

CREDENTIAL

MENANG.IN COMMUNICATION



Your Creative Partner

WHO ARE WE?

- Menang.in Communication is an Indonesia Independent local agency.
- Our team is made up of former journalists with more than 15 year experience industry.
- Our core business are in communication services. Form traditional PR, Internal communication, digital strategy and execution, publishing also event management.
- With our experience in Media and Communication, we can give the best solution for any project.

WHY US?



- **PROVEN**, track records of delivering top tier results to client.
- **STRONG**, established network of media contact and stakeholder national wide, as well as an excellent understanding of the media landscape in Indonesia.
- **CLEAR**, processes for dealing with both planned and rapid response stories.
- **RESPONSIVE**, dedicated team focused on consultancy and proactivity.
- **SMALL**, company approach with proven framework of engagement as any MNCs

● STRATEGY PLANNING AND CREATIVE

Branding > communication strategy > digital strategy
> publicrelations > event management

● CONTENT CREATION

Graphic design > content for social media > motion graphic
>photo/image > video digital

● PAID MEDIA

Social ads (Facebook, Instagram, You Tube) > KOL and buzzer

● WEB & APPS DEVELOPMENT

Sitemap & UX planning > User Interface and Design > Front End
& Back End Development > Hosting & Maintenance

● CONVENTIONALMEDIA

Press Conference > Small Group Media Briefing > Press Release
Development & Dissemination > Exclusive Interview > Media
Monitoring

● COLLABORATION

Blogger Community > Key Opinion Leaders > Content Creator

● SOCIAL MEDIA MANAGEMENT

Social Media Response > Analytics & Reporting
> Assets Management

● PUBLISHING

Books/e-books > Annual Report > Custom Publishing

● EVENT MANAGEMENT

Meeting > Incentive > Convention > Exhibition

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THIS IS HOW WE CAN HELP YOU

OUR WORKS

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PUBLIC RELATION



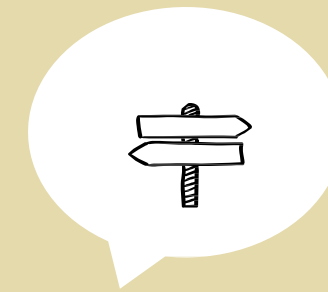
Press Conference



Small Group
Media Briefing



Press Release
Development and
Dissemination



Media Trip



Media
Monitoring

EIGER EKSPEDISI 28 GUNUNG



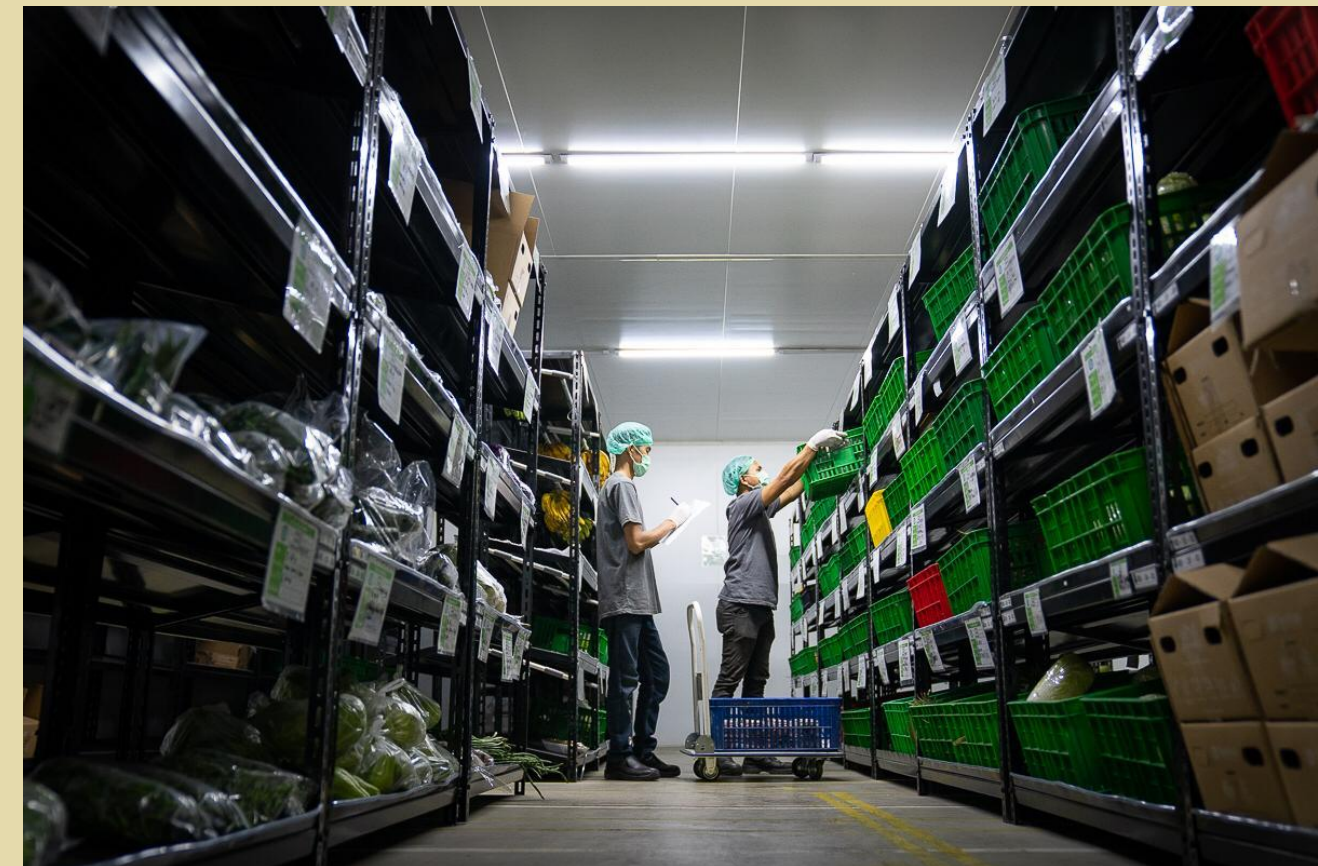
Conduct media trip to Bandung (20 Media), Media Officer
local media Bandung (70 Media), Press Release, Media
Monitoring, Social Media Content for The Campaign

