



ROUNDSQUARE
I N D O N E S I A

INTEGRATED DIGITAL CREATIVE AGENCY



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COMPANY PROFILE / Q3 2019



DEDICATED TO CREATE YOUR SUCCESS STORY

ROUNDSQUARE provides custom solutions for the complete online audience journey. A custom approach with which we transform your online ambitions to results. Our team of experienced digital specialists and creative designers works daily on the success of clients in the region.



DIGITAL



CREATIVE



DISTRIBUTION

Capitalizing real-time interaction to acquire customers and audience in digital world becomes our mandatory prerequisite in designing and implementing our digital practice. We combine technology, digital marketing expertise and state-of-the-art graphic design to ensure our clients the best possible experience alongside business growth.



SEO/SEM

Once you're online, challenges mostly come from making sure your website is seen by your target audience. Putting up a website does not guarantee search engine visibility and that is the most important avenue to drive your business. Our Search Engine Optimization/ Marketing approach incorporates custom strategies that have been developed over years of experience in order to drive optimum conversions.



SOCMED MONITORING

Turning online information into actionable insight is the objective of our social media monitoring practice. We provide web-based monitoring tool for you social media analytics and reporting for your brand. We identify your influencers that drive engagement with your brand. We give you insight and analysis of your customers' behavior and engagement from a social media perspective. We help you improve your business intelligence.



SOCMED MANAGEMENT

Managing your social media effectively allows you to get the most out of this powerful channel. Consistently creating and publishing valuable content can help you establish authentic connections with your target audience. We assist our clients to develop their social media strategy, plan to make engagement with target audience and their influencers, as well as respond queries and conversation in multiple channels of social media.



APPS DEVELOPMENT

The demand for mobile apps has grown at a phenomenal rate in recent years, fueled by the ever growing use of smart phones . Having a solid mobile application with industry-specific solution or enterprise suite becomes a challenge in competing within this environment. We have extensive experience in creating high performing, digitally transformative and feature-packed native mobile applications for the major mobile platforms.



Our creative team is passionate in pushing the boundaries of visual communication. So at ROUNDSQUARE, we create and promote brands by delivering the image for the entire business; not just logo, print ads, website as separate items. We strive for more than just making something look good, we try to make our work connect with customers on an emotional level. We are story tellers, brand builders, and strategic thinkers.



BOOK PUBLISHING

Our creative team not only consists of visual communication/ graphic designer, but also a team of copywriters that works as news editor in our joint-operating partner's news outlet. Combining both copywriting and graphic design capabilities, we have been publishing books for our clients in a form of coffee table books, company profile, photo books, etc.



AUGMENTED REALITY

Virtual and Augmented Reality require new creative approaches in order to work correctly. Creating VR/AR experiences is one thing, getting them to customers on events or on app stores is another. Therefore, our creative approach will help you with everything from the initial idea, through concepts, scripts, 3D modeling, post-production to motion design.



VIDEO PRODUCTION

Our creative team strive to create powerful still and moving images to reinforce brands and businesses. We are dedicated to craft visuals that are designed to communicate to the right people at the right time in exactly the right form. With our group's full in-house solutions, we are compelled to optimize our projects with the latest design trends and cutting-edge technology, starting from concept, pre-production, photo/video production, to post-production.



VCD + UI/UX

Addressing the challenges of organizations today, demands us to be different in our thinking and approach to visual communication design/ user interface-experience design. We thus have a foundational approach for doing great strategy, sprints, solutions and systems. We strategically decide on what user experiences to build, then design and test prototypes, we consistently measure the user's experience for smarter solutions, then ensure visual design consistency across every screen.



As media consumption continues to change, so does the importance of cross-device messaging. Achieving the proper mix in today's evolving, multi-channel market, requires experience and expertise to not only understand multi-channel marketing but also seek out the latest technologies and utilizing them to help advance our clients' marketing efforts. This allows us to develop a smarter media strategy for your brand – including cross-channel planning. We connect digital metrics with business metrics for all-around success, and we provide the results via clear and concise digital dashboards. In short, digging deeper and working harder and smarter for our clients creates a special advantage: Fully integrated and precisely targeted "smart media" planning and buying that spreads your brand message and promotes your brand's growth. Roundsquare span of Ad distribution includes, but not limited, to the followings:



PRINT & ELECTRONIC MEDIA

Our team consists of professionals with a longstanding relations with the media, including those in public relations area. We have mutually capitalized our relations with first-tier media in both print and electronic media in Indonesia and the region. In addition, our sister company is a joint operating company with LKBN Antara, the Indonesian state news agency. This enables our clients to expand its span of media placement distribution in both local and international media.



