



an Introduction to
Edelman Indonesia



About Edelman

Edelman is a global, independent communications leader that positions and protects our clients in a rapidly changing and increasingly connected world.

We have had a presence in 10 markets in the Asia Pacific for over a quarter century.

We help increase trust, change behavior, engage communities and achieve commercial success.

With creative ideas, a passion for our work and enthusiasm for our clients, we provide insight-based solutions with tangible business outcomes.





What makes us **different?**

We are **independent** with the freedom to invest and take calculated risks.

Our **heritage** of earning media enables us to craft stories which earn, not demand, engagement.

We have a decade of **digital leadership** with a social-by-design mindset.

Our **research capability**, with global intelligence, research and analytics specialists, drives everything we do for our clients.

Where We Are Now

With **65 offices globally**, we have specialists around the world that deliver specific expertise to our clients. We opened our first international office in London in 1967. Today, we have 51 non-U.S. offices and provide communications marketing, strategic planning, creative and research and analytics services to thousands of clients of all sizes and industries.

We speak over **100** languages and we're within **100** miles of **90%** of the world's population – but it's not just about market coverage, it's about collecting, feeling, synthesizing and understanding a truly world view.





EDELMAN ASIA PACIFIC MIDDLE EAST & AFRICA

APACMEA

WE ARE WHERE YOU ARE



NORTH ASIA

Beijing
Guangzhou
Hong Kong
Seoul
Shanghai
Taipei
Tokyo

SOUTHEAST ASIA & AUSTRALASIA

Ho Chi Minh City
Jakarta
Kuala Lumpur
Melbourne
Singapore
Sydney

SOUTH ASIA, MIDDLE EAST & AFRICA

Abu Dhabi
Ahmedabad
Bangalore
Chennai
Delhi/NCR
Dubai
Hyderabad
Johannesburg
Kolkata
Mumbai
Pune

25+ AFFILIATES & PARTNERS

WE GROW WITH OUR CLIENTS

Top 10 clients represent 28% of total 2014 APACMEA revenue



OUR PEOPLE 1,500+ employees 200+ digital specialists 400+ 2014 staff training sessions

WE ARE PART OF A GLOBAL NETWORK



OUR COMMITMENT TO QUALITY

An average quality score of 8.42/10 out of 191 client satisfaction surveys completed in FY14

"Easy to do business with."

OUR INDUSTRY RECOGNITION



The Holmes Report's
2012 Asia-Pacific
2014 Asia-Pacific Digital
2013 Middle East
2012 India Consultancy of the Year



Campaign Asia-Pacific's
2012 Greater China PR
2013 Indonesia Digital
2014 Australia/New Zealand PR
2012 South Asia PR
2013 South Asia PR Agency of the Year



Marketing Magazine's
2014 Singapore PR Agency of the Year



Spikes Asia's
2014 Integrated Campaign Led by PR Bronze
2014 Events & Experiential (Incl. Stunts) Bronze

WE CONTINUE TO INVEST IN INTELLECTUAL PROPERTY



WORDS OF A
GENERATION



WORDS OF A
GENERATION



Edelman Trust Barometer
Emerging Markets Supplement
to the Edelman Trust Barometer
Words Of A Generation
Privacy Risk Index
Global Entertainment Study
brandshare

Dan Edelman
Founder, Edelman

"It is great to be the biggest firm but
we must always strive to be the best firm."

David Brain
President & CEO Edelman APACMEA

"We aim to be the region's first 'communications marketing' agency –
bringing the science and rigor of marketing to communications, and the
instincts and grassroots credibility of communications to marketing."