TANIHUB MEDIA SITE VISIT



Arrange media site visit to TaniHub's fruit and vegetables
plantation and warehouse.

Dissemination of the event's press release.



FITS ID MEDIA VISIT and PRESS LAUNCHING

Conduct Press Launching for FITS.ID website, and continued with media tour visit to gain more “voice” in the mainstream media.



RINGGO5 PRESS CONFERENCE ALBUM LAUNCHING

Press Conference, Press Release Development &
dissemination, Media list and invitation, Media Monitoring.



NIKON OPENING STORE PRESS CONFERENCE

Press Conference, Press Release Development &
dissemination, Media list and invitation, Media Monitoring.



COWORKING FESTIVAL PRESS CONFERENCE

Press Conference, Press Release Development &
dissemination, Media list and invitation, Media Monitoring.



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STRATEGY PLANNING



Establish & Maintain
Online Branding



Define Digital Channel
Mix targeting
the Right Audience



Analyze, Optimize,
Refine digital strategy
continually



Develop Effective
Communication
Strategy



Supervise, Monitoring
Digital Initiatives, and
Media Monitoring

SMARTFREN

Generasi 4G campaign #4GinAja



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Idea, Digital activation, cover jingle, social media content, social Ads, Video Production, KOL and Monitoring

FRUITTEA SOSRO

School Ambassador Campaign



Idea, Digital activation, talent, social media content, social Ads, Video Production for activation, KOL and Monitoring