DIGITAL PLATFORM

Roundsquare approach is to blend advertisement with the medium and other identifiable attributes of the audience. It works on making the Ad does not disrupt too much on audience's attention but rather resonates and be contextual with existing user experience. This is only made possible with digital media. Despite SEO and SEM, we also provide solutions for our client to plan and distribute their Ad in various platform available in the digital sphere.

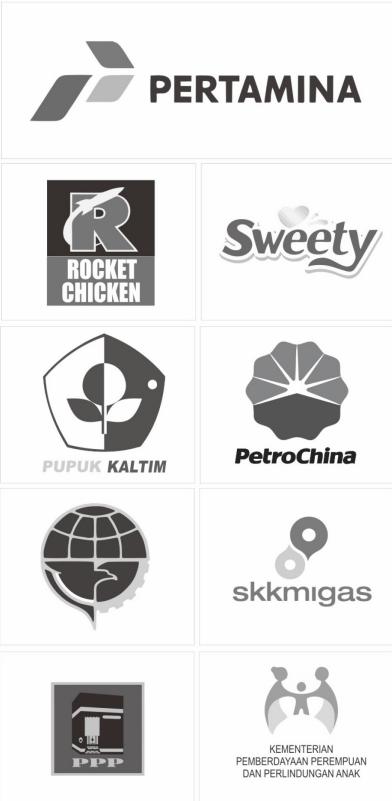


OUT-OF-HOME

Out-of-home advertising reaches people as they are on the go. Due to the fact that more people are spending less time at home, and are less exposed to traditional media, advertisers are looking for innovative ways to reach this audience during their busy, mobile lives. Roundsquare is in cooperation with a leading regional out-of-home media company, with hundreds of spots that strategically located in DKI Jakarta, Medan, Batam, Surabaya and Bali.



SELECTED CLIENTS & PORTFOLIO



WUJUDKAN PERTANIAN 4.0

Ke Bontang, belum lengkap tanpa nyebain

CU - GA + ANG - IS

A - I B - S

Launching Program Virtual Run And Walk (VRA) 500K dan Bike To Work

Selamat Hari Konsumen Nasional 20 April 2019

Melalui Gerak Industri Hulu Migas

Terus Bekerja Membesarkan Bangsa

INDUSTRI HULU MIGAS NASIONAL MEMPERINGATI HUT RI KE-72 DAN MEMERIAHKAN HARI SAKA UNTUK KEMAJUAN BANGSA

KENALI PUSPA APPS.

SAYANGI KEPARTISIPASIAN YANG KESERIATAN PEREMPUAN DAN ANAK

Agus Kreativitas Gaya Animasi Karakterku Susunlah 5 Pesta Animasi Berikut!



OUR PARTNERS



NEWS - INFORMATION - INSIGHT

Digivla is Indonesia's leading media analytics company with wide-span of media monitoring coverage of 1000+ online news portal, 200+ print media, and 70+ TV news programs, as well as all major social media outlets. The company provides multiple platform of user interface, starting from mobile application, web-base interface to integrated digital command center. Digivla portfolio includes 100+ clients, ranging from government agencies, state-owned enterprises, to Fortune 500 companies operating in Indonesia. In 2016, Digivla inked a joint-operating scheme with LKBN Antara, the national news agency as well as PT. Telkom Indonesia in 2017.



Royston Advisory is one of the leading public affairs and strategic communications firm with highly qualified team from multiple disciplines who shares expertise and experience to create value by pushing the boundaries of communication. Established in 2008, the firm has presence in Jakarta as well as Singapore. Royston's unique positioning enables the firm to deliver an actionable insight based on tailored approaches to its clients in wide-range of practices, including but not limited to; corporate positioning, issue and reputation management, crisis management, market entry and litigation communication.



Lembaga Kantor Berita Nasional (LKBN) Antara is the Indonesia's news agency. Established in 1937, the agency has become the integral part of Indonesia's media history. As part of the state-owned companies, the agency has developed its commercial journey by becoming the leading provider of news provider, content generator as well as media distribution. Antara has a massive range of content distribution at both national and international levels. Antara is one of the founders of the news agency consortium in Asia Pacific region, which enables the agency to widen its span of news distribution internationally.



The Perfect Media is a specialist company in the field of Outdoor Advertising (Out-of-Home Media). The company provides outdoor media advertising services with strategic, quality, and innovative location placements in major cities in Indonesia, such as Jakarta (Soekarno-Hatta International and Domestic Airport), Palembang, Batam, Surabaya, Bali, Semarang and Medan. In addition to Indonesia, The Perfect Media also provides advertising services for marketing internationally in Singapore, India, Vietnam, the Philippines, China, Japan, Cambodia, Myanmar, Sri Lanka, Bangladesh, Laos and others.

