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Ogojek

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,





RESEARCH

90.9%



"Grab works fine."



Singapore isn't boring. You are.





https://thetravelintern.com > Destinations > Asia 💌

11 Fun Date Ideas in Singapore to Make Up for Your ... 16 Dec 2020 — 1) Have an off-grid adventure at Pulau Ubin \cdot 2) **Go** on a vintage Vespa tour \cdot 3) Explore **Singapore's** offshore islands · 4) Take your relationship to .

https://www.havehalalwilltravel.com > romantic-things-t... -

Top 18 Fun Date Ideas And Romantic Things To Do In . Looking for date ideas and romantic things to do in Singapore with your partner in 2021? We've rounded them up and included halal food nearby!

https://sg.asiatatler.com > society > date-ideas-in-singap... 🔻

Date Ideas in Singapore For Every Type of Couple | Tatler ... 22 Mar 2021 — Zip-lining at Forest Adventure. Get your adrenaline pumping at Singapore's largest treetop adventure park in Bedok Reservoir Park.

Insights

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

INSIGHT & RESEARCH



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



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THE BIG IDEA







BOARD





Select your theme

Confirm your theme

THE BIG IDEA

Any	American	Asian
Chicken	Chinese	European
Fast Food	Filipino	French
Greek	Halal	Hawker
Healthy	Indian	Indonesian
Italian	Japanese	Korean
Malay	Meat	Mexican
Singaporean	Sushi	Thai
Vegetarian	Vietnamese	Western

Select your food preferences





Select your interests

THE BIG IDEA

Set your budget

Set your date and time



9:4	41II 🗢 🗖
A	Imost done! We just need your pickup location
Se	et pickup location
	Search for a pickup location
Ċ	Destination - Surprise!
S	elect via map
	677B Jurong West Street 64
2.1 kn	677B Jurong West Street 64, Singapore 642677
	Near Bin Centre
2.1 kn	Lasalle College Of The Arts (McNally Campus) n I McNally Street, Singapore 187940
	McNally Entrance
	• • • • •

Set your location

THE BIG IDEA



Opt for a surprise itinerary





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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. Q Search

Videos

Events



NOVELA Member Day Sale

- ③ 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.





HiJek!

Need to plan a date? Don't worry, we got you covered.

FUTURE PROSPECTS

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

