



inseason
COMMUNICATION

CREDENTIALS

PT. Andalan Menuai Bersama

• We deliver your brand value in **every season** •



CHAIRMAN

Marcello Rivelino Gunadirdja

A traveler, golf addict and automotive enthusiast, starting his career as freelance in health exhibitions & hepatology symposiums for doctor in 2004-2007.

As a music promotor in several cities. Formers apps developer & youth online media. Now focus in managing Inseason.

CHIEF OF OPERATION

Ursula Kindangen Gunadirdja

A traveler and party lover. She has many experiences in event management, start from handling SPG and Usher until the whole even execution. The ability was shown in handling NISSAN-DATSUN during her time in KAWAN event organizer. Now as the part of InSeason, she leads the team of InSeason in the event preparation and execution by understanding of the nature of all clients needs. Ursula also has the responsibility in budgeting and financial management to ensure the effectiveness of all campaign.



FOUNDER



DIGITAL STRATEGIC ADVISOR

Wahyu Munajat

Digital enthusiast | Google Certified | Google Ads Trainer | Digital Consultant

More than 12 years of experience in Digital Marketing, Digital Strategic, Digital Transformation, Digital Trainer & Consultant.

Personal portfolio companies: Kalbe, Morinaga, Fitbar, Milna, Acnes Acer, Nissan Indonesia, Djarum, Indonesia Kaya, LA Streetball, Adira Finance, CIMB Niaga, Taxprime, ebay, Line Deco, halodoc, Klinik Mata Nusantara (KMN), Mayapada Hospital, Apotik Antar, MRA Media, & many more.

PROJECT MANAGER

Manuella Richieardy

More than 10 years of experience in MICE industry, creative planner, Show director, event enthusiast.

Had experience handling national & international event, such : Indonesia Fashion Week 2012, Enjoy Jakarta Jazz Festival 2015, Annual Meeting World Bank IMF 2018, Our Ocean Conference 2018, Asian Para Games 2018, Metland Fun Run 2019.



INDOMOBIL

DATSUN



WULING MOTORS
Drive For A Better Life



golfasia



acer



mandiri
syariah

Grab

NISSAN

tunas TOYOTA
Member of Tunas Group



Jeep



CURRENT CLIENT

Boost in **Advertising.**

A

Aware

Stand by

impression

Make
impact

sensitive

C

Creativity

innovative

different

Out of the box

T

Trends

What viral

Market taste

I

Intimate

engagement

understand

support

O

On Target

Market
research

Unique point

details

N

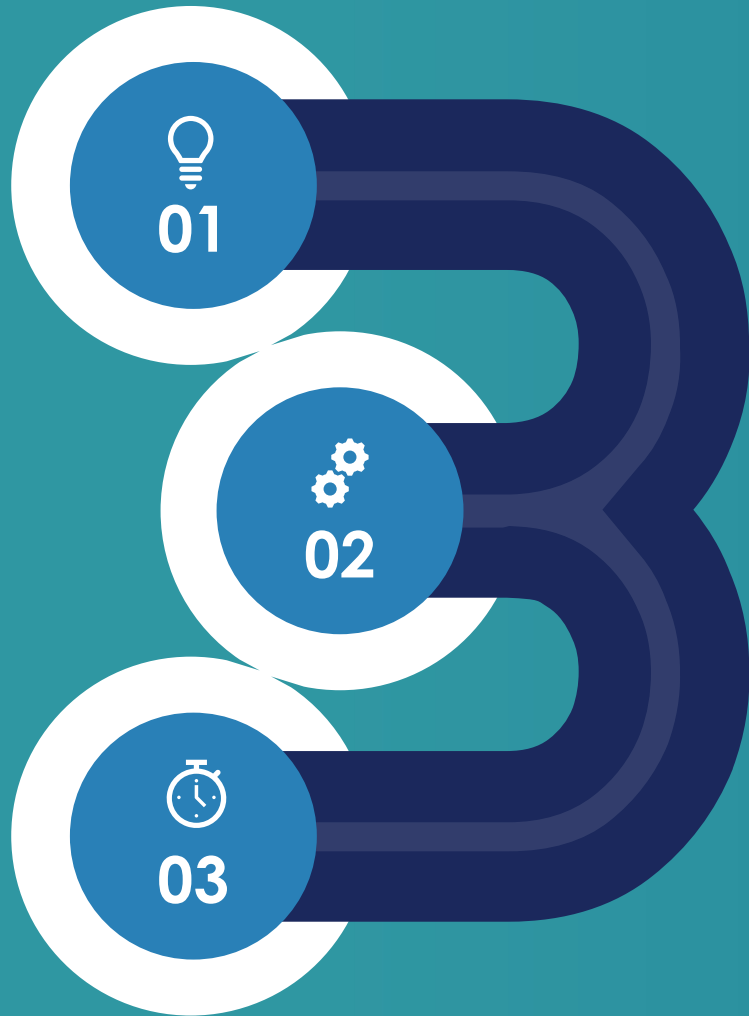
No Fail

Good
Coordination

Super team

Experience

HOW WE WORK



01

Creative

Content concept, copywriting, video creation to development your coolest advertisement brands.

