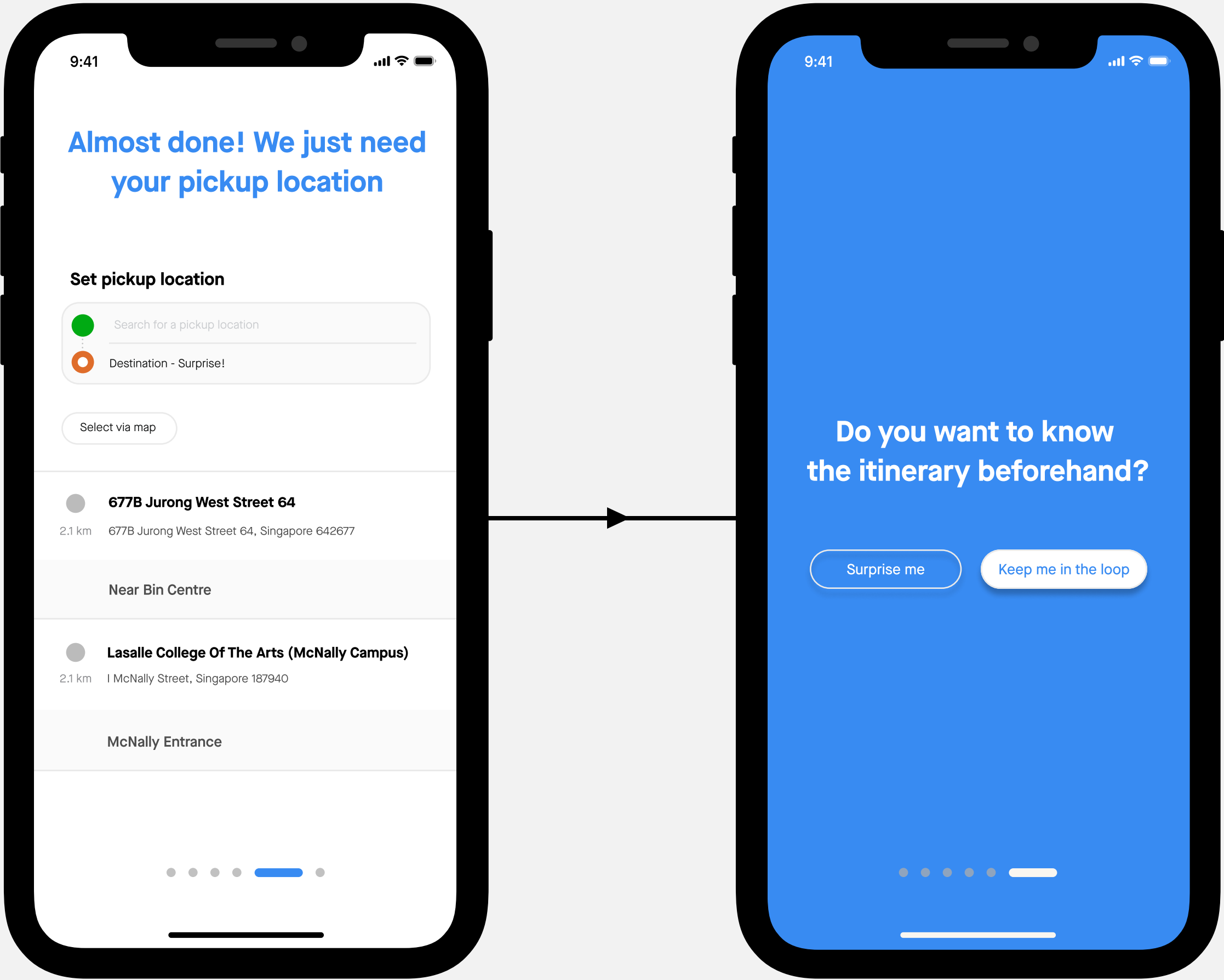
Select your food preferences



Select your interests

Set your budget

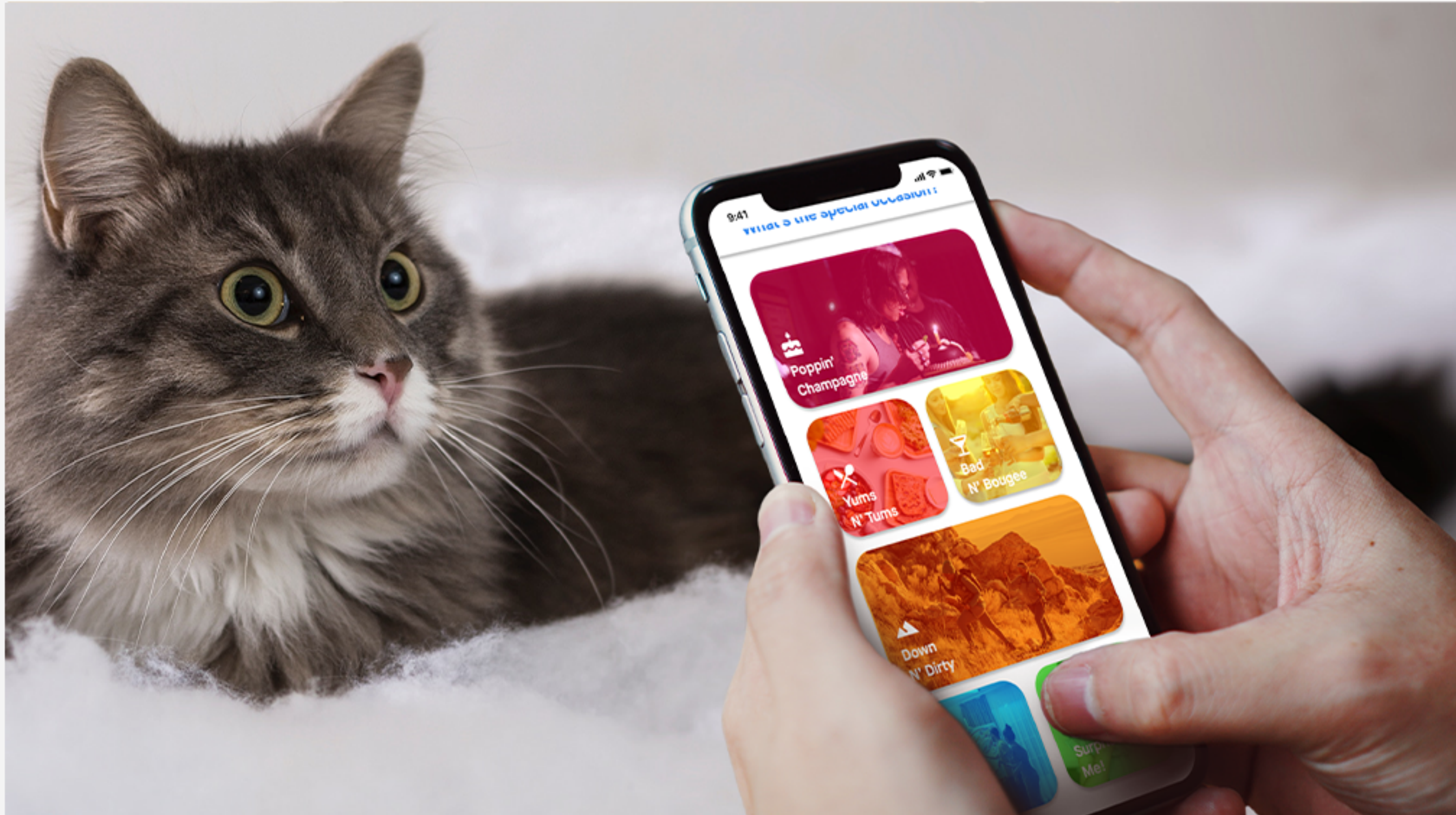
Set your date and time



Set your location

Opt for a surprise itinerary

Top stories



GoJek can now HiJek your dates by helping you plan them

Now your girlfriend can't say you didn't put in effort.

🕒 April 1, 2021, 04:20PM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Events



NOVELA Member Day Sale

🕒 25 March 2021 - 28 March 2021

📍 Online

IDEA

To make date planning easy and convenient for working class couples. GoJek serves as primary transportation while also helping to plan their itinerary.

EXECUTION

HiJek is an add-on feature to the existing GoJek app. They collaborate with companies like Klook, Chope and Singapore Tourism Board for bookings and reservations for the planned activities. This ensures that HiJek's consumers get a cheap bundle price than if they were to plan and book activities themselves.



FUTURE PROSPECTS

- Expanding HiJek to accomodate family and friends
- Activities such as pub crawl, 'tourists-for-a-day', cafe-hopping etc.