

Perfect10 Agency Credentials

Indonesia's PR consultant of choice

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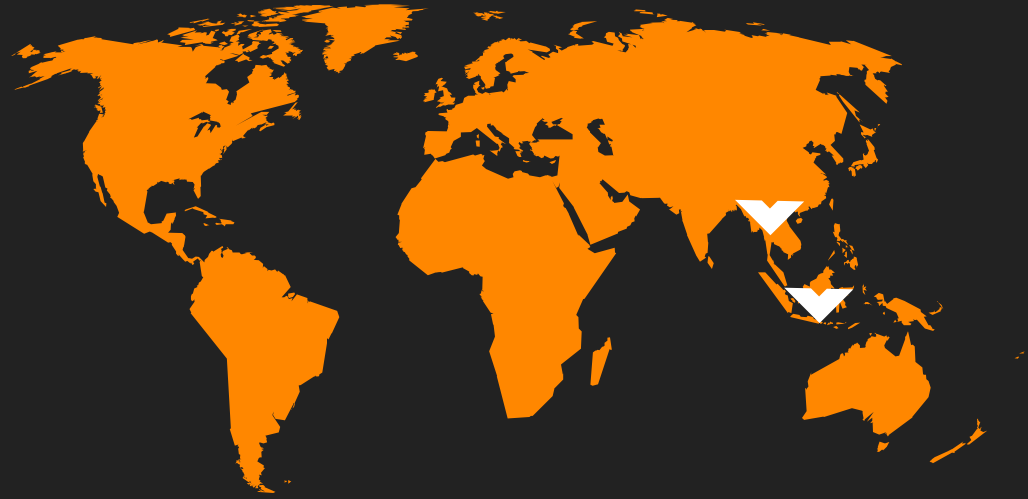
*If I was down to my last dollar,
I would spend it on public relations.*

Bill Gates, Microsoft Founder



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Who we are



- ▶ A national PR firm with strong network in Indonesia and ASEAN
- ▶ With experiences expanded from pharmaceutical companies, non-profit organisation, consumer goods, banking, hospitality, to information technology
- ▶ Offering great strength in conventional public relations and media relations with a remarkable understanding of digital and social media

Why Perfect10



Why Perfect10

Commitment

Experience

Strategy

Why Perfect10

Commitment

To provide reliable, cost-effective public relations services of the highest professional standard suitable to the needs of each of our clients.

Experience

Securing top-notch media coverage for a broad range of clients since 1998, from product launches and digital promotions to crisis management and corporate upheavals.

Strategy

Building an effective communication by devising thoughtful strategies and tactics that help leverage the image and reputation of our clients.

