

# MARKETING ASPECT

Bank Mandiri conducts market mapping and determines the right medium in delivering messages as an effort to market various banking products and services. This step is a foothold to strengthen the penetration rate of banking products and services so as to increase Bank Mandiri market share in the Indonesian banking industry.

## MARKETING STRATEGY

Bank Mandiri continues to innovate with product development to meet the financial needs of customers, both from the retail and wholesale segments. The products development is certainly supported by a holistic marketing strategy, which not only increases customer awareness, knowledge of banking services and products, but also to strengthen customer loyalty and enforce new customer acquisition by establishing a positive customer's experience.

A positive customer's experience can be formed by several aspects of brand building:

1. Perceived ease of Use  
Promoting the sense of being at ease in using Bank Mandiri products. This is supported by the ease of obtaining the product or service.
2. Perceived Usefulness  
Promoting the features of Bank Mandiri products and services that support the development of customers' financial needs wherever and whenever.
3. All-In-One Ecosystem  
With an all-rounder-ecosystem, Bank Mandiri comes with all services that are integrated with each other so as to support lifestyle and financial needs as a whole.
4. Building Connection That Mandiri Elevate my Living Norm  
We are beyond banking. Bank Mandiri not only meets the financial needs of customers, but also improves customer living norms, as a sustainable bank and agent of development for Indonesia.
5. Always Here For You!  
*We grow together with our customers. To give the best that we can to our customers is our main priority. We look forward to always see you grow!*



Bank Mandiri utilizes all existing communication channels for the effectiveness and efficiency of communication activities. The use of conventional media as well as online or digital media is adjusted to their respective portions. The use of digital media (including social media, online publishers, search engine optimization, key opinion leader partnerships, messenger platforms such as WhatsApp, and so forth reached 65%. Conventional media such as print ad on print media, advertising on TV, radio, outdoor media, and other conventional media. Some of the social media used by Bank Mandiri including Instagram, Facebook, Twitter, YouTube, and TikTok have contributed 35%.

Bank Mandiri has received various awards in marketing during 2022 consisting of:

- Citra Pariwara Award – Bronze Medal (Film Craft Category for music video "Livin' x UN1TY")