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Increase Sales

BY IMPROVING
YOUR BRAND AND
COMPANY
REPUTATION

with **ekys** •



Why ekys?

01

EXPERTISE

Public Relations and
Marketing Communications

02

SERVICE

Detailed and professional
at every step

03

WORK

More than 15 Years
of Experience

04

PORTFOLIO

High Quality Creative
Implementations

05

CLIENTS

Small, Medium and Big
Companies

06

TEAMWORK

Solid, Smart and
Effective



01 EXPERTISE

Public Relations and Marketing Communications

Media Relations

Working with media to inform the public of an organization's mission, policies, and practices in a positive, consistent, and credible manner.

Social Media

Engage, grow, and inspire your social followers. Partner with EKYS to curate content that resonates and builds community.

Content & Productions

Creating, developing, and managing content, include written or visual, such as blog posts, videos, or infographics.



Branding & Collateral

Develop a collection of media and materials used to promote a brand and support its marketing and sales.

Event Management

Managing budgets, timelines, and team coordination to create memorable experiences for attendees successfully.

Incentive Trip

Offers a wide range of unique travel and leisure experiences to inspire your team to reach and exceed their goals.

01 EXPERTISE

Media Relations

- **Develop relationships:** Build and maintain relationships with journalists, editors, bloggers, and influencers
- Create content:** Prepare press releases, media materials, and other communications
- Host events:** Plan and host press conferences, media events, and media gatherings
- Facilitate interviews:** Arrange interviews with company representatives and provide information to journalists
- Analyze media:** Evaluate media coverage and the impact on the organization's reputation
- Provide feedback:** Gather feedback from journalists and editors about the quality of information
- Make adjustments:** Use feedback to adjust media relations strategies



01 EXPERTISE

Social Media

● **Content creation:** Create visuals, videos, and written copy for social media platforms

Marketing: Use social media to build awareness and interest in a brand's products or services

Customer service: Use social media to answer questions and handle customer service queries

Analytics: Use analytics tools to measure the success of marketing efforts

Planning: Plan how to increase the number of followers on social media platforms

Coordination: Coordinate and schedule posts across social media platforms

01 EXPERTISE

Content & Productions

● **Content strategy development:** Planning the type of content needed to achieve marketing goals, including target audience analysis and content calendar creation.

Copywriting and content writing: Writing high-quality text for various platforms like website content, blog posts, social media captions, email marketing campaigns, and product descriptions.

Graphic design: Creating visual elements like logos, infographics, social media graphics, and illustrations to accompany written content.

Video production: Filming and editing video content for platforms like YouTube, social media, or website landing pages.

Photography services: Capturing high-quality images for marketing materials or product listings

SEO optimization: Tailoring content to improve search engine ranking by using relevant keywords and optimizing meta descriptions