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CONTENT PRODUCTION

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SOCIAL MEDIA CONTENT



CREATIVE FOR MEDIA PLACEMENT



CREATIVE WRITING



INFOGRAPHICS MOTION GRAPHIC



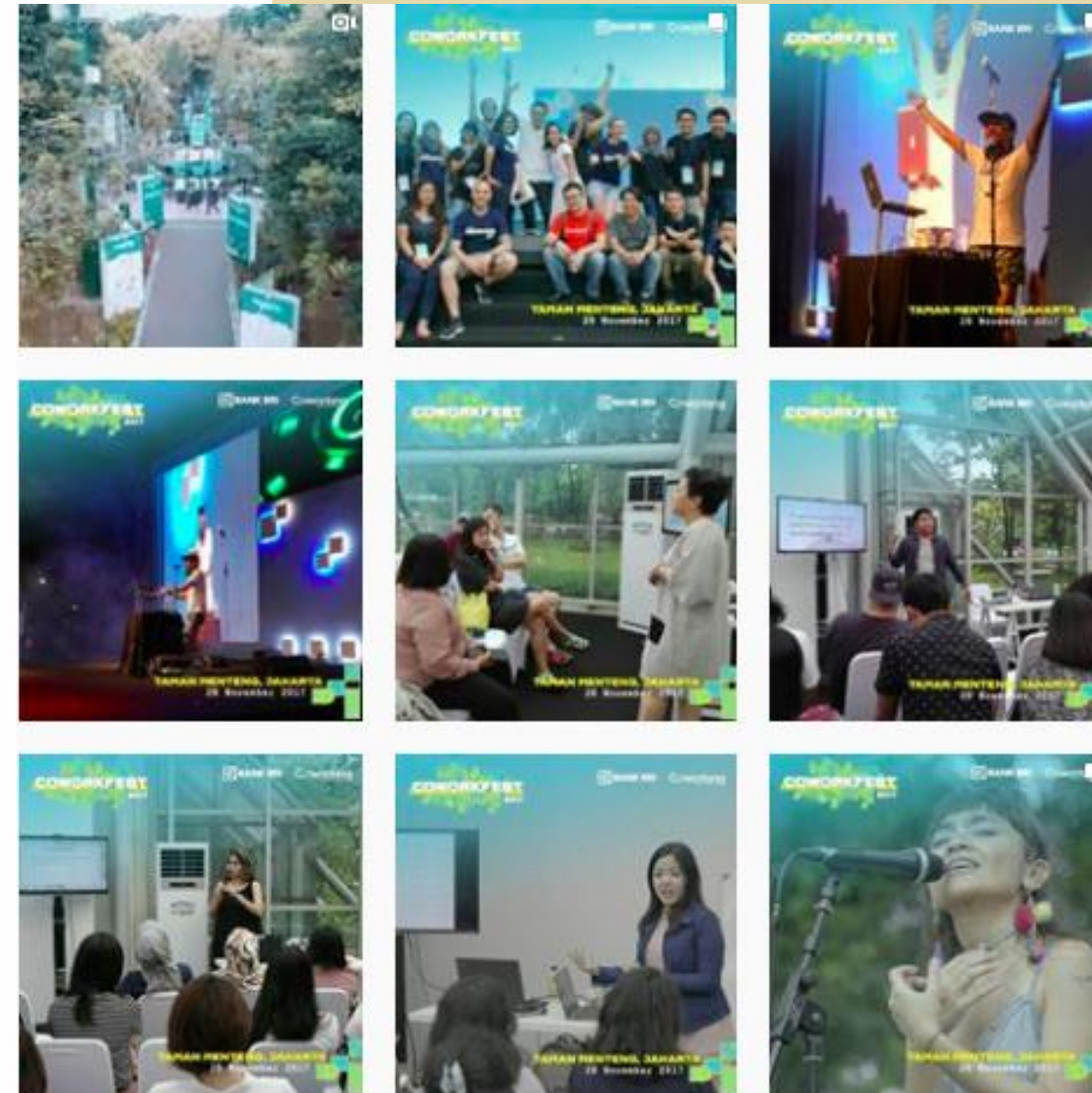
PHOTOGRAPH



COMMERCIAL & PROMOTIONAL VIDEO
PRODUCTION

KEMENPAR

BRI Coworking Festival



Social media content, video after movie event
production, desain visual, and ad

Social media content, desain visual, and digital activation

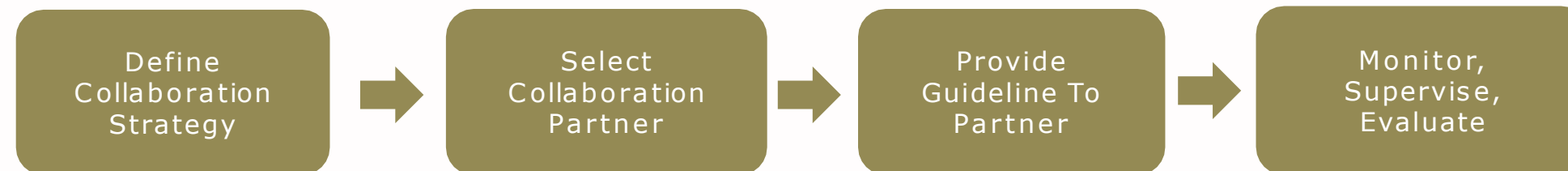
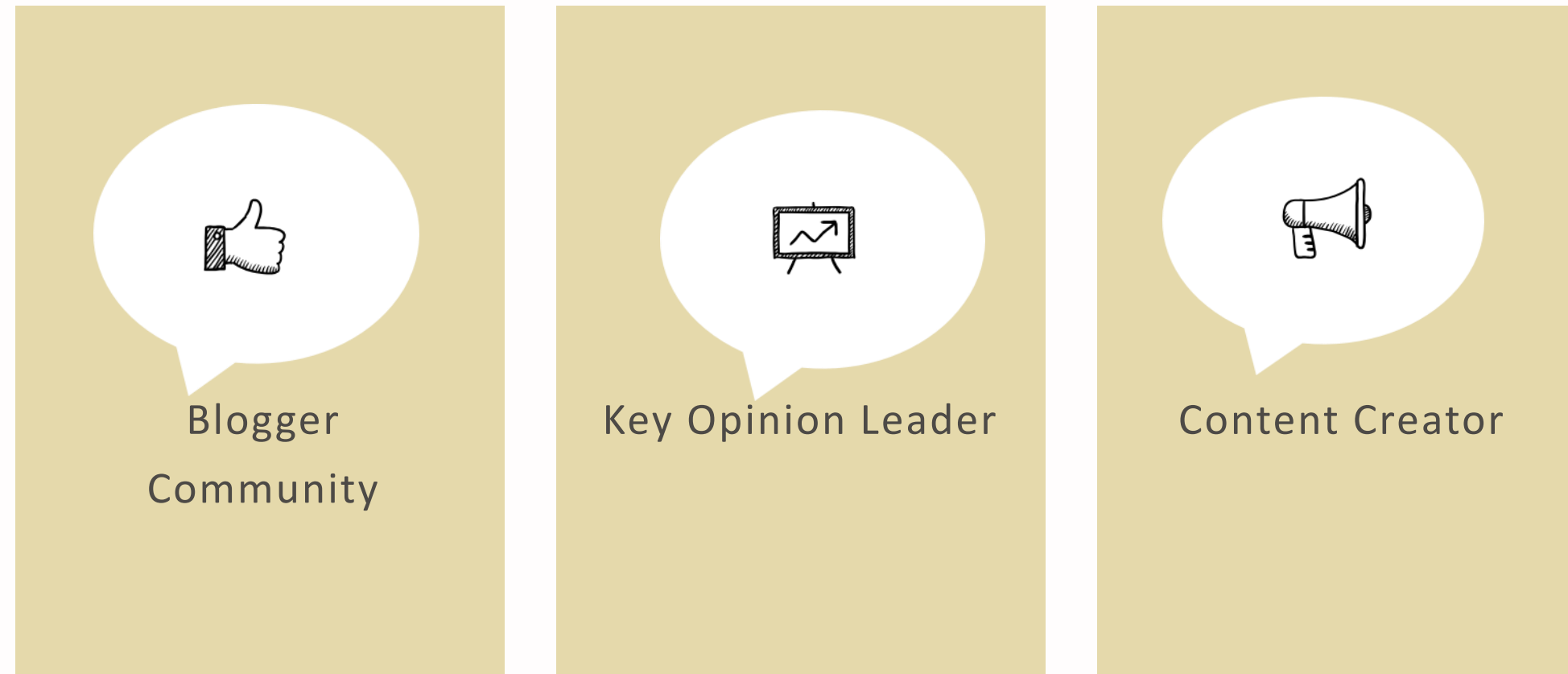