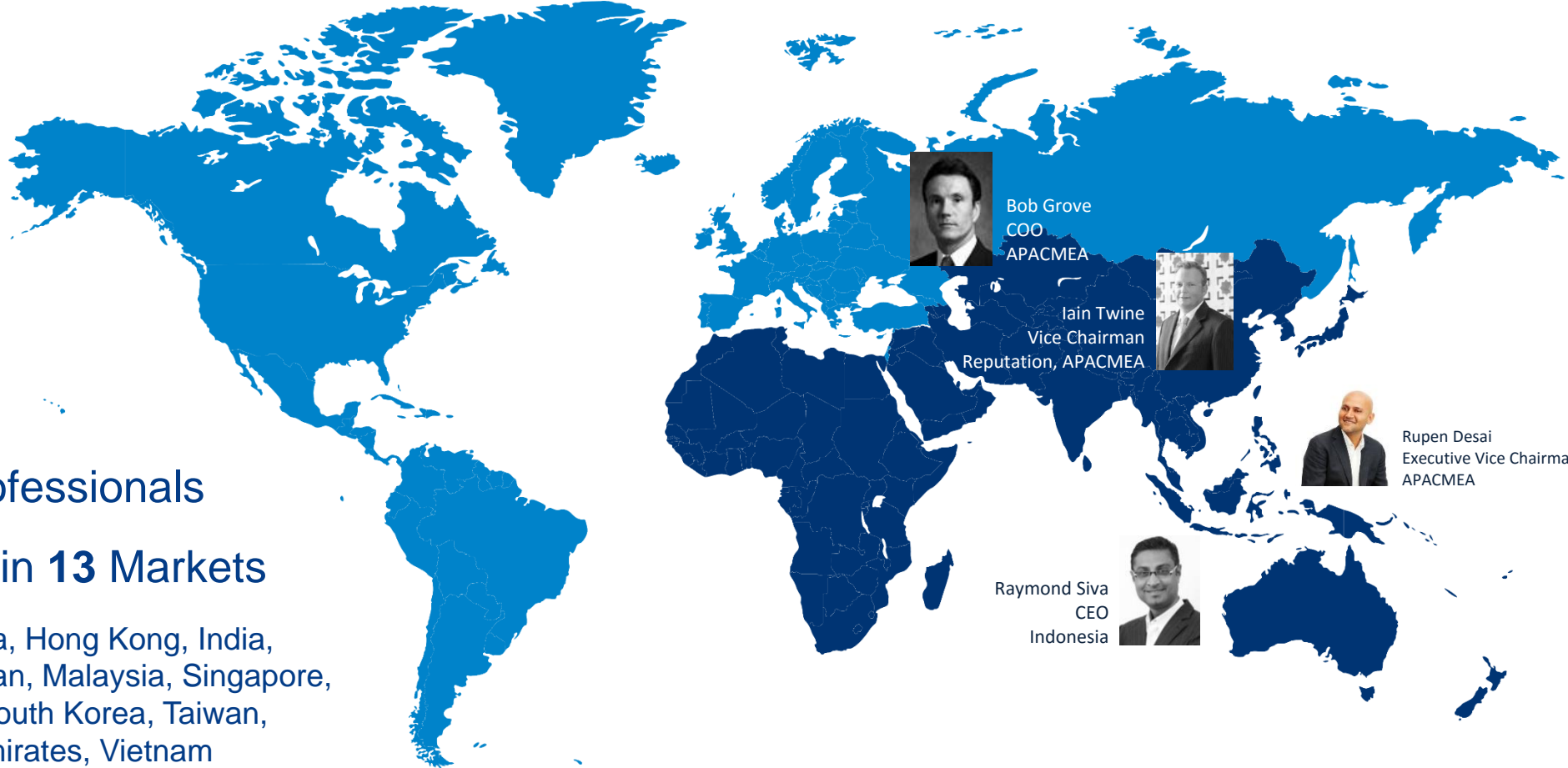
relationships@edelman.com
@EdelmanAPACMEA

Edelman in Asia Pacific, Middle East and Africa

1,500+ Professionals

24 Offices in 13 Markets

Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, Singapore, South Africa, South Korea, Taiwan, United Arab Emirates, Vietnam



Bob Grove
COO
APACMEA



Iain Twine
Vice Chairman
Reputation, APACMEA



Rupen Desai
Executive Vice Chairman
APACMEA



Raymond Siva
CEO
Indonesia

Edelman Indonesia

We are Indonesia's largest and leading public relations firm, offering award winning services across corporate communications, public affairs, consumer and brand marketing, digital and social campaigns, healthcare, community relations, research and media relations.