01 EXPERTISE

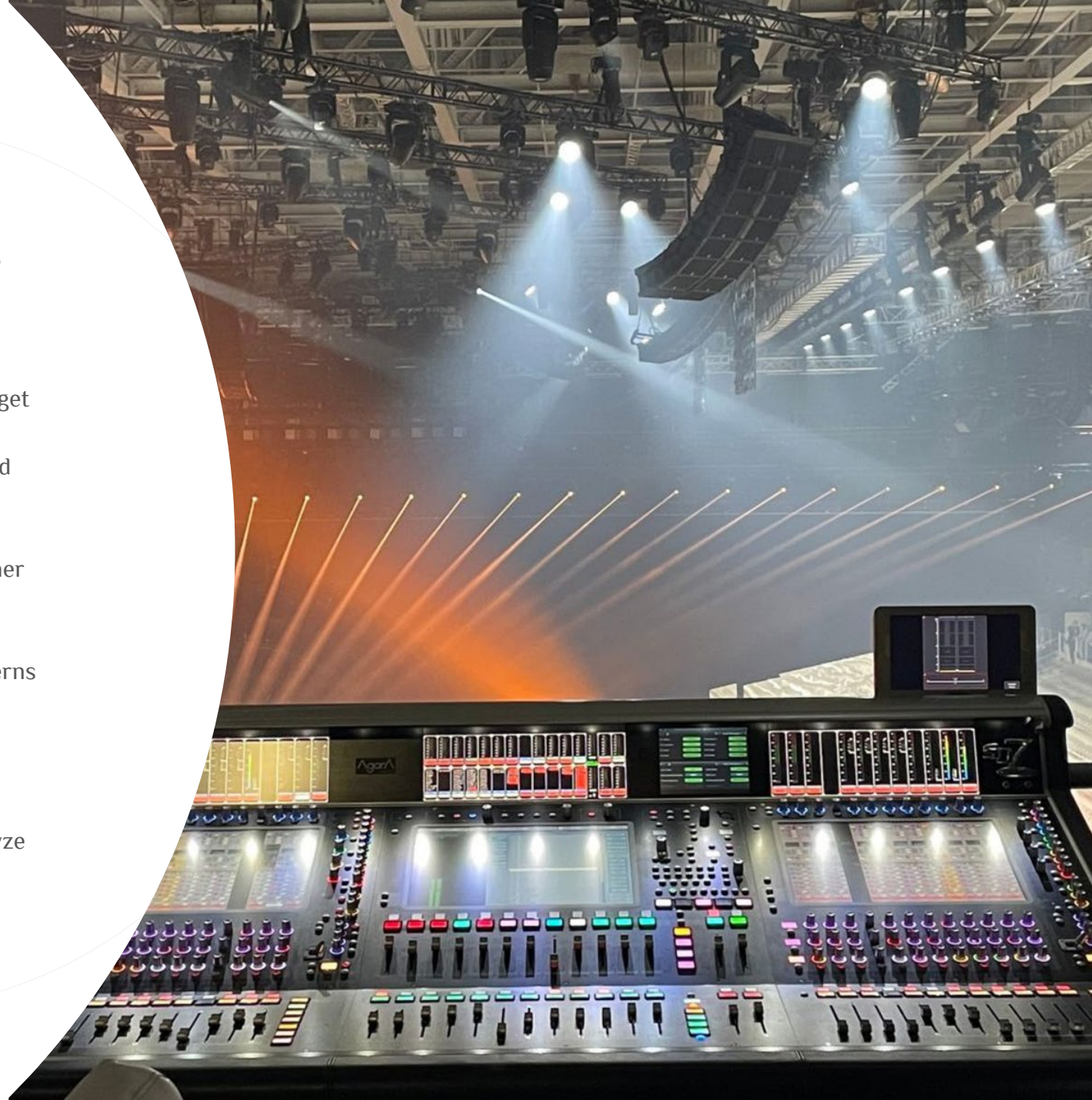
Branding & Collateral

- **Brand strategy:** Create a detailed plan regarding your goals, target market, and desired position in the market
- Brand identity:** Create a brand identity that supports and builds a brand strategy
- Brand development:** Developing brand identity, messaging, and visual assets
- Brand activation:** Create brand-activated items
- Brand communication:** Create a brand communication strategy
- Brand guidelines:** Create brand design, style, and tone guidelines
- Social media strategy:** Create a social media strategy that matches the brand identity
- Website content:** Curating website content and developing other digital assets ●



01 EXPERTISE Event Management

- **Pre-event planning:** Manage all planning before the event, including organizing guest speakers and delegate packs
- Manage budgets:** Ensure the event is within budget
- Organization:** Select a venue, schedule events, and register attendees
- Coordination:** Coordinate suppliers, staff, and other resources
- Client queries:** Handle client questions and concerns
- Troubleshooting:** Troubleshoot on the day of the event to ensure it runs smoothly and on budget
- Post-event analysis:** Collect feedback and analyze data to improve future events



01 EXPERTISE

Incentive Trip

● **Itinerary planning:** Creating detailed itineraries for the trip

Transportation management: Managing transportation for the trip

Supplier oversight: Overseeing suppliers for the trip

On-site support: Providing on-site support for the trip

Contingency planning: Preparing contingency plans for the trip

VIP access: Gaining VIP access to desirable locations for the trip

Group activities: Planning group activities for the trip

Private events: Planning private events for the trip



02 SERVICE

Detailed and Professional at Every Step



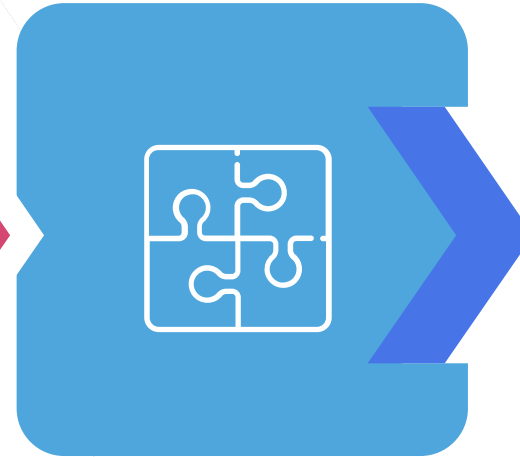
RESEARCH

Identify issues and define the problem or situation.



