



TATAMALA II II

DN CREATOR NETWORK

IDN MEDIA

*details are subject to cho

NATIONAL ROADSHOW 2019





DN CREATOR NETWORK

NATIONAL ROADSHOW 2019



Sharing Sessions

Fruitful sharing sessions by our creators from Jakarta, who have been working closely with brands. They will share how to work effectively with brands and their inspiring stories when they first started.



Workshops

Productive workshops and activities that will help yet educated local creators to find their new hobby, also some activities that they might care about.



Create Buzz Locally

Local influencer will create buzz about your brand



IDN MEDIA



Roadshow to Yogyakarta



Abhayagiri Restaurant

Date

5 May 2019

Starring:

Skinnyindonesian24 & Eka Gustiwana

Local Creator:

Mories Adhytia Street Food Stories Denmas Seno Orinda Deviana Rio Hanindito

Activities:

Candle Wax Decorating Workshop Lunch









DN CREATOR NETWORK

NATIONAL ROADSHOW 2019

Brands that collaborated with our roadshow



IDN Creator Network x Samsung Arena

Influencer gathering to welcome Samsung Galaxy A6 launching. There's talkshow and sharing session about phone feature. Also photo competition using lits cool camera.



IDN Creator Network x Nivea

On their new Sensational Body Lotion product, Nivea tried to support on one of our national roadshow city in Bali. We held women creators luncheon and run various activities, like workshop, beauty talk and macro-influencers sharing session with Kadek Bella.



IDN Creator Network x Smartfrer rep

Smartfren support our IDN Times Community
Gathering with our travel creators. Bring a theme
#IndonesiaGueKeren, Smartfren tried to encourages
millennials to explore indonesia tourism and stay
connected with their stable network service.



IDN MEDIA

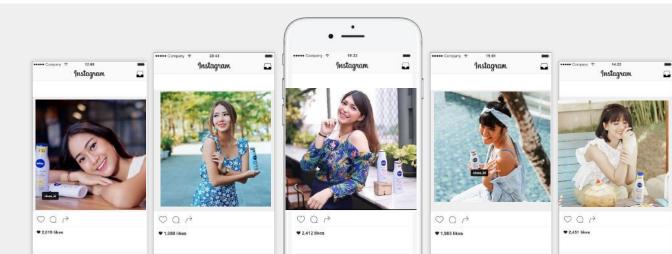


Nivea ICN Roadshow (Bali, Semarang & Manado)

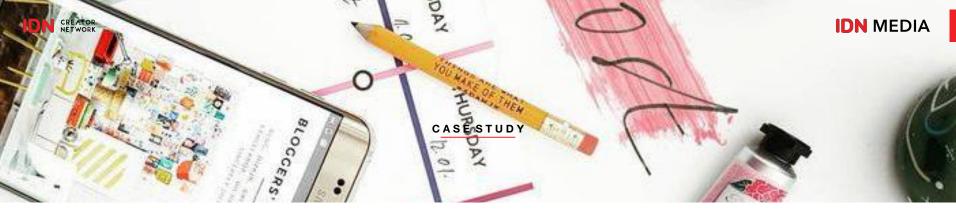
Creators: 18 Influencers Period: July-October 2018 Deliverables: 18 IG Photos & Attendees

Result

Reach: 250,452 people Impression: 334,452 impressions Engagement: 30,624 likes, comments & shares







Samsung A6 x Youtube FanFest (Jakarta, Surabaya, Jogjakarta, Bandung)

Creators: 92 Influencers Period: September - October 2018

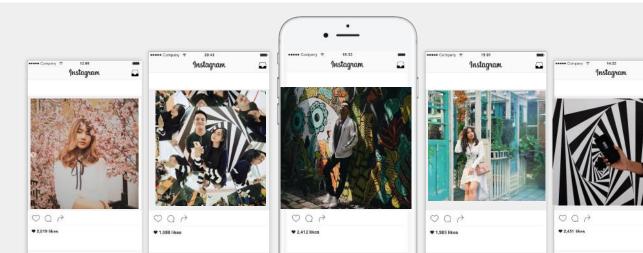
Deliverables: 120 IG Posts, 8 Guest Speakers, 74 Attendees

Result

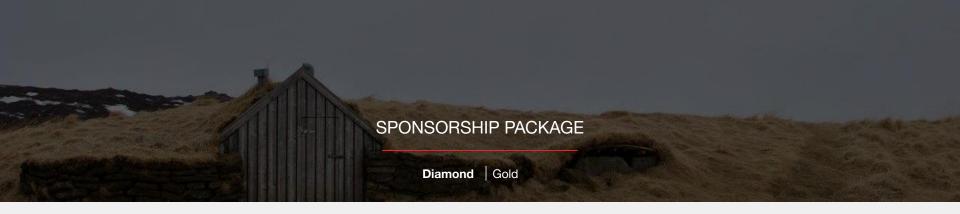
Reach: 849,872 people

Impression: 1,383,206 impressions

Engagement: 146,991 likes, comments & shares







Title ICN Roadshow Presented by

Brand Placement On-venue: 15 minutes time slot to promote brand's product, event theme integration with

brand's message, logo at official backdrop, branding at main stage (if any), largest logo at all promotional material, MC ad libs, standing roll-up banner placement (6), product placement at

venue

Digital Advertisement 2 Instagram posts by Guest Speakers (equivalent to 50k-1,000k followers)

10 Instagram posts by Local Nano Influencers (equivalent to 5K-49K followers)

Package Value : Rp. 499,000,000 Special Price: 249,000,000



Title Gold Sponsor

Brand Placement On-venue: 8 minutes time slot to promote brand's product, branding at main stage (if any),

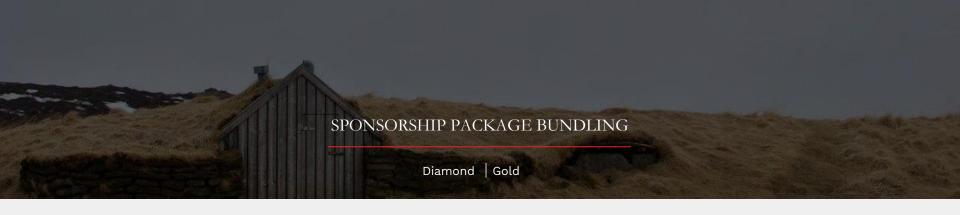
second largest logo at all promotional material, MC ad libs, standing roll-up banner placement

(3), product placement at venue

Digital Advertisement 1 Instagram post by Guest Speakers (equivalent to 50k-1,000k followers)

3 Instagram posts by Local Nano Influencers (equivalent to 5K-49K followers)

Package Value : Rp. 249,000,000 Special Price: 149,000,000



	5 Cities	10 Cities
Diamond	Rp. 1,125,000,000 Rp. 2,495,000,000	Rp. 1,990,000,000
Gold	Rp. 650,000,000 Rp. 1,245,000,000	Rp. 1,100,000,000 Rp. 2,490,000,000