We provide insight-based and creative solutions that deliver commercial success for our clients.

We have a reputation for market leading PR work that integrates traditional, digital, social and creative content. We have been recognized by the industry as leaders in our field.



BEST USE OF GLOBAL
SOCIAL NETWORKING
PLATFORMS



Communications Marketing

MARKETING COMMUNICATIONS

Demanding Attention

Communications must operate with the emotional resonance and analytic rigor of marketing, while marketing must operate with the storytelling, stakeholder and societal mindset of communications.

COMMUNICATIONS MARKETING

Earning Attention

Evolve



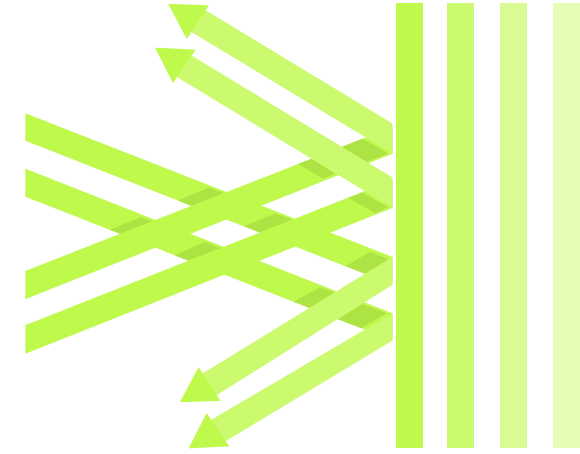
See around the corner to predict what will happen, listen to community feedback and adapt the strategy for brands. You must have action before communication.

Promote



Grounded in our storytelling heritage, with ideas designed to start movements, with an emphasis on experiences that are true to life and add value to relationships.