CONTENT PRODUCTION

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- CORPORATE EVENTS VIDEOS
- PROMOTIONAL VIDEOS
- ADVERTISEMENT VIDEOS
- ANIMATION & MOTION GRAPHICS
- MUSIC VIDEOS
- DOCUMENTARIES
- DOCUMENTARIES
- WEB SERIES
- BEHIND THE SCENES VIDEOS

COLLABORATION



KOL PROJECT



Galeri Indonesia Kaya, Tokopedia,Cetaphil, YVE Habitat, Kolase, Shopee, Blibli.com, Adidas and many more...

KOL PROJECT

TEMPO CHANNEL

- Define KOL Strategy
- Select KOL based brand's preference and theme of campaign
- Content Guideline for KOL and Supervision

@marischkaprue//@g_hanafiah//@motulz// @satyawinnie//



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WEB & APPS DEVELOPMENT



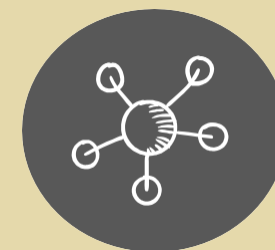
Sitemap & UX
Planning



User interface
and Design



Front End
Development



Back End
Development



Hosting and
Maintenance

WEB & APPS DEVELOPMENT



Website Campaign for
Guinness Indonesia



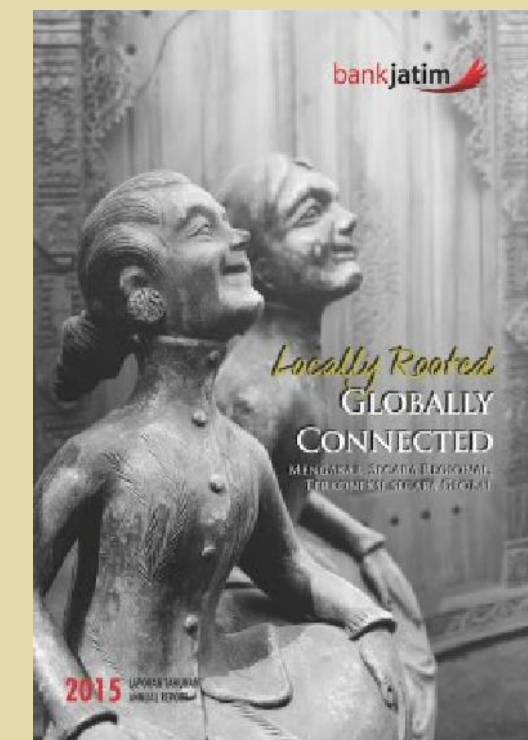
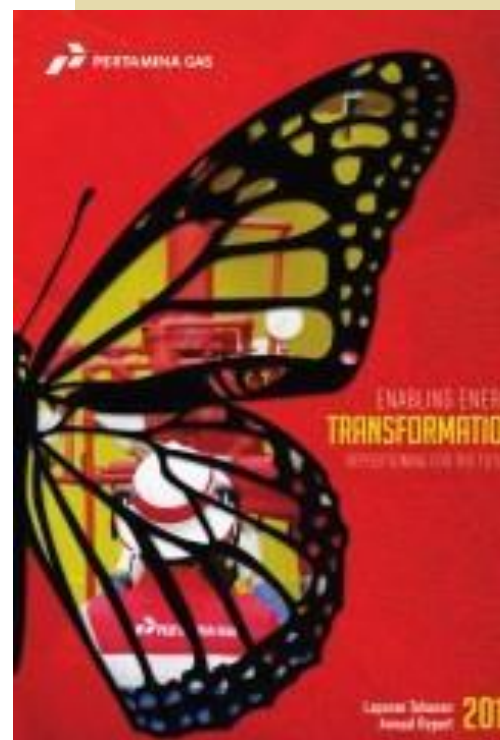
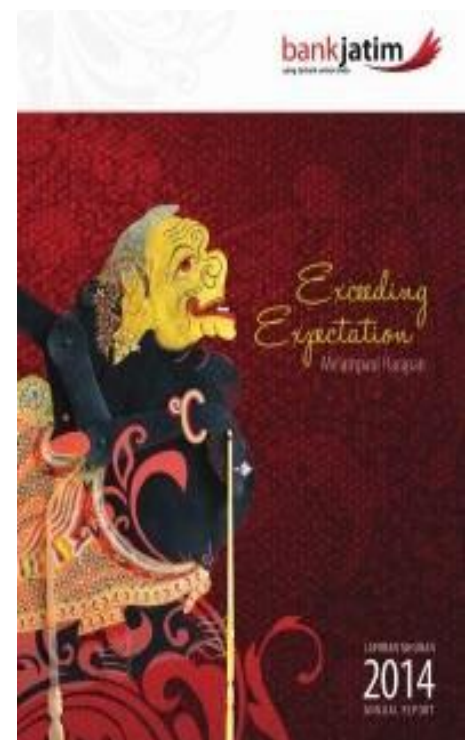
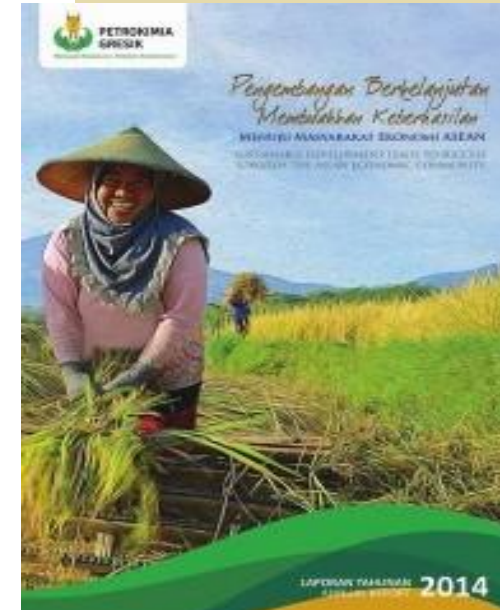
Facebook Apps For
Dewi Sri Spa Martha Tilaar



