



Branding Positioning & Repositioning

For businesses needing to sharpen, evolve, or completely rethink their brand relevance.

CMO+

Company : Pefindo Biro Kredit

Industry : Financial Services

Marketing Case type : Branding Positioning & Repositioning

Bussiness Challenges

Pefindo Credit Bureau's core product is the credit score, but it remains largely unfamiliar to the Indonesian market. A long-term product blueprint and a strong, integrated campaign strategy are needed to educate the market and drive adoption in Indonesia.

Bussiness Objectives

To expand its customer base and increasing the usage of its credit score products. The goal was to make credit scoring more accessible, understood, and embedded in everyday financial decision-making in Indonesia.

CMO+ Approach / Marketing Goals

To establish Pefindo credit score as the default, go-to partner for credit scoring and profiling across the industry.

Services Delivered

Market Entry Revamp.