Protect

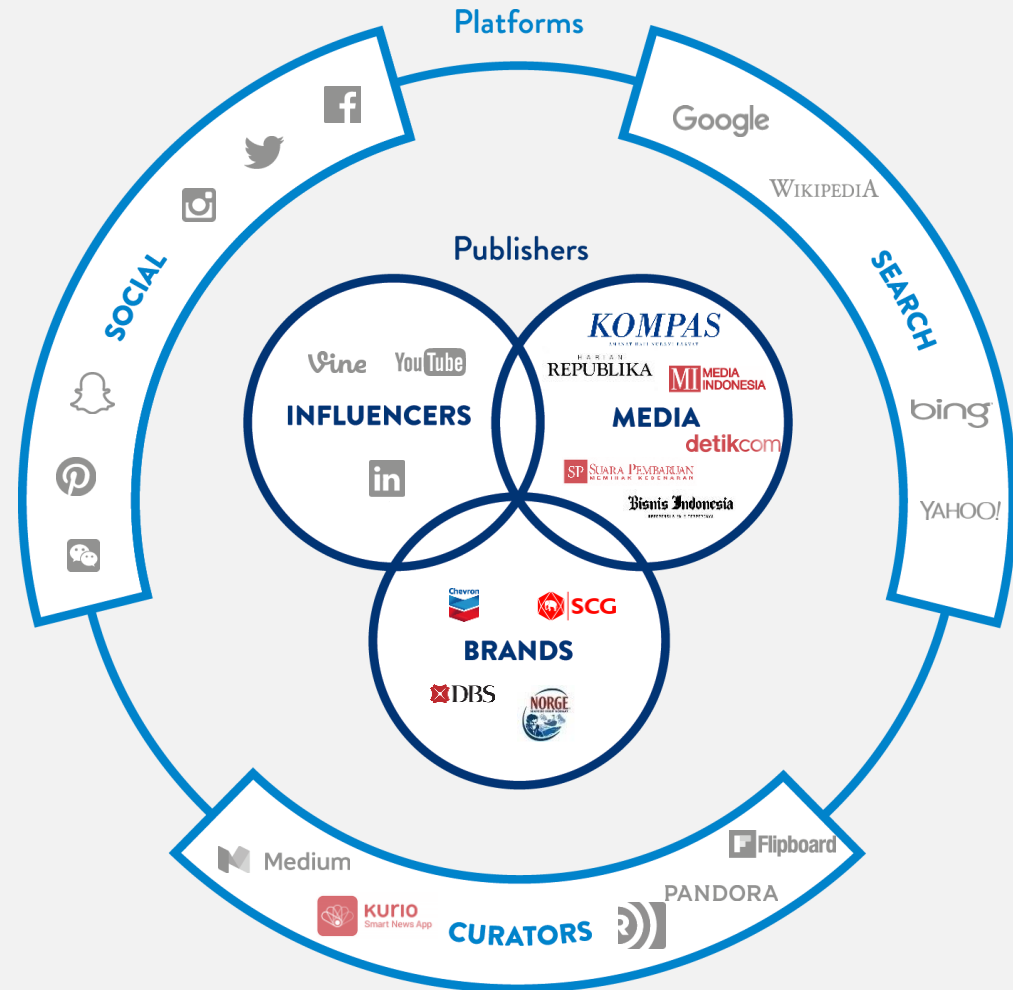


This goes beyond crisis management. We need to hold the organization to its promises where it matters most, on issues as diverse as human rights, tax and product safety. Globalization and transparency are the game changers.

Transmedia Storytelling

Media today is diverse and diffuse. Even with great stories and strong content, clients now compete with thousands of other voices to be heard.

With our clients' objectives in mind, we determine how to create a story and where to tell it. We use the Transmedia Cloverleaf to stimulate journalistic storytelling that creates motion across all of the different types of media, then amplify it with paid media and search.



We Invest in Insights that Make Your Campaign Smarter

2017 Edelman Trust Barometer



2016 Earned Brand



2016 Trust & Predictive Technologies



2016 Food & Beverages Trends



2015 Edelman Media Forecast



Our Global Practices

Edelman has dedicated professionals in offices around the globe who help companies build business value by forging meaningful relationships with key stakeholders across various sectors.

Business + Social Purpose

Crisis & Risk

Consumer

Digital

Corporate

Public Affairs



Our Full Capabilities

Clients have access to the full spectrum of our capabilities, suitable for all of their communication needs – be it earning traditional coverage, engaging key opinion leaders to talk about brands, developing websites, videos and digital content or dealing with corporate and public affairs issues.

We can develop the strategies needed to reach our client's objectives and execute the plan accordingly.

Being a truly global firm, we can pull experience and expertise needed from across the globe.



Our Crafts

We help our clients lead by looking ahead, making bold moves fueled by insights and deep understanding of strategic trends. We then adapt the strategy to meet the needs of the marketplace and transform the industry, tied into creative ideas that drive behaviors.