Facebook Apps For
ABC Black Gold

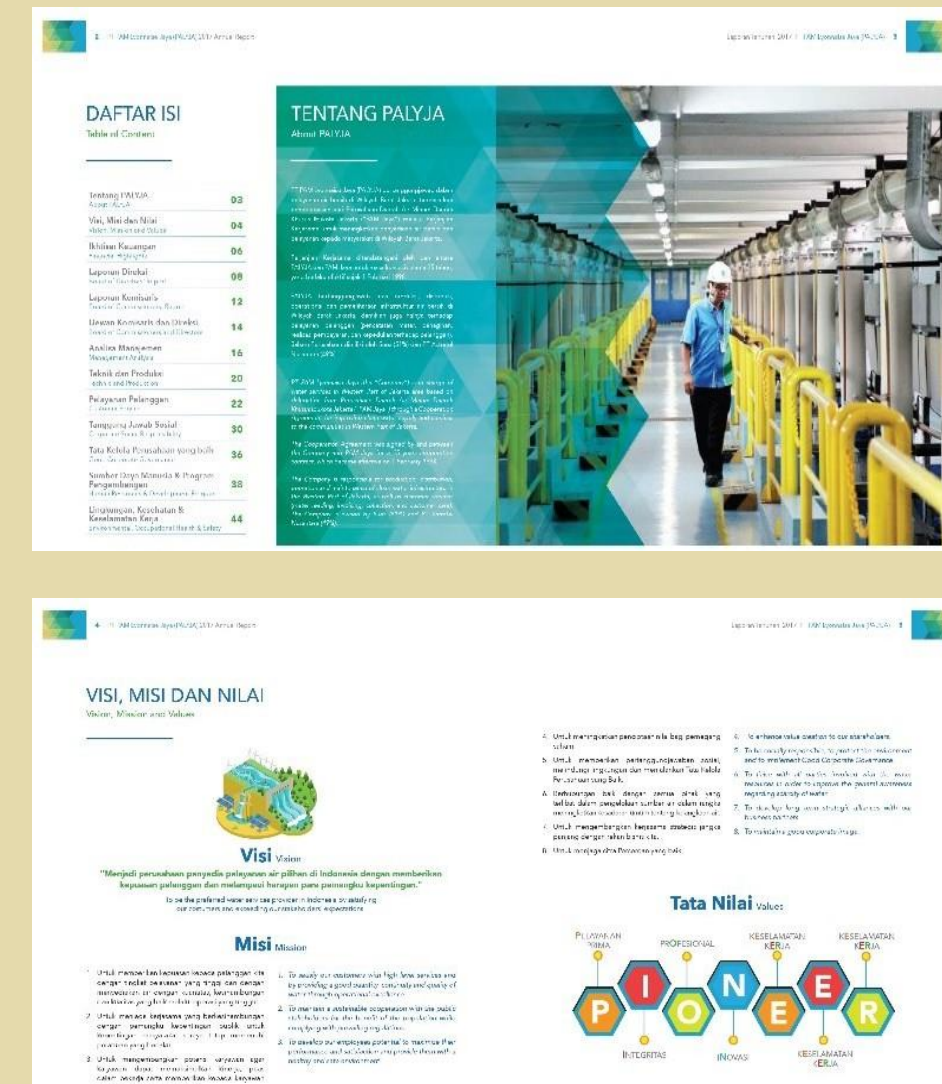
ANNUAL REPORT

DESIGN



ANNUAL REPORT

DESIGN CONTENT





Internal Magazine



Custom
Publishing



Annual