02

Process

Maximize your brand engagement with our up to date concept & our superhero team.

03

Technology

End to end solution through digital ecosystem to support what your season.

WHAT WE BRING FOR YOU

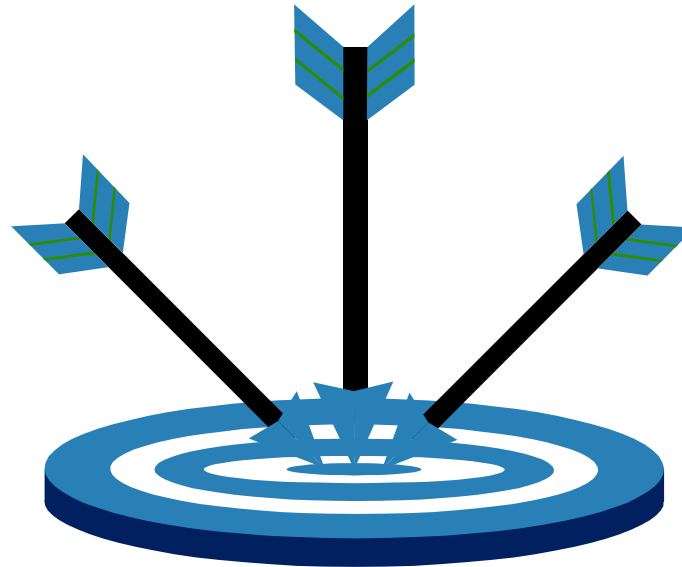
Process

- Brand activation
- Event management
- Sampling & selling
- Talent & Influencer
- MICE
- POSM & Branding



Creative

- Concept & design development
- Content Marketing
- Video production / infographic
- Content creation
- Copywriting



Technology

- Digital campaign
- Live streaming / virtual event
- 3D Modelling & Animation
- AR & VR Technology
- Holographic
- Mapping Projection
- interactive green screen production



Boost in **CREATIVE**



ROMA – Marie Gold
Video teaser production



Halo Bumil – infographic mobile
application launch



ATM Bersama – infographic & animation
new website launch

Boost in **PROCESS**



Mazda Mall to Mall Exhibition
Pondok Indah Mall Jakarta - 2020



Greenline One Championship
Istora Senayan - 2020



Jeep Mini Exhibition
Pondok Indah Mall Jakarta - 2020



Wuling Motors Drive and Win Exhibition
Tangerang, Surabaya, Bandung, Bali &
Jakarta - 2020



Wuling Motors Drive and Win
Hang Out Place Activities
Tangerang & Surabaya - 2020



Honda Mall to Mall Exhibition
Living Plaza Jababeka - 2020

BRAND ACTIVATION



Wuling Motors Sponsorship Activity
 Jakarta Marathon, 2019 Big Bang Jakarta, 2019
 Binus Cup Jakarta, 2020



Halal Expo Indonesia - UMMA
 Muslim Community Application
 ICE BSD 2019



Wuling Motors GIIAS
 Medan - 2019



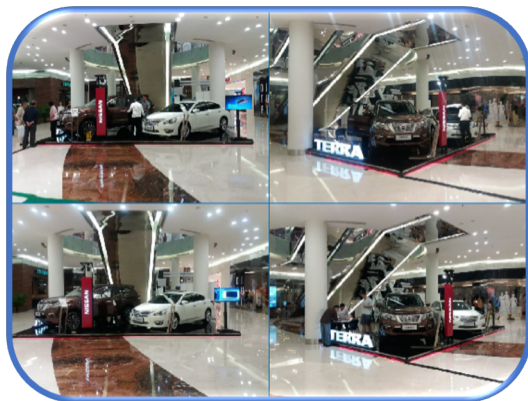
Wuling Motors
 Mid Autumn Festival Gathering
 September 2019



Wuling Motors Experience Weekend
 Event Road Show
 Bali, Makasar, Manado & Surabaya - 2019



Honda Mall to Mall Exhibition
 Living Plaza Jababeka - 2020



Nissan Exhibition Ciputra World Surabaya 2018



Nissan Exhibition Gandaria City Jakarta 2018



Nissan Datsun Fleet Gathering at Hooters Jakarta 2018



All New Nissan Terra Regional Launching Paragon Mall Semarang 2018



Dozen of Golf Tournament for Communities & Corporate
We are open to discuss possibility for corporate branding and to participate in the Sponsorship of Hole In One Golf Event 2016



Hilux Community Dinner gathering with Tunas Toyota 2019 Bloggers visitation to Tunas Group.

_____ Boost in **TECHNOLOGY** _____

GOOGLE Ads & Analytics

advertisers pay to display brief advertisements, service offerings, product listings, video content, and generate mobile application installs within the Google ad network to web users.

Mobile & Email Marketing

multi-channel, digital marketing strategy aimed at reaching a target audience on their smartphones, tablets, and/or other mobile devices, via email, social media, and apps.

Social Ads

advertising that relies on social information or networks in generating, targeting, and delivering marketing communications.