The Industry Sectors We Serve



Aerospace & Defense



Consumer
Packaged Goods



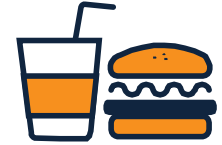
Education



Energy



Financial Services



Food And Beverage



Health



Life Sciences



Metals & Industrial
Equipment



Nonprofit



Real Estate



Retail



Specialty
Chemicals



Sports, Media &
Entertainment



Technology



Telecommunications



Transportation



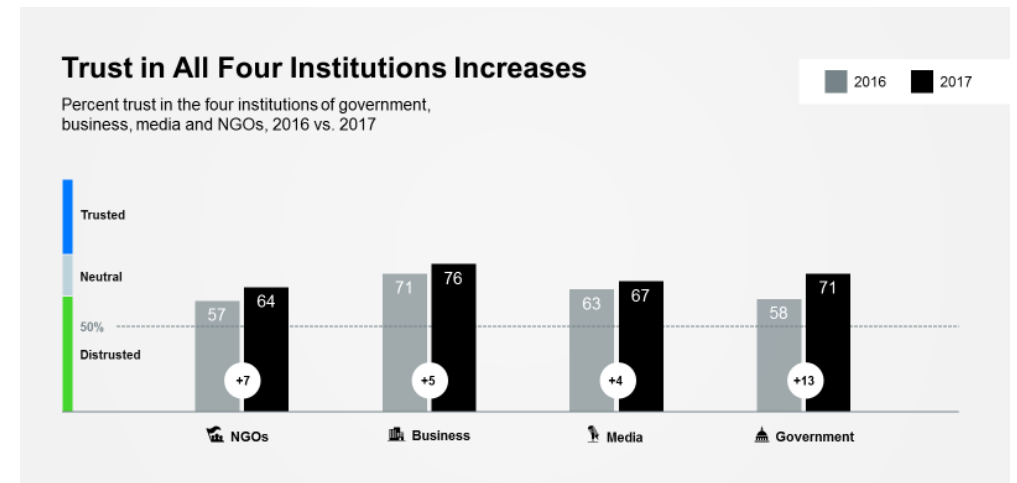
Travel & Hospitality

INSIGHT-DRIVEN: Edelman Trust Barometer

If something exists, it must exist in some quantity that can be measured. Employing thoughtful and unique design and rigorous methodologies, we seek to explore and measure complex issues such as Trust and Purpose, in partnership with our research arm Edelman Intelligence.

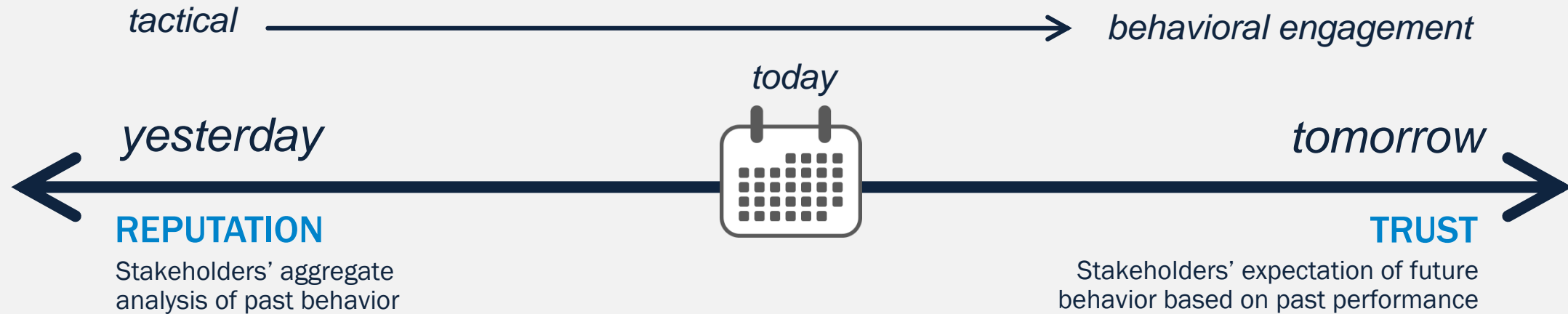
We believe that trust is an asset that enterprises must understand and properly manage in order to be successful in today's complex operating environment. Unlike reputation, which is based on an aggregate of past experiences with a company or brand, trust is a forward facing metric of stakeholder expectation. The 2017 Edelman Trust Barometer is the firm's 17th annual exploration of trust.

We surveyed 33,000 people (27,000 General Public and 700 Informed Public respondents) in 28 markets around the world on their trust in institutions, credible sources/channels and specific issues and perceptions impacting trust in business and government.



Reputation & Trust

inextricably linked, but *different*



Reputation reflects how stakeholders feel about you *today* ... while **trust** inherently facilitates how they will act with – and for – you in the *future*.

The Company We Keep





Indonesia

Leadership

Raymond Siva

Chief Executive Officer



Raymond joined Edelman in 2010, bringing more than 17 years of experience in journalism and communications. In this time, he has grown Edelman to be the largest PR firm in Malaysia with over 30 staff, providing counsel to MRT Corp, Felda Global Ventures IPO, Pemandu, Pavilion KL, BP Castrol, ESPN, Emery Oleochemicals, Unilever, Sarawak Energy and many more. Ray has recently moved to lead the Edelman Indonesia team as CEO.