Report



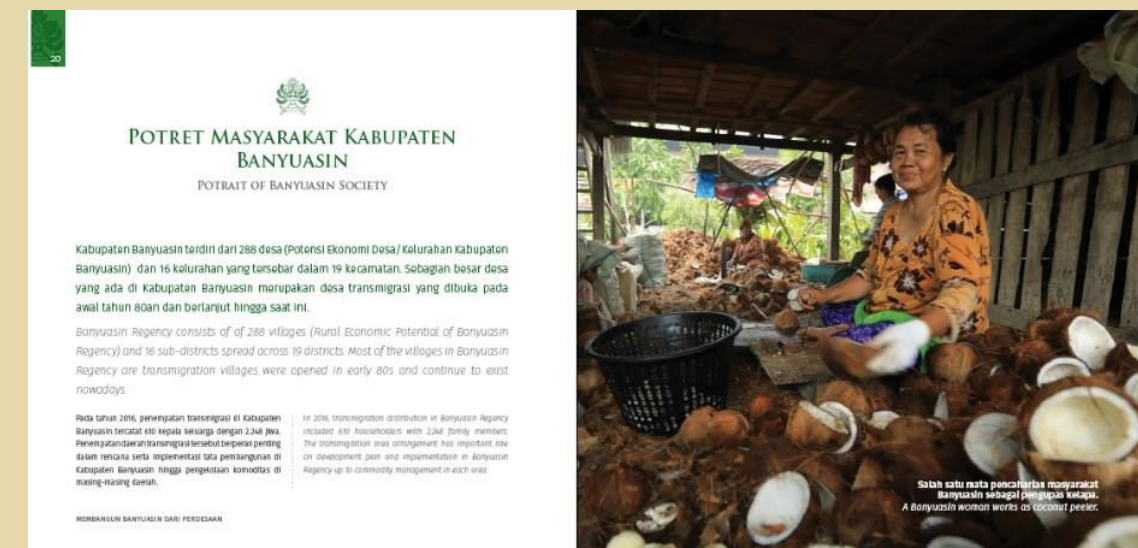
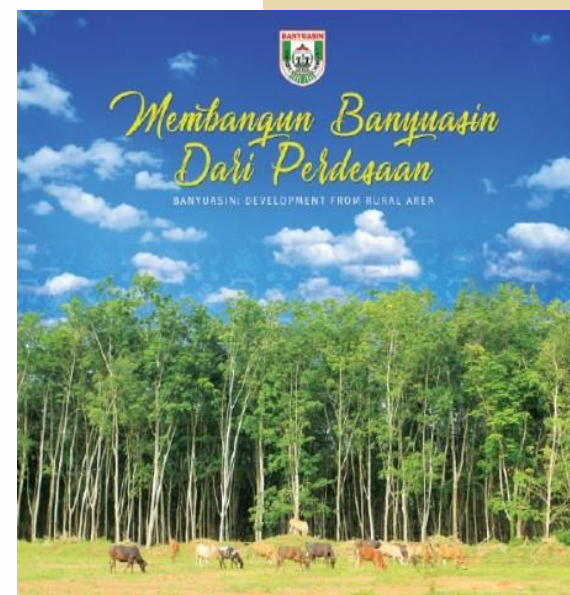
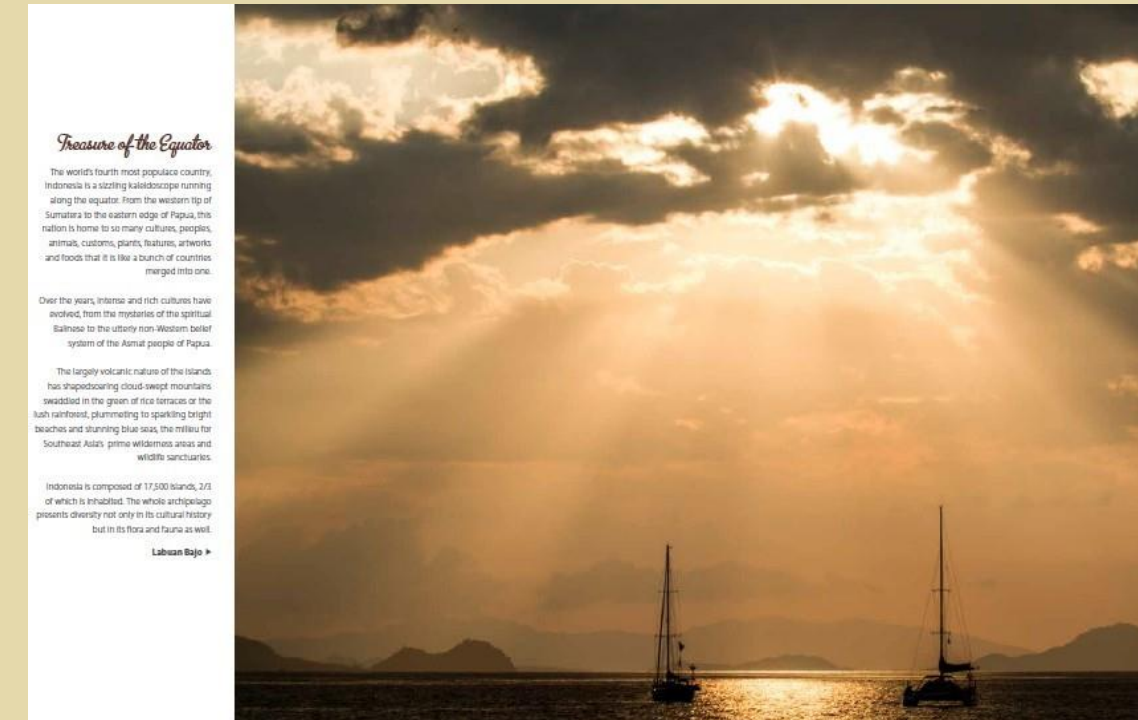
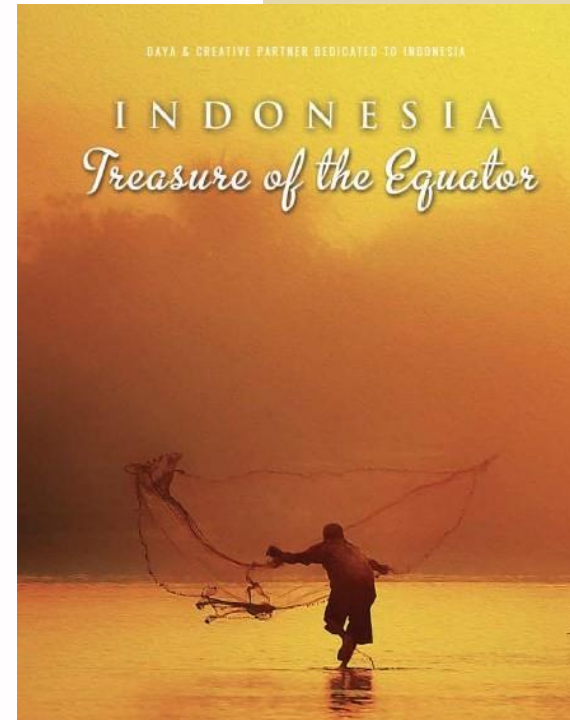
E-Books