PLANNING

Set goals and objectives, and create a strategy to achieve them.



IMPLEMENTATION

Carry out the plan by sending messages through various channels.



EVALUATION

Assess the effectiveness of the program and identify ways to improve.

03_{WORK}

More than 15 years of Experience

**SUMMARECON**

PT SUMMARECON AGUNG Tbk.

Has formed a new PR Team for Summarecon Mal Serpong, after having experience as part of the team at Mal Kelapa Gading. Has prepared plans, strategies, and goals for the new media team, they are the website and social media team, including KPIs.

**CIPUTRA**

PT CIPUTRA DEVELOPMENT Tbk.

Has formed a Promotion and Communication Coordination Team from 4 Ciputra Group Business Sub-holdings throughout Indonesia, aiming to improve the SEO of subsidiary websites, participating as a committee and jury for website SEO competitions for more than 50 websites under the Ciputra Group project.

**INDOLOK | GUNNEBO**

PT INDOLOK BAKTI UTAMA

Designed the strategy and executed the rebranding implementation for the new Indolok brand during the crisis related to global top-level restructuring, in line with the Gunnebo 2.0 strategy. Created the new identity and brand while executing internal and external communications regarding brand positioning and daily tactical activities for sales activities.

03 WORK

More than 15 years of Experience

**SERVVO**

PT SERVVO FIRE INDONESIA

Developed Brand Guidelines for the company, including all marketing materials. Built a national network through branches and distributors to support sales growth by 2024. Presented the brand through events and seminars on the company's expertise in the market segment.

**BISNIS INDONESIA**

PT JURNALINDO AKSARA GRAFIKA

Has built the Bisnis Indonesia Group brand as a holding company consisting of 15 subsidiaries divided into 2 subholdings, namely BIG Media and BIG Services. Has standardized the logos of 15 subsidiaries based on monolithic brand architecture. Has created brand identity guidelines and implemented marketing communication strategies effectively and efficiently. Has created strategies and implemented national business events of at least 5 events each year.

**HK REALTINDO**

PT HK REALTINDO

Developed a new logo for HK Realtindo and created brand identity guidelines. Collaborated with sales and product development teams, created appropriate marketing communication strategies for each property product category and their implementation. Planned and implemented events related to HK Realtindo product launches throughout Indonesia.

04 PORTFOLIO Social Media & Productions

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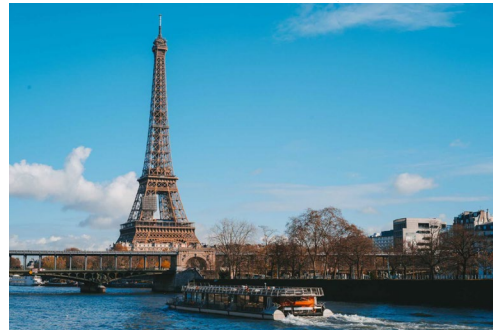
04 PORTFOLIO Event Management

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04 PORTFOLIO Incentive Trip

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05 PREVIOUS CLIENTS

Small, Medium and Big Companies

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06 TEAMWORK

Solid, Smart and Effective



Eky Mery

Chief Executive Officer

A Bachelor of Public Relations from Sahid University and Master of Communication from the University of Indonesia, Eky has over 15 years of experience advising professional services firms in the areas of public relations, particularly media relations, as well as marketing communications.

Eky has worked for some of the biggest names in several industries, such as Ciputra, Summarecon, Gunnebo, Servvo, but also enjoys bringing new brands to the map. She is passionate about the 'hands-on' side of PR and has a good rapport with various media outlets. Eky has also worked for a travel company with international destinations.



Hendry CP

Chief Marketing Officer

Bachelor Degree in International Relations from Padjadjaran University with more than 10 years of experience in marketing communication and brand activation.

Hendry's strength lies in his innovative and creative ideas in finding solutions for clients. He is known for his ability to translate client problems and challenges into successful outcomes by introducing customized and creative approaches.