Raymond has solid experience in reputation and risk management, investor relations, public affairs and media strategy. He has previously worked with listed corporate entities and global consumer brands, among them Shell, AXA Affin, Coca Cola, Guinness Anchor and Tag Heuer.

Prior to joining Edelman, Raymond was General Manager of a multinational PR firm for over three years, growing the team to build competencies across corporate, consumer, technology and sports marketing public relations. Before moving into agency life, he was Head of Corporate Communications at OSK Investment Bank and Managing Editor of a regional trade publication house.

He holds an LLB from the University of London and a Professional Diploma in Public Relations from the Institute of Public Relations Malaysia.

Chadd McLisky

Senior Adviser



Chadd has worked for more than 30 years in the public relations industry and has managed a wide variety of clients across a broad spectrum of industries in New Zealand, the United Kingdom, Australia, Indonesia, and across APAC. With an extensive experience across most areas of our business: corporate, consumer, crisis and issues, training, consumer finance, energy, FMCG, nutrition and healthcare, professional services, and more, Chadd is currently Edelman's Managing Director, Asia Pacific for our Corporate Practice.

He formed Indo Pacific in 1993, which he built to be the largest public relations firm in Indonesia within three years. In 2007, Edelman, the world's largest public relations firm, acquired Indo Pacific.

Chadd is a Fellow of the Australian Institute of Company Directors, Associate Fellow of the Marketing Institute, Fellow of the Public Relations Institute and a member of IPRA. He has held positions as State President of the Public Relations Institute of Australia and Vice President of the National Body in Australia until his move to Indonesia. He was also an adviser to three Australian Universities on their public relations and marketing communications programs.

Chadd has received several awards for excellence in public relations in financial relations, issues management, and marketing communications. He holds a Food Technology degree from Massey University in New Zealand and a Communications, Advertising, and Marketing Diploma from the United Kingdom.

Uria Simanjuntak

Senior Manager



Uria holds the responsible as a Senior Manager in Corporate and Public Affairs division. With five years of experiences in the area of strategic communications, public affairs, financial industry, consumers, healthcare, automotive, education, and integrated marketing communication, he is currently responsible for delivering a breadth of communication services for selected clients.

Prior to joining Edelman Indonesia, Uria handled various clients at GOLIN Indonesia from 2011 to 2014 and then pursued his career as the assistant to the Head of National REDD+ Agency before rejoining GOLIN in 2015. Uria was also a lecturer at one of the leading private university, teaching communication studies for Public Relations, Integrated Marketing Communication, and Journalism.

Uria received his bachelor's degree in Journalism from Faculty of Communication Science, Padjadjaran University, Indonesia. He also has a Master Degree in Public Relations Practice from Media School of Bournemouth University, United Kingdom.

Amalia Belmika

Manager



Amalia has ten years of experience in the communications industry and has since handled a wide array of clients, i.e. financial institutions, mining companies, oil and gas companies, government bodies, education companies, business management, telecommunications, manufacturing, and FMCG. Amalia currently leads the Public Affairs & Crisis practice at the Corporate and Public Affairs division, and has proven expertise in crisis and issues handling, community engagement, C-level communication strategy, stakeholder mapping and engagement, grassroots communication, op-ed writing assistance, and event management. Her current and former clients include Amman Mineral Nusa Tenggara (previously Newmont Nusa Tenggara), Weda Bay Nickel, Shell, INPEX, Mc Kinsey, KPMG, Cambridge, Telkomsel, NSC, WWF, GGGI, EF, SCG, Mandiri Investasi, Sun Life, ANZ, Pearson, and KPA.

Amalia started her career as a communications officer at RCTI, the largest private television network in Indonesia. In 2009, she decided to take a leap in her career by joining the communications consultancy firm Ogilvy PR. Apple was one of her most challenging clients, yet the most prestigious, during her time at Ogilvy.

Amalia graduated from Gadjah Mada University with Cum Laude honors. She was also awarded the Golden Garuda Winner in 2014 by the Edelman Board of Directors for her achievement during the year. Her proudest moment was when one of her clients received an international PR Awards in the category of reputation and brand management online. Amalia says she has passion for social work and is listed as a volunteer with Sahabat Anak and Kelas Inspirasi initiatives.