PUBLISHING

BUKU

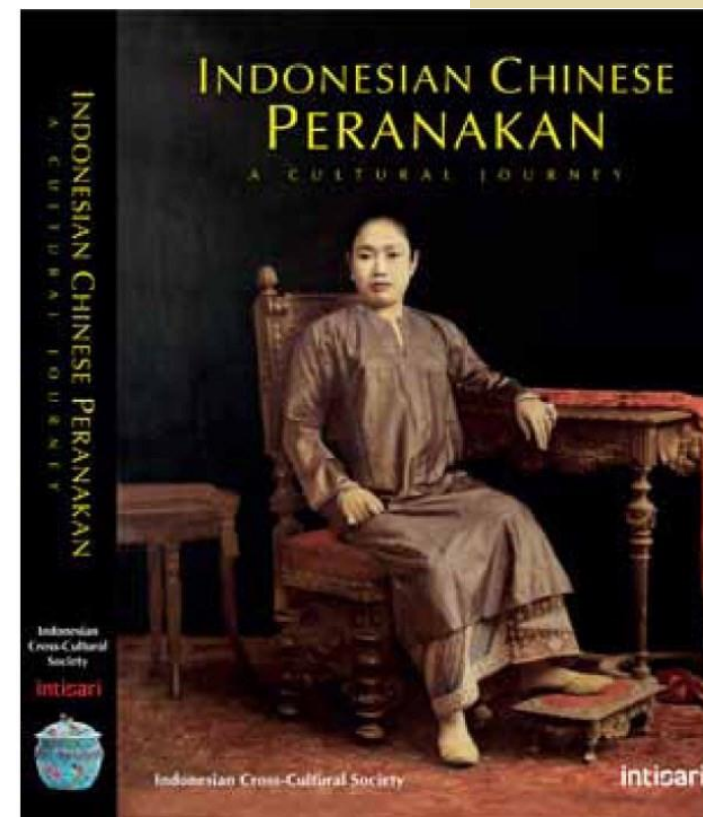
“MEMBANGUN BANYUASIN DARI PEDESAAN”