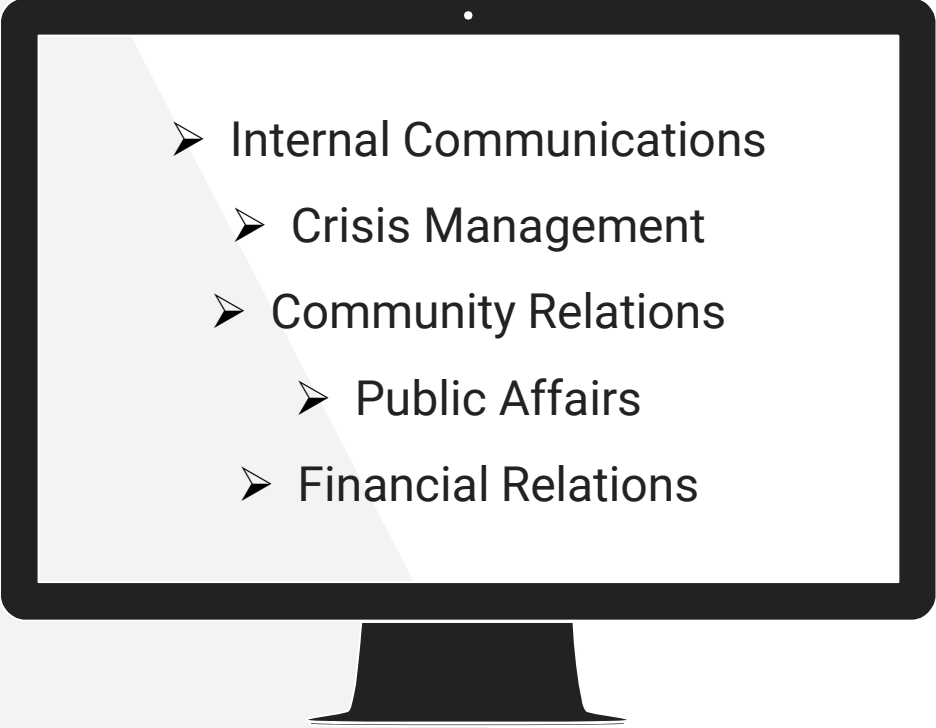
Our Services

Our Services

**Corporate
Communication**

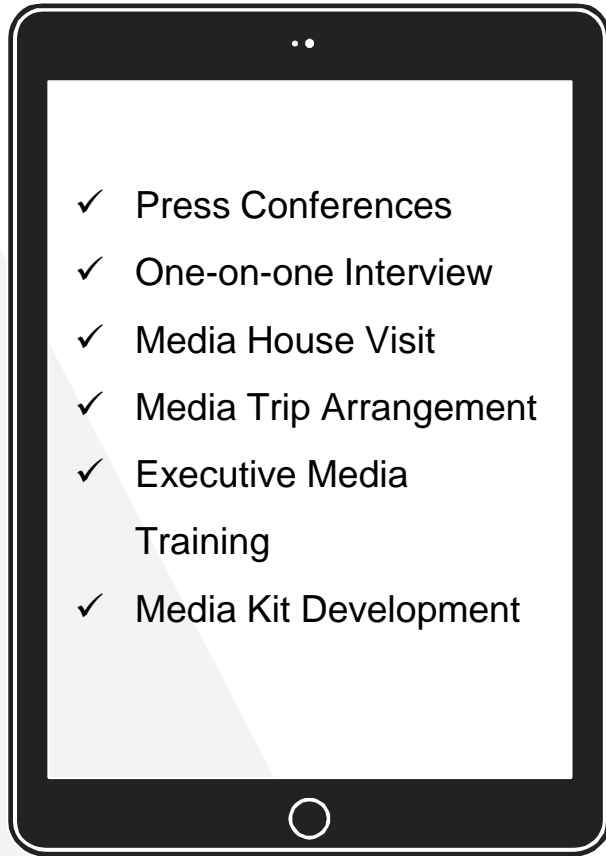
**Media
Relations**

**Special Event
Management**

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- Internal Communications
 - Crisis Management
 - Community Relations
 - Public Affairs
 - Financial Relations



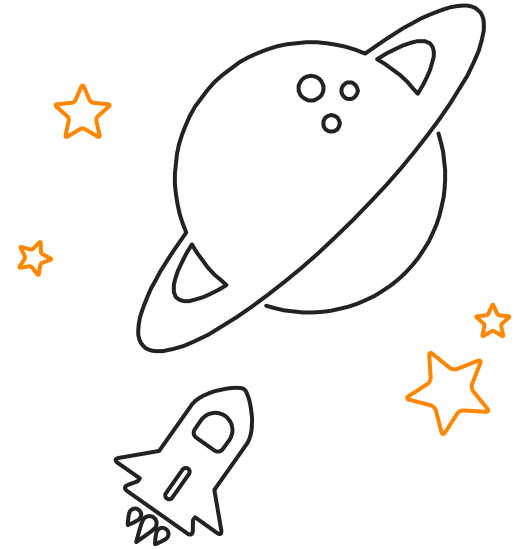
We are specialised in
**Corporate
Communication**