Edward Parker

Manager



Edward currently works across a variety of corporate communications, crisis and issues, and public affairs projects for major companies and governmental organizations. Areas of focus include issues management and strategic communication; messaging and positioning; narrative and content development including op-ed, script and speech writing; and specialist research on ASEAN and Southeast Asian public affairs issues.

Past and current clients include: Shell, McKinsey, Goldman Sachs, the ASEAN Secretariat, The Economist, KPMG, INPEX, the American Chamber of Commerce, Vale, Bridgestone, the Indonesian Petroleum Association, Boston Consulting Group, FedEx, the Indonesia Investment Agency, Roche, Danone and the Australia Indonesia Partnership for Economic Governance.

Before joining Edelman, Edward worked at a public policy consultancy based in Jakarta, providing advisory and facilitation services to governments, private businesses, international organizations, NGOs and media groups. While there, Edward held positions in research and communications. He worked on research projects for the UNDP, ADB, AusAid, UK Foreign Office and the Earth Institute.

Edward began his career at a leading public affairs firm in London. He graduated from the University of Sheffield with a First Class Honors degree in International Relations and Politics.

Intan Wibisono

Associate Director



Intan Wibisono has almost a decade of experience in media relations, strategic external communications and internal communications. During her tenure with Edelman, Intan provides strategic counsel for various health, food and agriculture clients of Edelman on various assignments. One of her primary roles is connecting her clients with various stakeholders.

She has been complaints as well as product recall, engaging employees during restructuring processes, increasing effectiveness of pharmaceutical n involved in managing corporate reputation during merger and acquisitions, employee litigations, consumer sales teams in dealing with physicians, and many more.

Intan also played a central role in the development of the Healthcare Professionals Survey – the comprehensive study on healthcare communications in Indonesia.

Prior to joining Edelman, Intan worked as Project Assistant for Nuffic, the Netherlands organization for international cooperation in higher education where she is in charge for forging relationships between Dutch higher education institutes and Indonesian students.

Intan earned her Bachelor's Degree in International Communication Management from Inholland University of Applied Sciences, Diemen, the Netherlands.

Christiane Rossbach

Senior Manager



Christiane currently works on a variety of international cooperation projects with a focus on content development, messaging and positioning, as well as specialist research on European Union, ASEAN and Southeast Asian public affairs issues.

Before joining Edelman, Christiane worked with the EU Delegation in Jakarta and the European External Action Service in Brussels, gaining five years of experience in International Cooperation, Advocacy and Strategic Outreach.

Christiane supported the EU Delegation in establishing a comprehensive visibility and public outreach strategy, including digital communication. She also assisted the European Business Chamber in Indonesia in strengthening media relations and managing several advocacy groups in the areas of energy, food, agriculture, and retail.

Through her assignments Christiane has acquired extensive experience in the development and alignment of communication messages and a profound understanding of public and private sector cooperation.

Christiane is fluent in German, English, and French and holds a Franco-German double masters' degree in International Relations and European Studies. She graduated with distinction from the Universities of Strasbourg and Passau.

Stelita Marsha

Deputy Manager



Marsha started off as a broadcaster for MRA Media Group twelve years ago where she created a first-of-its-kind program on social issues. Her profound interest in the field of development landed her communication role in UN agencies; namely UN OCHA and UNODC. During her tenure she was also a member of the UN Communication Group.

Prior to Edelman, Marsha served the Voice of America in Washington, DC where she received a one-year journalism fellowship. With VOA, she worked as part of the economic and political desk.

During her time in the U.S., she also completed work with DC-based International NGO Global Fairness Initiative, overseeing research on informal economy in Indonesia and Latin America and communication.

Marsha speaks fluent English, Indonesian, and basic Spanish. And she holds a degree in social sciences from the University of Indonesia.

Bobby Arthawan

Head of Brand



Bobby a UCLA graduate in Economics, has over 20 years of experience in various marketing disciplines, embarking on his career at Wicaksana Overseas International as their General Manager, and subsequently assuming the role of Marketing Consultant at Morgan Stanley.