“INDONESIA: TRESSURE OF THE EQUATOR



PUBLISHING

- SERIAL WISATA JAJAN
- BUKU PERANAKAN CINA



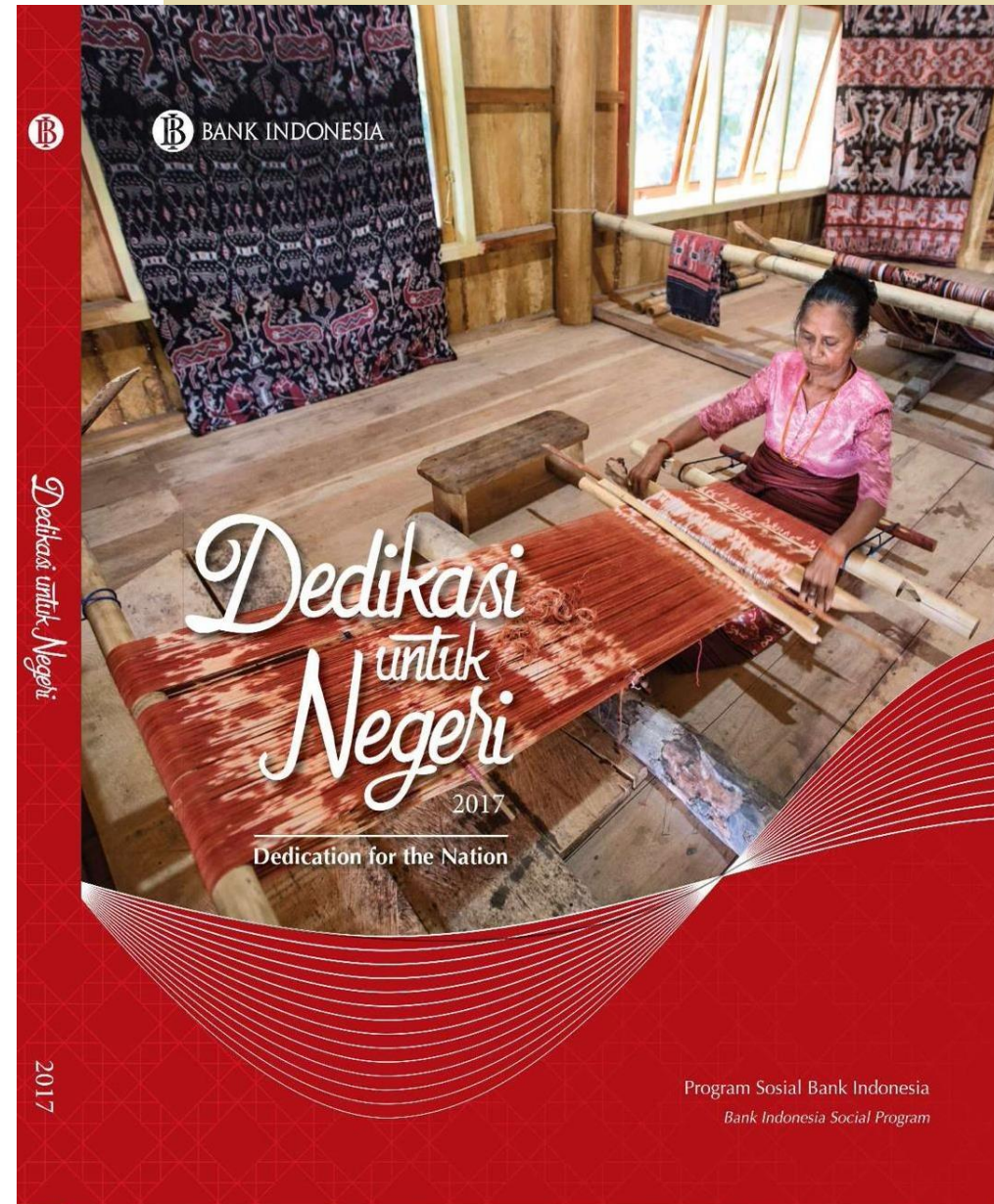
PUBLISHING

CLIENT: Bank Indonesia Dedikasi
Untuk Negeri

HAL: 200

KERTAS: AP

UKURAN: 20X20



ANNUAL REPORT

DESIGN

CONTENT



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EVENT MARKETING

KOMINFO

The movement towards 100 Smart City is a program with the ministry of communication and information, the ministry of public works, Bappenas and the Presidential Staff Office. The Movement aims to guide the Regency / City in compiling the Smart City Masterplan in order to maximize the use of technology, both in improving community services and accelerating the potential that exist in each region



TOYOTA

- program invites students to create creative ideas to protect the environment in a way that sends creative ideas for environmentally friendly products. The 30 best ideas each year will be given funding by Toyota to be amplified.
- More than 15,000 ideas were successfully captured.
- 90 creative ideas have been amplified into products.



**THANK
YOU**

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