

# Perfect10 Public Relations Agency Credentials

Indonesia's PR consultant of choice

# Case Studies of Strategic PR Campaign

# Raising Publicity and Visibility

Perfect10 has been engaged by the European Union since 2003 to undertake various PR activities to enhance visibility of the EU among Indonesian stakeholders. The objective is to support the EU cooperation programmes by developing a coherent approach to raise visibility and to generate publicity.

- Organising dissemination events and creating information materials for projects in economic, human rights, trade, and health areas (since 2003).
- Developing visibility of EU Aceh Peace Process Support through creation of media tools such as film documentary, TV quiz and photo exhibition (2006-2009).
- Creating annual events for students such as Drawing Competition, National Intersarsity Debating Contest (since 2008).
- Developing media relations of ASEAN-EU programme for Regional Integration Support such as press conference, release dissemination, exclusive interview with national and regional media (2007-2011).



# EU Public Diplomacy & Outreach Programme

The overall objective of the programme is to deepen the political, economic and cultural relationships of the EU with Indonesia and ASEAN. The purpose of this project is to support the EU Delegation in the design and execution of EU public diplomacy and outreach actions related to the political, economic and cultural relationship of the EU with Indonesia and ASEAN.

- Security and Defense Seminar in Brussels
- Cooperation with UGM, NU, FIHRSSST, ICRS, etc
- EU-ASEAN Debate (Indonesia, Singapore)
- Signature Events (EU5K, Destination Europe, EU Roadshows)



## Enhancing Awareness and Credibility

A retainer service to PT Bank BRISyariah (BRIS) to carry out its marketing communication campaign, Perfect10 has been successful to lift-up the brand awareness of BRIS to be no. 2 from no. 7 (SWA magazine survey). Perfect10 has also supported the BRIS CEO achieving the Marketeer of the Year award (2011).



# Public Communication Campaign

Supporting government project “Kerosene to LPG Conversion 2008-2011” and “Lingkaran Biru Family Planning 2008-2010”

- Creating broad publicity using credible mass media approach through several PR tools e.g. press conference, feature news writing, events coverage, advertorials and PSA (print, radio, TV).
- Using PR approach to win stakeholders’ support via TV talkshow, TV filler and workshops.
- Obtaining media support by conducting media briefing and media entertainment.
- Educating new target adopters via group communication (direct trainings) built-in at entertaining events.



# Corporate Social Responsibility

Danone Indonesia CSR program related to healthy food and nutrition for elementary students in Jawa and Sumatera (2007-2008).

- Cooperating with Indonesia Nutritionist Association aimed at enhancing students' knowledge on healthy food and nutrition.
- Training on nutrition and healthy food for elementary schools in Jawa and Sumatera.
- Inviting mass media to the events for generating publicity.
- Maximize publicity of Zinedin Zidane's visit to Indonesia for the programme exposure.



# Photo Gallery





**International Human Rights Festival 2021 (hybrid)**

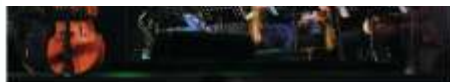


**Public Discussion on Human Rights 2021 (hybrid)**





## NusanEro Big Band Maiden Concert, Java Jazz Festival 2020





## Erasmus+ Scholarship Award & Pre-departure 2019





**Erasmus Day 2019**



**ARISE+ Indonesia National Dissemination Seminar 2019**



## EUROPE ON SCREEN 2018



**National Sales Conference 2016**

# Notable Clients

# Ministry and Non-profit Organisation



EUROPEAN UNION



**USAID**  
FROM THE AMERICAN PEOPLE

**gtz**



World Health  
Organization

unicef 



 **ERASMUS HUIS**



KEMENTERIAN  
PERDAGANGAN  
REPUBLIK INDONESIA  
MINISTRY OF TRADE



**BKkbn**



eurocham



OECD

**KPK**  
Komisi Pemberantasan Korupsi

**BSN**

  
BADAN POM RI

# Commercial Companies



Mercedes-Benz



ASOSIASI  
BANK PEMBANGUNAN DAERAH



MONSANTO



# THANKS!

Any questions?

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