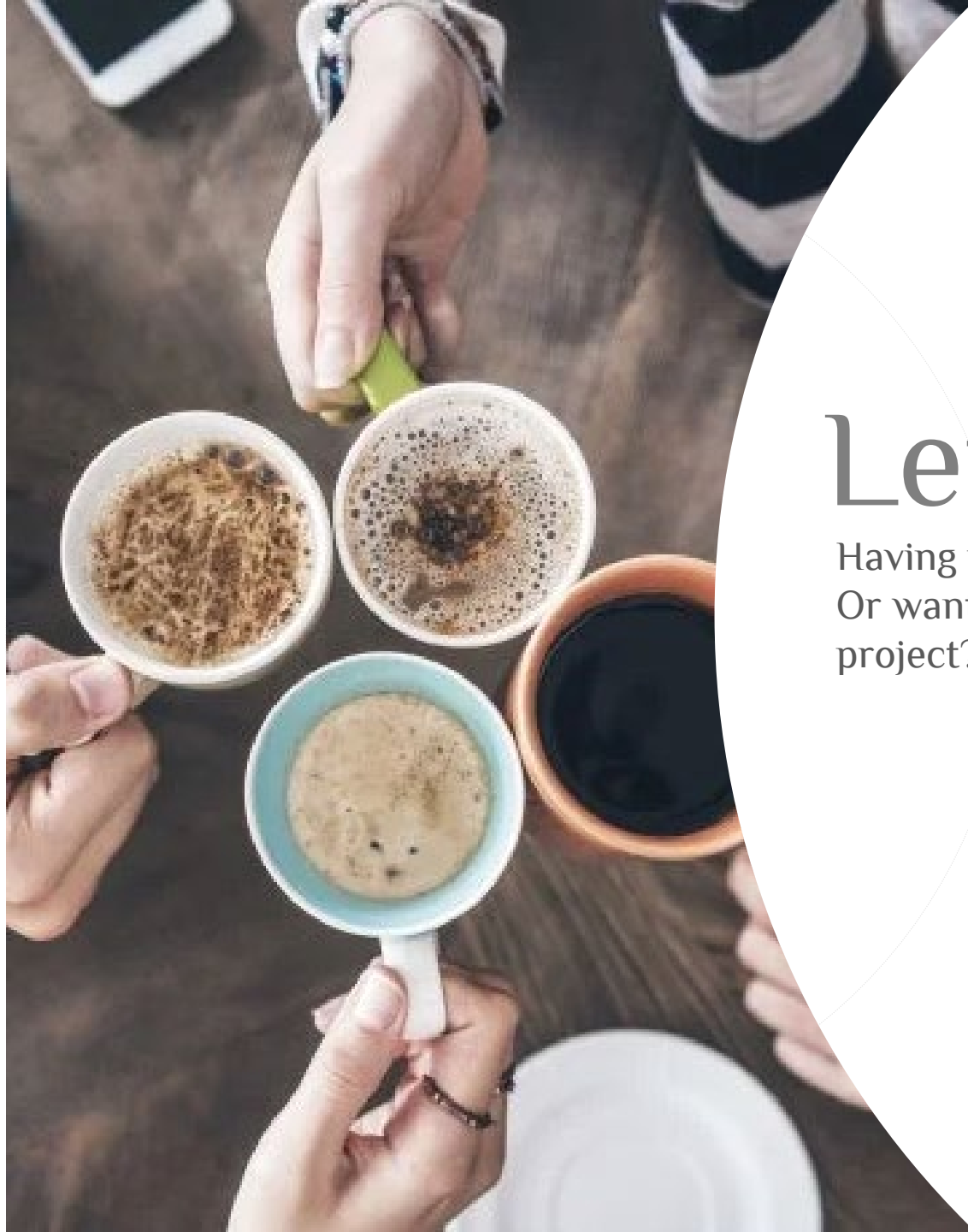


Ardiono

Chief Creative Officer

Has more than 15 years of experience in marketing communications, as Creative Director in advertising agencies, event organizers, and production houses.

Previously, Ardi led the marketing communications team at Bisnis Indonesia Group, a leading media in economic and business news. He has also worked at HKRealtindo and Summarecon, both of which are property development companies.



Let's Have Coffee

Having issues with your company's branding or reputation?
Or want to discuss an integrated campaign for a new
project? Let's have a coffee and find an effective solution.



EKY MERY



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