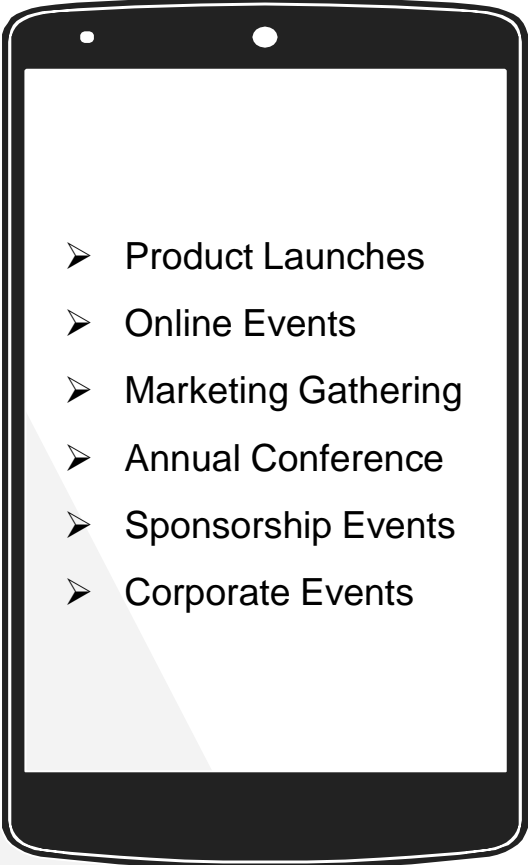


Focused in
Media Relations

We provide what you cannot buy
from the media -

Access and Coverage



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- A black smartphone icon with a white screen. The screen displays a list of event types, each preceded by a right-pointing chevron symbol.
- Product Launches
 - Online Events
 - Marketing Gathering
 - Annual Conference
 - Sponsorship Events
 - Corporate Events



Well-organised Special Events Management

Special Services

Corporate Identity

**Information
Materials**

**Multimedia /Video
Development**

**Social Media
Management**

**Search Engine
Optimisation**

PR Writings

Led by
Experienced Counselors

Yuli Yulfinarsyah - *Managing Director*

Yuli is a communications expert with a demonstrated history of working in the public relations and communications industry. With over 25 years of experience in the fields of public affairs and corporate communications has made him skilled in Digital Strategy, Crisis Management, Corporate Social Responsibility, and Crisis Communications.

As the founder and Managing Director of Perfect10 PR, he is in-charge for overall account responsibility and creation of core materials, developing campaign from planning, implementation to evaluation. A Magister focused in Communications from the University of Indonesia (UI), he has provided consultancy to numerous non-profit organisations, government agencies and private companies.



Joko Supono - *Media Director*

Joko is an experienced expert in social research, social marketing campaign and media relations. His specific expertise is in developing PR materials and handling public communication campaign such as the BKKBN family planning, the Kerosene to LPG conversion campaign, and ethical products campaign for various pharmaceutical companies.

Formerly worked as an editor at Tiras and Editor magazine, with broad network in the mass-media community, Joko has an excellent skill in PR writing.



Turada Lapian - Technical Adviser

Turada Lapian is a senior marketing consultant with over 32 years of experience in the private sector. His experience in marketing has been developed since early in his career.

Turada had taken the lead and was part of the team in conceiving the consumer banking in Indonesia through Citibank Indonesia. Marketing communications experience was acquired by Turada during his tenure in the field of advertising and public relations, where he held senior positions in these respective fields.




Supported by a wealth of professional team who speak in performance



Dicky D. Roswy
Media & Event Manager




Joko Supono
Media Director



Yuli Yulfinarsyah
Managing Director



Turada Lapian
Technical Adviser



Suci Wulandari
Account Manager




Laras Swania
Consultant



Khalis Narendra
Social Media Analyst



Andriyana
Media Relations Officer



Cita Arsita
Creative Head



Dewi Hastuti
Media Relations Officer



Ketut Putra
*Production and
Multimedia*



Jhonson Sibarani
ICT Officer

Success Stories 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 Intersvarsity 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 in lifting-up the brand awareness of BRIS to be no. 2 from no. 7 (SWA magazine survey). Perfect10 has also supported the CEO of BRIS in 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.
- Security and Defense Seminar in Brussels



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.



Notable Clients

Ministry and Non-profit Organisation



Commercial Companies



Mercedes-Benz



ASOSIASI
BANK PEMBANGUNAN DAERAH



THANKS!

Any questions?

You can find us at www.perfect10pr.com

Or contact us at:

perfect10pr@gmail.com, hello@perfect10pr.com