Programmatic

ad buying, put simply, is the use of software to buy digital advertising. Whereas the traditional method includes requests for proposals, tenders, quotes and human negotiation, programmatic buying uses machines and algorithms to purchase display space.



SEO



the process of growing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine.

ORM



the practice of crafting strategies that shape or influence the public perception of an organization, individual or other entity on the Internet. It helps drive public opinion about a business and its products and services.

SMO



the use of a number of outlets and communities to generate publicity to increase the awareness of a product, service brand or event.

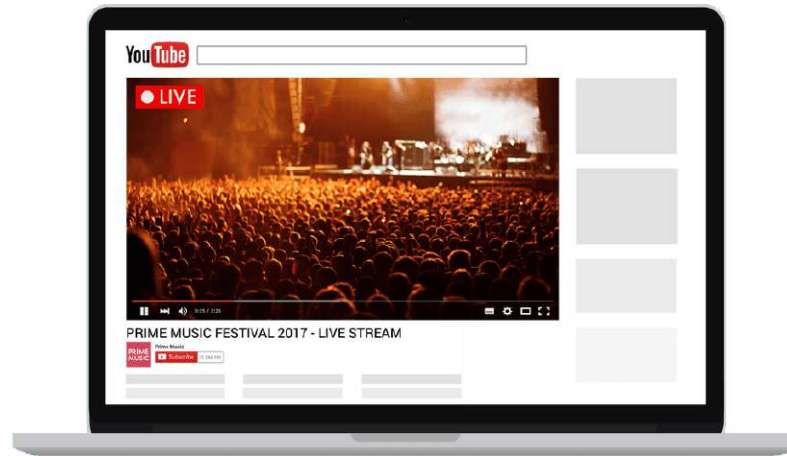
Build Digital Ecosystem



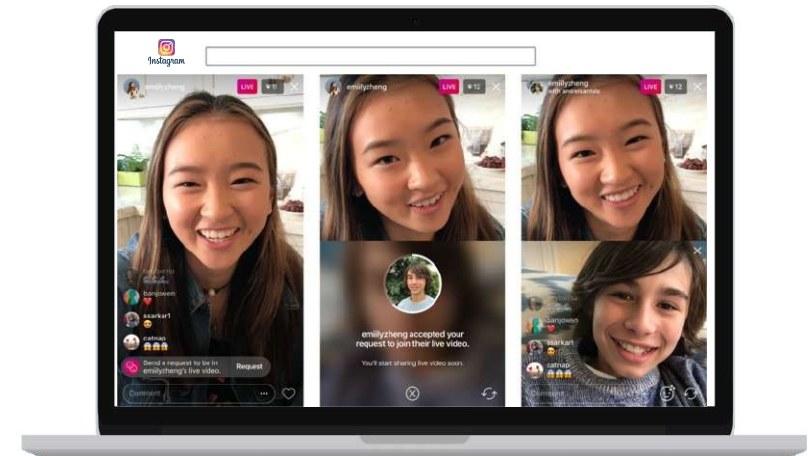
a complex network of stakeholders that connect online and interact digitally in ways that create value for all. Every digital ecosystem extends across multiple industries.



Live Streaming Webinar On ZOOM / WEBEX



Live Tapping Embed on YouTube



Live Streaming on Instagram



Stage / Studio

- Live Cam
- Audio

Stage

01



Control Room

- Visual Dev
- Mixer Audio
- Live Stream System
- Preview

Control Room

Control Room

02



Broadcast

- Youtube
- Instagram
- Zoom / google meet
- Microsoft team
- webex

Broadcast

Broadcast

Broadcast

Broadcast

03

STUDIO SET **LIVE** STREAMING

SPEIFICATION

GREENSCREEN 5X5

BROADCAST SYSTEM

SPEIFICATION

PC/ LAPTOP LIVE STREAMING
VIDEO MIXER
SUPPORTING SOFTWARE
MONITOR SPEAKER 10"
LED MONITOR 43"

TALENT & HOST EQUIPMENTS

SPEIFICATION

PC/ LAPTOP FOR VIDEO CONF HD
CAMERA HEADPHONES
LED TV MONITOR 32"

LIVE STREAMING



LIVE STREAMING



LIVE STREAMING



LIVE STREAMING

ACCOUNT SERVICES

PROJECT MANAGER

PRODUCTION MANAGER

SPV. LIVE CAMERA

SPV.AUDIO

SPV. VISUAL CONTENT

SPV. TECHNICAL STAGE

SHOW DIRECTOR

CAMPERS

OPERATOR AUDIO

OPERATOR VISUAL

STAGE CREW

FLOOR CREW

HEAD LOGISTIC

CREW

RUNNER

TEAM CLEANING

TEAM PROTOCOL COVID

LIVE STREAMING

Protocol Covid 19

- Mask
- Thermal Detection
- Hand Sanitizer
- Disenfektan chamber
- Hand washing facilities
- Gloves

Internet Connection

- Internet provider partner





inseason
COMMUNICATION

PT. Andalan Menuai Bersama

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