He then continued his career progression at Cyber Design Asia where he was General Manager, BBDO as Group Account Director, OgilvyOne Worldwide as General Manager, before leading Grey Group Indonesia as Managing Director. Bobby then moved to GoMobile as CEO.

Just prior to joining Edelman Indonesia, he was CEO for Dentsu Indonesia.

Takeo Apitzsch

Director, Digital for Corporate and Crisis



Takeo acquired expert knowledge and extensive experience in the fields of marketing, sales, IT and client management not only working with international companies but also by running his own ventures.

Running his own companies providing comprehensive New Media, e-marketing, ecommerce, content-management, social media campaigns, mobile application development and web-design services, working for well-known corporates, he understands how to adapt to changing environments and different clients' needs in the business quickly and work out valid solutions within tight deadlines. He was also fully responsible for the acquisition of new clients and alliances..

As a Major Account and Marketing Manager for one of Europe's top hard-and software solution provider, he led teams of experts to cooperate with clients to effectively support their business goals through the usage of IT/Telco systems. In marketing he was responsible for generating leads for the sales team and developing communication strategies to position the company as a trustworthy and competent partner. In B2C the full marketing mix was his responsibility, including reaching the audience through Social and Mobile Media. A deep understanding of technological terms was his daily bread and butter.

He acquired more practical and theoretical knowledge by lecturing undergraduates at a private university in Jakarta, and graduated with a Master's degree (M.Si.) in Marketing Communications. He is certified by Edith Cowan University, Australia in Strategic Issue Management and holds a Business Startup certificate from the University of Cambridge, UK.

Prior to Edelman, Takeo worked for one of Indonesia's leading telecommunication companies. Acting as a consultant and facilitator, he ensured high quality among all peers and proceed regarding the internal and external representation of the company's CSR program and conducts as well regular workshops to help develop leadership skills among participants.

Harry Deje

Business Director for Edelman Brands



Harry joins us with a well-rounded experience from both the client's and agency's side of the business covering different sets of communication channels from PR, Digital, ATL and BTL experiences.

In 2005, Harry started his communication career as Corporate Communications Manager at XL Axiata for almost 7 years. In 2014, he held position to lead a business unit of McCann Group on the digital field as Head of McCann Digital at McCann.

Holder of an undergraduate degree in Faculty of Political and Social Science from University of Indonesia.

Prior to joining Edelman, Harry was the Director of Digital & Technology at Burson Masteller for the SEA region.

Ezta Wahyudi

Associate Director



Ezta is a communications professional with extensive experience on handling successful corporate, brand and public affairs campaigns for national and international government and private sector such as the European Union, American Chamber of Commerce, Indonesia Ministry of Finance, DBS Bank Indonesia, HP.Inc, Commonwealth Bank, Boston Group Consulting, Aberdeen Asset Management, Goldman Sachs International, Indonesia National Disaster Management Agency, Indonesia Ministry of Agriculture, and UNICEF. More than 15 years of proven track in communications and marketing, business development, media center management, product launches, national campaigns, event management also act as key person on dealing with C-suite level executives in private and government institutions.

Achieved several national and international communication awards includes; International Stevie Awards 2008, 2009 and 2010 also Indonesia IPRA Awards 2010.

She is also experienced in handling crisis communications for national disasters, as demonstrated by, among others, the media centres she established for both the Yogyakarta earthquake in 2006 and the Padang earthquake in 2009 on behalf of the government.

Ezta started her career in communications when she joined IndoPacific Edelman in 2005. During her 7 years of tenure in IndoPacific Edelman, she handled numerous and extensive type of clients including Frisian Flag Indonesia, Shell Indonesia, Marina Bay Sands, Sun Life Indonesia, Bank Mandiri, European Union and UNICEF.

Beyond corporate and public affairs communications, Ezta expanded her skill on marketing, brand and communications for consumer and beauty brands when she worked as Public Relation Manager in one of the world's biggest FMCG companies – P&G.



For further information, please contact:
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Raymond.Siva@Edelman.com